



2020

Make it greener!

#10WASTECHALLENGE®



The issue

Pollution is a huge topic with far-reaching repercussions across all ecosystems. We can define visible pollution as any waste we see scattered across our beaches and pavements, and even dotted along country paths and trails. It's the tip of the iceberg that we can tackle head on.

Many individual or group organisations and companies all over the world have a perfect understanding of the importance of this issue, given the ecological and economic rewards we could reap by acting now.

Whether we're talking about air, water or soil pollution, or the kind that finds its way into our food, there is no denying that they are all the result of humankind's devastating impact on our environment. We might blame a lack of education or an ignorance of the implications of our actions, industrial revolutions or unsustainable economic models. The fact remains that humans have evolved to avoid starvation, live longer and enjoy better standards of living, but all at the cost of our environment.

Piled up in poorly managed landfill sites or simply thrown on the ground after use, these plastics contaminate and weaken the soil, compromise agriculture, pollute rivers and oceans, negatively affect wildlife and different links in the food chain, and increasingly find their way onto our plates.

However, thanks to the progress made in research and the emergence of new technologies, scientists, businesses and politicians are in a position to offer concrete

responses to these environmental issues, to reduce our upstream impact.

Beyond these positive changes that fall to specific professionals, many people, are

On the topic of plastic alone, of the more than 381 million tonnes produced each year, as much as 55% is thrown away and escapes recycling or incineration. The packaging sector is the main culprit, generating most of all industrial waste produced, to the tune of over 141 million tonnes in 2015.

taking individual action on this issue downstream. Whether through litter picking, using zero waste products, or educating others, many people have now understood the importance of tackling surface pollution. It is within everyone's reach to help clean up our living spaces, regenerate the land and give high-potential ecological areas a fighting chance.

The 10wastechallenge® is gaining ground in no fewer than 65 countries and echoes a generation ready to invest their time in cleaning up a variety of habitats.

Spending ten minutes collecting rubbish each day can so easily become part of a regular routine, no more difficult to schedule than a language class or sports session.

Ten minutes well spent. A good deed for the day. Something that, if everyone joins in, contributes massively to the effective eradication of the scourge of litter. Indeed, this is the crux of the challenge, as it's precisely the daily routine aspect that will make this movement sustainable.

7 BILLION TONNES
OF PLASTIC WASTE
PRODUCED EACH YEAR.



About

The waste issue is much more than a news item flooding various media. It is a reality with a measurable daily impact, through the damage it inflicts on our flora and fauna, but also, on a more positive note, through the emergence of new materials and more sustainable modern technologies.

Change is already happening! Triggered by alarming reports and a cascade of real destruction, a diverse range of action is being organised to reduce the devastating effects of human behaviour.



Zero waste laws, bans on certain products proven to be dangerous, environmental movements, the design of new bio-based and biodegradable materials, education and increased awareness among young people... So many activities are demonstrating the shift in our society's attitude towards protecting the environment and our well-being. You don't need to have a science PhD or be motivated by entrepreneurial or political ambitions in order to act. Anyone can start by looking at

what they can do at home and in their own lives.

The 10wastechallenge® is accessible to us all, translating this principle into a movement that encourages people to set aside at least ten minutes of their time, at regular intervals, to pick up litter. In towns and forests, on beaches and in museums, at their place of work or in their local area, when these small actions are performed by millions of people they help to clean up the spaces we inhabit, as well as improve our well-being in a sustainable way.

Using the power of social media and the concept of the "useful selfie", our movement has gone viral. It is encouraging others to take action by giving people the freedom to express their values and play their part alongside environmental organisations.

By tackling visible pollution on our own, as a family, among friends or in a team, we are uniting our individual efforts within the common vision of a cleaner, healthier world.

Our vision

To live in a cleaner world, free of waste that has a negative impact on flora and fauna.

A conscious and healthy global eco-community, shining a spotlight on the litter problem. By focusing on the elimination of "visible" pollution, the 10wastechallenge® is an additional, accessible way of halting the process by attacking the tip of the iceberg.

