

## May the R power be with you, and you'll be a superhero - a campaign about packaging wastes

MiReHu is a waste management company in the North-East Hungary, our headquarters placed at Miskolc, which is selected to the 100 Climate-Neutral and Smart Cities Mission by the European Commission.

As a waste management company in public service, every day we see how much waste is produced by people. And of course, we see the quality of their waste collection. So, this experience makes us to do something to change the habits some years ago. We believe that the most essential part of waste management in future is attitude shaping.

We implemented a new programme corresponding to the main topic of the EWWR 2023, the packaging wastes.

We think that the communication and the education go hand in hand, so our programme contains elements of both. The main aim of all our actions and campaigns is to show the waste is wealth. It's not just rubbish, it has so many opportunities to be handled correctly. Also, our programme focused on reducing and preventing packaging waste production in accordance with the directives of the European Union. Our themed campaigns have series of actions both online and physically with the purpose of providing authentic knowledge that encourages activity at the same time.

Well, shortly the Superhero programme lasted two months and it started with a video call, that Darth Waster has been arrived. (Watch the link below. The video has English subtitle.)



In order to make it easier for applicants to identify with the Superhero program, we created our own characters for packaging waste streams, through whom we tried to reach and address people. To arouse interest as much as possible, we have given a complete story to our call. In addition to superheroes, we created the character of Darth Waster, who represents packaging waste overproduction. Superheroes are needed to defeat Darth Waster, so we can reduce waste. The Superheroes superpower is the knowledge, so they can stop the overproduction and at the same time they can collect their wastes in the correct way to help us to enforce the rules of circular economy.



The whole campaign is a complex communicational and educational programme is focusing on the Rs of sustainability and waste management.

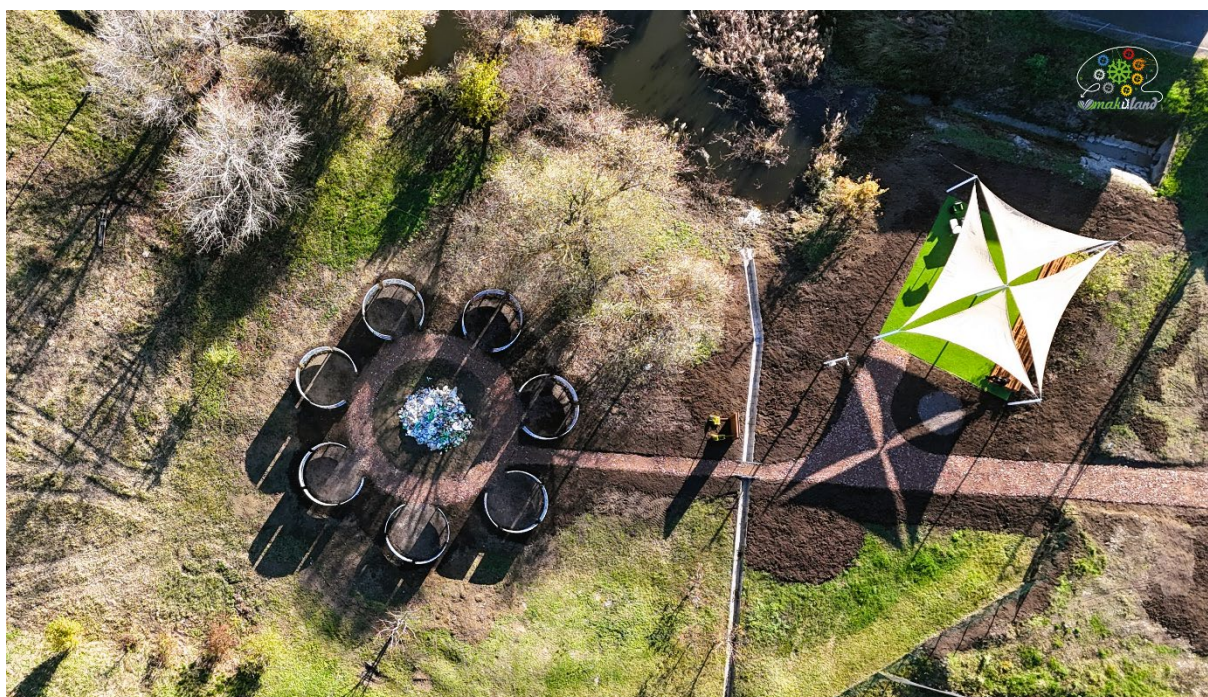
These are the elements of the MiReHu's programme (parentetical the related Rs):

- **Be a superhero! (Rethink, Recycling, Repurpose):**  
we created for the participants an easy to access and fill online quiz-based training. Be a Superhero is a community-forming and networking program in which participants became self-contained action organizers, since the essence of the project is that schoolchildren had to involve their own environment in the competition. They had to get as many people as possible and teach them about packaging, then make them to complete the quiz, building their network.

