



REBELLION starts today!

Activism kit





FACTS & FIGURES

250 million single-use nappies are thrown away every day



90 billion single-use nappies are thrown away every year

reusable nappies produce 25% less CO₂ than single-use nappies



Our reusable nappies are over 50% cheaper than branded single use nappies



9 billion single-use wipes are thrown away every year in the UK

One cup of crude oil goes into making one single-use nappy

1500 litres of oil is needed to make the 5000 single-use nappies used per baby

One single-use nappy takes 500 years to decompose

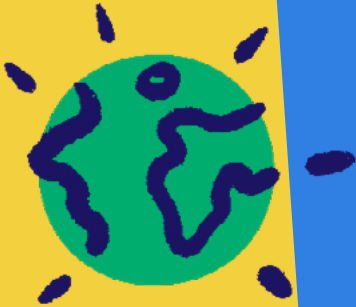
For the 250 million single-use nappies thrown away every day 24,529 trees are lost to deforestation



BUILDING A MOVEMENT

For over 25 years, we've made nappies that are better for babies, parents and our planet.

Now, we're leading a **REUSABLE REVOLUTION** to free the world of single-use nappies, once and for all **and we need your help!**



To overthrow the status quo we need to build a movement of **Bambassadors™** campaigning for change in their own communities. These Reuse Revolutionary groups are made up of advocates, experts and passionate little rebels.



This activist kit aims to give you the tools you need to kickstart your own rebellion. Feel free to use one of the campaign templates here, or come up with your own ideas! Let us know if you want any support or have any questions.

We'd also love to hear about your efforts too! Email us at rebellion@bambinomio.com



HOW TO USE YOUR TOOLS FOR REBELLION

Stickers

Use them in places where they are most likely to be seen by the people that need convincing. Think change tables in public changing rooms, GP surgeries, playgroups and play-date meeting points.

Tote bag

It's a really useful reusable bag! Take it everywhere you go to proudly show the world you were BORN to CHANGE THINGS!



Placards

Cut them out from your bundle box and share a selfie with them, photobomb with one, stick them to your fridge, pin them up on your wall.

And of course, take them on a march!

Social media imagery

Use them sporadically for maximum impact!

Use our hashtags and tag BM so that people can find out more about our mission.

Use them to get in on the conversation during focus moments such as Plastic Free July and Reusable Nappy Week

#borntochangethings

#reusablerevolution





HOW TO SET UP A LOCAL REUSE REVOLUTIONARIES GROUP



Identify fellow advocates

Reach out to people you already know locally who share similar values. They are likely to know other people who'd be interested as well. Also look for individuals who have relevant skills or experience that could contribute to the group's success. For example, do you know anyone who's good with the media, organising events, or has worked on campaigns before? Don't be afraid to start with a small group – as Greta Thunberg says...

“No-one is too small to make a difference!”

JOIN THE REUSABLE REVOLUTION



Organise your first meeting

Next step is to organise a meeting to gauge interest in forming a local group. One of the most important things determining your success will be the strength of relationships between group members, so make sure to take time to get to know each other. Make it fun and relaxed (coffee and cake always helps!) and make sure the location is easy for everyone to get to and at a time that is convenient.

Leave the meeting with at least two things agreed.

- Your next meeting date
 - How you're going to communicate (will you set up a WhatsApp group, a Slack channel, use email etc..?).
- Another great tip to to make sure everyone is assigned a clear role or task - this will ensure things keep moving!



HOW TO SET UP A LOCAL REUSE REVOLUTIONARIES GROUP



Develop a plan of action

Over the course of your first few meetings, you'll need to decide what you want to campaign about and develop a plan of action. Take a look at the two campaign templates in this Activism Kit for some inspiration!

A good tip is to go where the energy is! If people are enthusiastic to do a particular thing it's usually more productive to do that than to try and focus on something that no-one is particularly excited about. Make your plans achievable! It's much better to start with something you know is possible than to get too ambitious and finish disheartened.