A starting point for action with a promise for ambitious future developments, the 10wastechallenge® movement owes its origin to the use of a virtual tool. Ever present in today's society, the worldwide web allows us to spread a philosophy and crystallise it through practical activities.

Funding university research into environmental projects, supporting individual eco-friendly actions, developing an informative online magazine based on real facts, educating the youngest members of society through the development of educational bundles, and fun inter-institution challenges... These are just some of the activities we hope will cement new habits and drive change.

Awareness, education and playfulness: the 3 magic words to promote progress.

14 200

FOLLOWERS

4900

LITTER PICKS

68

PARTICIPATING COUNTRIES

60

PRESS APPEARANCES

30

AMBASSADORS

Our mission

The 10wastechallenge® encourages positive (individual and collective) environmental practices, particularly those associated with the litter problem on a global scale.

This initiative places an emphasis on action to eliminate littering and fly-tipping, which is polluting various habitats all over the world (forests, oceans, deserts, cities, etc.). Guided by the latest scientific knowledge, we use social media to make our activities and information accessible.

We strive to achieve this goal by inspiring people from all walks of life to see this as their own cause.


Beyond the eco-photo challenge, there is the desire to raise awareness across the generations so that the small changes made by everyone become lifetime habits.

While we can delight at the growing number of ecological challenges popping up all over the Internet, we are particularly keen for our movement itself to be gradual and become embedded over time, until it becomes a sustainable enterprise.



"The secret of change is to focus all of your energy, not on fighting the old, but on building the new."

SOCRATES



*« We don't have to engage in grand, heroic
actions to participate in the process of change.*

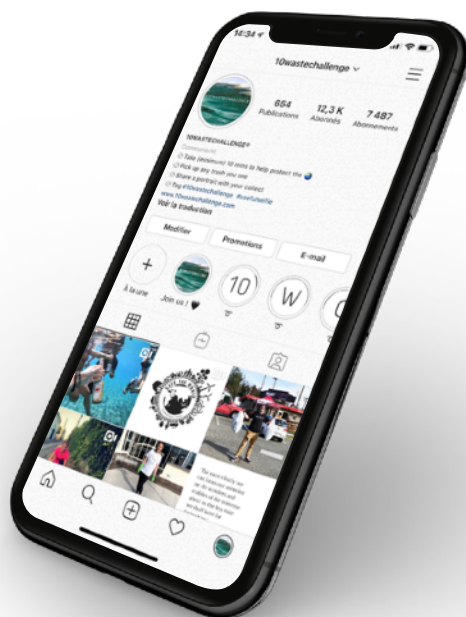
*Small acts, when multiplied by millions of people,
can transform the world. »*

HOWARD ZINN

Our strategies

We plan to harness the power of traditional and contemporary media as a communication tool. This strategy will not only enable us to issue a call to action through information, but also to promote products that meet the needs of those taking part, offering a concrete response to the issue of visible waste. This entrepreneurial approach, backed by national radio in particular, conveys the trust and positive response we are receiving from journalists.

- ✓ Mobilisation by connecting different participants through social media, and showcasing their activities through press releases.
- ✓ Raising awareness among as wide an audience as possible, through our press articles, the content for which is based on proven scientific studies, published on social media and in the traditional media.
- ✓ Development of ready-to-use educational materials for teachers of different learning stages.



Our actions

Primarily focused on the next generation, we organise actions for the environmental cause, and we make them happen.

ECO-COMMUNITY

We are building an interdisciplinary network made up of specialists, ecology enthusiasts, as well as those who simply love the planet.

Through our platform, we are creating a space for sharing knowledge and resources, to establish connections with others who are part of the eco movement.

EVENTS

Nous organisons des manifestations locales telles que des sessions de collectes (lors de festivals, de conférences), des challenges interinstitutions (écoles, clubs de sports, universités, sociétés), et team building.