Everyone got an educational document to help them to correctly fill the questionnaire. answered correctly, they became Superheroes. They also must complete missions during the EWWR. Anybody could take part of the Be a superhero program. The second round took place in the unique waste management park, which was opened during the week of the EWWR.

As part of the superhero program, we launched a Facebook campaign and electronic newsletters with packaging-themed inspirational missions, astounding educational images. And also, a part of the Superhero program there were a costume design competition, where the participants presented their costumes made from packaging waste.

- **R-park (9R):** this is an all-round circular park. The R-park, named after the Rs of circular economy, and it is in our headquarters, in a green environment. In harmony with nature and waste management, our Superheroes (and since then anybody) walked all the way of the seven-circle educational path, which focusing on packaging waste. They could gain further knowledge because the R-park has so much content to stimulate thought, curiosity, and call to action based on pleasure and experience. So, the park has seven stations in circular shape, we can take a circular walk in the R-park, with main aim of rethink what we know about packaging wastes and about their lifecycle. The park's purpose is arousing curiosity, make people think different, and attitude shaping by giving authentic knowledge.



This is so unique in the world. All station has four arc shaped tableau symbolized the circulation. Each station shows the lifecycle one of the packaging, teaching about raw materials, production, prevention, reuse and about waste management and recycling. This is not only a path, but the specialty of the park is also gives you the experience of a trip and like a visit in a museum. We can go through with an audio guide alone or we can choose guidance of technician. The attitude shaping activities of MiReHu are always experienced-based, so the R-park has so much content like quiz games, videos, and various puzzles with the help of QR codes placed on the tableaux, which make walking and learning varied and adventurous.



- **Photoshock wall** (Rethink, Reduce, Refuse): this was a guerilla marketing action, we shocked people with a wall made of the amount of packaging waste produced by one person in one month. The aim of this wall is to call the attention of people to overproduction. It was placed to the busiest places of Miskolc 9 times during EWR, so people could take a photo with it.

- **Zero Waste on Ice** (Reload, Rethink): it was an outstanding public event at the local skating rink, where the entry ticket was a short packaging waste-themed online quiz. This occasion was packaging free because this time people got their freshener in a reloaded system. The main programme was the waste hockey, which was an arcade game, like in hockey they had to lead some packaging waste to the gate, which was a waste collecting container.

- **P2P - RePACKbag** (Repurpose, Rethink): P2P or PackagingToProduct is a handmade programme, at the creative space of MiReHu, where people could make shopping bags from packaging waste and made them personal with painting unique patterns. This bag is RePACKbag. Making and using a bag from an irregular material inspires to rethink about packaging wastes. In this way, creativity, knowledge, attitude shaping and call for attention are realized simultaneously.



- **Educational events (9R)**: the series of actions contains several educational events where the MiReHu cooperated with Government of Miskolc to **teach people live in segregation** and deep poverty about packaging waste collection. The RePackBags made by the collective of MiReHu was gifted at the local market to the shoppers exchange **a little talking** about consciousness of packaging, to call them not to use SUP. **Special LEGO** program was gifted to those schools who collected the most amount of paper in 2022. This programme teaches about sustainability and circular economy with the method of 4c and LEGO elements by RESZETT.

We think this was a successful campaign. So many people were reached with the numerous programmes of this action series.

Almost 400 people filled the online questionnaire and took part of Be a Superhero! program.

There were 500 people at the Zero Waste on Ice action, they all filled the entry quiz and a significant part of them (more than a hundred) played waste hockey. 25 kids and their family made superhero costumes from packaging wastes. 650 students received attitude shaping education at schools during the EWWR by the MiReHu and 100 people, who live in deep poverty were taught about packaging. A hundred people got RePackBag at the local market for chatting about packaging. At least 20 000 people could watch the Photoshock wall. Almost 250 people subscribed to the MiReHu's newsletter. The R-park opened during the EWWR almost the end of 2023, but it already had the first visitors of 2024 at the second week of the year.

Facebook statistics of posted videos: engagement 67637, reaches 231332. Facebook statistics of posts: engagement: 8281, reaches 337776.

To create this communicating and educating campaign we had a strategical decision. The passion to do something to protect our environment was born in our minds and hearts years ago. So, we started to build a unique attitude shaping programme. All the ideas born with the help of our colleagues and almost all the equipment made by our community. To keep the quality and help the continuous development our colleagues trained for the correct communication techniques and knowledge transfer. We are continuously working on improving our channels of educating people.