

RINÇON LIMPIO MÁS BONITO

PROYECT 2 | AUGUST - OCTOBER 2021

ENVIRONMENTAL EDUCATION FOR THE
COMMUNITY OF RINCÓN DEL MAR-SUCRE

PLASTIC-AWARE

THE ASSOCIATION PLASTIC AWARE

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We are a non-profit association that fights plastic pollution through education.

Our mission is to empower people to reduce, recycle and upcycle plastic through education, awareness and support.





ENVIRONMENTAL EDUCATION

We seek to raise awareness and focus on environmental education through activities with children, adolescents and adults in the community.

Achievements during the project called

"Rincón limpio, más bonito"

- Training and empowerment of 15 Plastic heroes in Rincón del Mar.
- Over 400 house visits to explain the recycling system in Colombia: recyclable, non-recyclable and organic.
- Playful neighborhood activities on environmental issues with children and young people.
- 7 movie nights where we collected around 15'000 plastic bags.
- Different awareness workshops on single-use plastic and the promotion of Eco bottle.
- Beach, footpath and mangrove cleaning campaigns.
- Distribution of 500 reusable market bags.
- Establishment of a sustainability plan for the local recycling company .

➔ "It was a very fun experience. I am in another environmental group but I didn't know how important it was to separate our waste correctly."



Sofía González- Plastichero

➔ "It was two months full of learning with a lot of children and young people. I saw how important it is to work together as a team. I am very grateful for the beautiful work Plasticaware did in the community."



Elkin Murillo- Plastichero

➔ "The project helped me personally to know how to express myself better with others. Plasticaware taught me a lot of things about plastic. It was a very nice experience."



Ana Ocon- Plastichero



PLASTIC HEROES

We empowered 15 young people from the community to be part of the Plasticaware team.

Most of them were kids from the Ecological Titans group, who put all of their energy into the project and at the same time motivated other young people to participate in the activities.

During one week they got educated and trained on the topics of plastic, plastic pollution, recycling and its impact on the environment. Afterwards, the teenagers were able to lead different initiatives of the project.

The goal of Plasticaware is to empower young people in the community to be spokesperson. With that we want to ensure that environmental activities will be continued.

HOUSE VISITS

In each house, we explained the importance of separating solid waste, the use of the Eco bottle and the necessity of reducing, reusing and recycling plastic correctly.

We visited 400 homes and commercial establishments throughout the district, from the La Punta neighborhood to La Sabana.

"It takes up to 450 years for a plastic bottle to degrade."



**Residuos
aprovechables**

**Residuos no
aprovechables**

**Residuos
orgánicos**



Wednesday Cinema in Rincón

In order to reduce the large amount of water bags in the streets, we organised a movie night. Every night felt truly special. In exchange of 12 water plastic bags the children received a packet of popcorn.



In the end, thanks to the children's interest we were able to collect more than 15,000 plastic water bags.

"WHEN IS THE CINEMA?"

The sector la Boca and the beach area receive a significant number of tourists daily, which inevitably means a lot of waste possibly ending up in the sea.

Children and young people from Rincón del Mar painted and wrote more than 40 messages to encourage the tourists to leave these spaces free of garbage.

"The best waste is the one that is not generated".





Learning by playing

In the work with younger kids, we explained our environmental education strategies through games.

The feeling of competition, reaching the finish line and being the winner, are motivating factors for the children to quickly memorize different concepts. At the end of each activity every child received a snack, honouring their participation.

The activities were done in different neighborhoods to reach and empower various children and to form environmental groups.

Currently, with the great explanation of the Plasticaware team, many children and households are using the eco bottle to dispose small plastic waste.



BEACH AND STREET CLEAN-UP'S & PLANTING OF MANGROVES

With the support of the residents of the community and local organisations such as Mundo verde, Titanes ecológicos, Vivac't and of course our plasticheroes, we carried out 5 clean-ups in different locations: La playa la punta, sector la playa, barrio chino, la boca. Together with Afrovismar we were also planting mangroves for the reforestation.

The focus of Plasticaware is the participation of children, as they are the future leaders and caretakers of their own territory.

We want to thank Mundo Verde for spreading the message "No more plastic, zero plastic" and spreading the name of Plasticaware in the community.

"The sea is the most beautiful ecosystem on the planet and we must keep it clean, that's why it is important to do these activities".

Anderson Tuirán
Mundo verde

REUSABLE BAGS "ALL IN"

Plasticaware donated a total of 500 reusable market bags to the community of Rincón del Mar.