The aim of these events is to raise awareness of the litter problem among the eco-community.

If you would like to organise an event in your region in partnership with 10wastechallenge®, get in touch!

COMMUNICATION

We communicate our action across social media, as well as on our website (www.10wastechallenge.com). These platforms are brought together under the same hashtag of #10wastechallenge. Keen to demonstrate how far our action reaches, we ask those taking part to geo-tag themselves when they post.

With support from national radio and the written press, many media outlets are spreading the news of our different initiatives undertaken as part of this challenge, all of which helps to raise its profile.

"Be the change that you wish to see in the world."

MAHATMA GANDHI

THE 10WASTECHALLENGE® LABEL

We award a label to recognise the ethical commitment made by public or private institutions to comply with a pre-established charter, requiring them to clear neighbouring areas of all types of visible waste.

This tool helps to enhance the image of any institution doing their bit for the environment.

In perfect tune with its time and with millennial aspirations, this label is a serious parameter for all environmentally-conscious jobseekers to take into account when choosing their place of work.

The #10wastechallenge label will be awarded by our organisation to entities that are committed to meeting the following criteria:

- ✓ the organisation and implementation within the entity of litter-picking sessions within a 10-kilometre radius;
- ✓ photographic evidence of the activity undertaken and circulation of this on our dedicated platform;
- ✓ the provision and display of the #10wastechallenge charter in a high footfall area, chosen by the organisation.

To award the #10wastechallenge label, entities are independently evaluated at least every 3 years during an unannounced visit.

ONLINE SHOP

We're developing a range of eco-friendly products to help our message reach a wider audience:

- ✓ Eco-friendly T-shirts available in several styles;
- ✓ Litter-picker T-shirts with partner branding, available in several styles;
- ✓ Waste bag (mesh) - for all terrains and all materials (S, M, L and XL).



Our story

The 10wastechallenge® began life as a personal mission. Its founder, Belgian photographer Lorenzo Mancini, has been passionate about nature from a very young age. He is fascinated by its fragility and how we can protect it for future generations.



Like many others, he could no longer stand by and watch as more and more areas were polluted by litter, a phenomenon affecting even the most remote areas of the globe.

Nowadays, everyone is aware of this ecological problem, as well as the challenges it presents.

Upon his return from Asia, although the eco movement was already growing and making a noise on social media, he knew he had to expand the initiative's reach while strengthening its identity.

The 10wastechallenge® was born.

Inspired by photography and contemporary modes of expression, Mancini developed the concept that has now gone viral and is widely reported by the media.

Buoyed by the level of interest and incredible numbers getting involved in this new positive movement, he went on to found the 10wastechallenge® community, with the main goal of spreading the message beyond the challenge and well beyond global borders.

The team

Meet the team behind this change-inspiring initiative



— Lorenzo Mancini, *Founder*

Passionate and intuitive, Lorenzo Mancini has made a name for himself in the photography world thanks to his mastery of natural light and his use of deep blacks combined with sharp contrasts. A purist on a constant quest for truth, he stands out for the authenticity of his subjects, combining spontaneity and emotion. But though his talent was very quickly recognised by his peers, Lorenzo is known first and foremost for his human values and strong attachment to nature. His many travels off the beaten track have heightened his sensitivity and his desire to fight against injustices in the world. Coming face to face with rubbish in otherwise green and lush remote landscapes awoke his desire to step beyond an ethical standpoint and to leap into action.

With an entrepreneurial spirit and a head full of ideas, he has invested in many and varied projects in the photography arena, but also in business management.

He has enlisted the help of the networks and resources acquired throughout his young professional career to create and promote the 10wastechallenge®, transforming his environmental commitment into action.

His attention to detail combined with a natural thirst for knowledge makes Lorenzo an extremely committed person, with an array of skills that he puts to use in everything he puts his hand to.

