

How to be a Community Resource

- 1. Get trained!** Attend one of our Eco-Leader 101 Trainings to get up-to-date on guidelines, why Zero Waste matters, and best practices for outreach. Once you've gone to a 101 training, attend any of the trainings (webinars) that interest you-- these are a deep-dive into a Zero Waste-related topic and will cover a different topic every time. In order to spread the word, you have to be confident in the information first!
- 2. Be aware.** A huge part of being a resource to your community is being aware of what's actually going on in your community! If you can identify places that could be improved, you can begin a conversation about it. Be on the lookout for places that don't have accessible bins or (correct) signage, wasteful practices that could be improved, and community dynamics, challenges and opportunities.
- 3. Introduce yourself as an Eco-Leader.** Rather than just being "that compost lady", or the "recycler" of your networks, put some credibility behind it. Whenever I start a conversation about a Zero Waste-related issue to a peer, I begin by saying "Hi, I'm Rosie, and I'm a volunteer Eco-Leader with Eco-Cycle".
- 4. Always be kind.** If you are beginning a conversation about how someone could be more sustainable, always bring it up respectfully. People are likely to get defensive if they feel like the conversation is an attack on them, and it might isolate them further. If you are reaching out to someone, like a coffee shop you frequent, here's a format you could follow:
 - a. You could begin by saying that you're a customer that loves their coffee and comes often
 - b. Then introduce yourself as an Eco-Leader
 - c. Identify the unsustainable practice
 - d. Say why it matters to you
 - e. Offer an alternative or a solution
 - f. Ask respectfully if they would consider your alternative
- 5. Offer yourself as an *ongoing* resource.** There doesn't have to be a problem for you to be a resource! If you just mention that you are an Eco-Leader to the people that you interact with, they can come to you with questions. If you don't know the answer, you can always refer them to Eco-Cycle! If your neighborhood or network has a Facebook page or [NextDoor](#) site, make a post introducing yourself as the Eco-Leader, and giving people a heads-up about the guides.
- 6. Mention Eco-Cycle.** There are lots of people out there who would use Boulder County's ZW resources if they knew about them. Just mentioning our facility, [CHaRM yard](#), [hotline](#), [Eco-Cycle Guide](#) and [A-Z guide](#) would help divert lots of materials away from the landfills.