The team went door to door, also to the most remote neighbourhoods, explaining the importance of reducing plastic bags and promoting the use of cloth bags. We also shared the message in the shops, inviting people to take their bags with them on every purchase and thus be "ALL IN", as we called this strategy. For an intense learning experience backpacks were handed out to the children who brought Eco bottles filled with clean and dry plastic.

Inspired by what is most representative of the region, the bag was designed by Sandra Criollo, an illustrator from Cali.



REDUCE IS THE KEY...



In all activities related to plastic, we highlighted the importance of reducing plastic consumption. During different workshops we handed out bamboo brushes.



Plasticaware received a very special donation of menstrual cups from a start-up called Copa Free in Medellín.

Thanks to this, a wonderful women's empowerment group was created, led by Dania Bianuni (Dos Aguas) who will continue to be active onsite. During 3 closed sessions, the women had the support of a doctor to clarify doubts to use menstrual cups and other related questions.



Children's books were donated to the children in Rincón del Mar. Thanks to the reading promotion in Medellín.



CORPORATION ONSITE: CORPORIMAR

Corporimar is the waste management company in Rincon del Mar. We worked closely with Corporimar to constantly generate new ideas and accompany the organisation's processes:

- Waste separation workshop for employees
- Visits to households to invite the residents to subscribe to the "collection of waste" schedule
- Regular follow-up meetings

Plasticaware delivered a strategic sustainability plan that was presented to the board of directors to achieve the operational and financial productivity required by Corporimar. We highlighted the importance of selective collection and our environmental engineer gave other tips and tricks to improve different processes.



ADITIONAL ACTIVITIES

In August, Plasticaware presented to a group of volunteers from the city of Medellín the work that was being carried out during the first month.

We explained the general strategy of the foundation and the importance of maintaining coherence in communication related to environmental issues.

In September, with the authorisation of the principal of the Rincón del Mar Educational Institution, we held a presentation and a workshop on environmental education with the students of the 11th grade.

This is a group of young people with a lot of potential and interest in strengthening their communication skills and care for the environment especially in their territory.





Being immersed in the community for more than two months also allowed us to build up trust and empower its people with our mission of environmental education. WE WANT THE KNOWLEDGE TO BE KEPT IN THE TERRITORY AND TO EMPOWER YOUNG PEOPLE TO BE CONSCIOUS ABOUT OUR ENVIRONMENT AND MOTHER EARTH.

The Plasticaware Foundation made contact with the largest number of local and external entities in the territory. The implementation of the project was transparent and we socialised and reported the developments and progress on a daily basis.

Our initiative was so successful in the territory that it was an opportunity for other organisations to replicate processes and thus give continuity to the activities within the community.

The generation of awareness and ultimately the work with children and young people are fundamental to extend the knowledge over time. Their receptiveness to these issues and the great sensitivity they develop for their territory is ready to be explored.

"IT IS NOT ENOUGH TO RECYCLE AND TO REUSE, THE MOST IMPORTANT THING IS TO REDUCE IN ORDER TO STOP PRODUCING SO MUCH RUBBISH THAT DOES NOT DECOMPOSE".

**SONG- LA BASURA
TITANES ECOLÓGICOS**



THANK YOU

Many thanks to the Community Council for approving the implementation of the project RINCÓN LIMPIO, MÁS BONITO which took place between the 4th of August and the 17th of October.

We also want to acknowledge MUNDO VERDE for making us known and for always being active in street and beach clean-ups together with the community.

Thanks to Vivac't for opening their space to show some films and for accompanying us in our processes whenever they had the opportunity.

Thanks to the local organisations such as CORPORIMAR, TU RINCÓN, AFROVISMAR who joined one or more of the foundation's initiatives.

Many thanks to Daniele de Dos Aguas for being our first intermediary and for accompanying us in this project in many processes.

TITANES ECOLÓGICOS Y JOVENES RINCOMARENSES

We are immensely proud and thankful for our PLASTIC HEROES. This wonderful group of young people showed remarkably initiative and sense of belonging. It was a period of growth and learning in which they developed new skills. Thank you for believing and being part of Plasticaware..

MANUELA JULIO - MANUCULTURA

Manu joined the Plasticaware group in September. She motivated young people with strength, joy, passion and leadership qualities that characterise her. Thanks a lot.



THANK YOU FOR
YOUR DONATION!



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