The 10wastechallenge® exists and has gone global thanks to its very essence, but also as a result of the energy Lorenzo continues to put into it.

www.mancinilorenzo.com



— Aurèle Ricard, *Sponsor*

Born in 1963, visual artist Aurèle is one of the most prominent post-industrial plastic artists in the world today. Aurèle burst onto the art scene in the late 1980s and since then has exhibited in the contemporary art museums of every capital city, from Paris and Tokyo to New York and Shanghai. In 1986, the year he met Andy Warhol, he stumbled upon a small poster about a stray dog. The poster read: "Bob, The Lost Dog." Aurèle recalls the moment he spotted the poster and, in that instant, found a motif that would become an ongoing source of inspiration for his art.

"Up there on a lamp post there was a "Wanted"-style poster, but with the photo of a dog. There were all the most important words in our lives on that poster: 100 DOLLARS, REWARD, FRIENDLY, LOST, LOST, LOST..." Aurèle recalls.

Aurèle's work is also inspired by a range of sources including Pop Art, New Realism, Arte Povera, Dadaism and more. Other aspects of society (consumerism, advertising and pollution) have provided inspiration for his creations, as worldwide we are all confronted with a daily barrage of information and images from the media. Aurèle therefore works with images of loss, vagrancy, loneliness, political and media oppression, the violation of human rights and disease.

His goal is to mobilise present and future generations to respond to wars, epidemics, environmental disasters, political and media hype, inequality and the problem of overconsumption. In Aurèle's world, art comes face to face with reality and becomes a true "mirror of modernity."

What does he think about the 10wastechallenge®?

"My entire life is a 10wastechallenge® - I was born 55 years ago into a family that was already against wasting things... I lived in India for 7 years and saw how they swapped banana leaves for plastic. I did an exhibition in Pondicherry nearly ten years ago that was called "no more plastic bag". I lived in China for 8 years and saw the devastating effects of our behaviour. I cleaned up beaches and encouraged everyone to pick up at least 5 items of plastic every time they went for a swim. I am the 10wastechallenge, and I'm all for thinking globally and acting locally. I am Zorro or I am zero" - Aurèle LostDog

“THEY DIDN'T KNOW IT WAS
IMPOSSIBLE, SO THEY DID IT.”

MARK TWAIN

Future plans

Primarily focused on the next generation.

Organising actions for the environmental cause, and making them happen.

ONLINE PRODUCTS AND SALES

- Develop the shop:

The shop will offer textile items and products in keeping with the 10wastechallenge® philosophy. We will strive to select products that come from a production chain that makes use of sustainable materials and manufacturing processes with a low carbon footprint. We will offer items that provide an alternative to common waste-generating products.

- Search for partners for the development of prototypes of fixed and portable rubbish bins.
- Set up a crowdfunding project for the production, promotion and sale of our bins.

SPONSORS AND PARTNERS

Attract sponsors who will want to communicate through our platform and support the movement at events.

Build partnerships to promote the 10wastechallenge®, to sell items or create new products associated with their brand, making "useful sales".

RESEARCH FUNDING

- Award prizes for research with an environmental focus.
- Support for research through the submission of cheques to fund studies with an environmental focus.

EDUCATION AND MEDIA COVERAGE

- Create a ready-to-use educational pack for teachers and suitable for different learning stages. This pack will aim to inform and raise awareness of environmental issues through games and challenges. It will be funded through a crowdfunding platform.
- Maintain the popularity and visibility of the 10wastechallenge® through media activities in collaboration with our national radio partners.
- Planned activities include challenges set for listeners of a popular radio station, in addition to appearances on social media. Prizes will be given out to keep them interactive.

Our supporters ...

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MAGAZINE

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NEWS

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Canon

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radio

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Lab2Screen



PRESS SERVICE

Contact :

Mr Lorenzo Mancini
Founder of 10wastechallenge@
info@10wastechallenge.com - +32(0) 497 81 58 60

Practical information:

www.10wastechallenge.com
info@10wastechallenge.com - +32(0) 497 81 58 60

Instagram : <https://www.instagram.com/10wastechallenge/>
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