Build alliances

Contact other local groups or organisations that share your values and goals. They might be interested in collaborating on a campaign, sharing resources and information, or just amplifying each other's messages. The bigger your network the greater your chances of success!

A few examples of relevant organisations with local groups are below, but there are many more and there will also be plenty of groups that are unique to your area so a little research will go a long way.

Extinction Rebellion

Greenpeace

UK Nappy Network

Mothers' Climate Action Network

Friends of the Earth

The WI

Surfers Against Sewage



HOW TO SET UP A LOCAL REUSE REVOLUTIONARIES GROUP



Keep it fun!

It's really important that people love being part of your Reuse Revolutionaries group, as that's what will keep them coming back and offering their time and skills. So, mix up the format of meetings and events to keep things interesting. You could invite a guest speaker, have brainstorming sessions or hold family-friendly meetings at a soft play centre.

Organise purely social events like an evening at the pub or group trips to relevant films or local talks.

Always celebrate the group's successes, big or small.
As Emma Goldman actually didn't say

"If I can't dance, then it's not my revolution"

We think you're awesome!

Welcome to the **REVOLUTION!**

Please keep us up-to-date with how you get on & share photos and stories from your Reusable Revolutionaries group on social media with the hashtags

#BornToChangeThings
#ReuseableRevolution



CAMPAIGN IDEA: EDUCATE THE EDUCATORS

During pregnancy, expectant parents have a minimum of 8 interactions with healthcare providers – more if their pregnancy is high risk or they experience complications.

In addition, many parents sign up for dedicated antenatal education classes provided by their maternity team or independent providers such as NCT.

Each of these touchpoints is an opportunity for education on nappy choices at a time when parents are highly receptive to new information. **BUT** we know that the vast majority do not receive any information at all about reusable nappies!

This campaign aims to address this by giving midwives, NCT and other antenatal education providers the information and support they need to:

- feel confident explaining to new parents-to-be the benefits of reusable nappies and demonstrating how to use them
- promote the use of reusable nappies internally within their own organisation

Resources



The NCT [courses page](#) can help you find what they offer in your area

Information on the [Greener NHS](#) targets to reduce carbon emissions

The Isle of Man's [Real Nappy Campaign](#), which saw reusable nappies being offered to all parents in the maternity ward

Article from [WIRED](#) on the role of midwives in the fight against climate change



Top tip

If you decide to focus on your local NHS hospital then it's worth linking your campaign to the NHS net zero pledge, as the use of single-use nappies in maternity wards creates around 546 tonnes of CO2 per year.



CAMPAIGN IDEA: NEXT-GEN NURSERIES

The Early Years Alliance estimates that the average nursery with 52 children open for 50 weeks per year will get through **12,500** nappies, **5,000** nappy sacks, and **45,300** wet wipes every year!

That's a lot of plastic, a lot of waste!

Not to mention the extra expense for nurseries to fund collection and disposal.

Reusable nappies are the answer, however, many nurseries currently refuse to accept children in reusable nappies, and there are only a handful of nurseries around the country that use reusable nappies exclusively.

The main barriers are logistical (how will the nursery wash and dry all the nappies?) and misunderstood hygiene issues.

This campaign aims to address this by giving nurseries the information and support they need to:

- confidently welcome children who use reusable nappies;
- make the switch to using reusables full time in their setting.



Top tip

The most important factor is to choose a nursery that one of your group already has links with as the nursery is far more likely to be receptive to input and feedback from parents and staff

Resources



Check out our own blog [The Changing Room](#) for useful tips and advice

GECCO's [reusable nappy campaign](#) in collaboration with Tops Day Nurseries

The Nappy Guru's advice on [reusable nappies and childcare](#) includes a printable guide

A [childminder's view](#) on using reusable nappies on the Professional Association for Childcare & Early Years (PACEY) blog

A video from [Little Lamb](#) with tips about talking to your nursery about using reusable nappies