

NewCycle After Action Report



Overview

At NewCycle, our aim was to start a movement within our city that relates to recycling. We realized that there was a high usage of one use items, and whilst we were not going to be able to do anything meaningful or measurable in terms of reducing or reusing, we can do something about recycling.



Our group started with a vision wherein we would help complete the UN's Sustainable Development Goals numbers 3, 6, 11 and 12 which are Good Health and Wellbeing, Clean Water and Sanitation, and Responsible Consumption and Production. We planned to start our project by getting community partners to help us collect plastic bottles to recycle, and from that base expanding our range towards other recyclables such as paper.

Funding

We planned to create a self sustained project financially by selling our recyclables to the recycling plant. There is a program wherein for every kilogram of recycled goods turned in, a reward that is based on what the recycled good is will be given to the people. To start off, we collected recyclables using a big cardboard box that served as a trash bin, and with a 20 thousand rupiah loan (1.3 dollars) from our contact at the recycling plant, we got our project up and running and from then on it was financially viable for us to do day to day running just from our revenue from turning in the recyclables.

The Experience

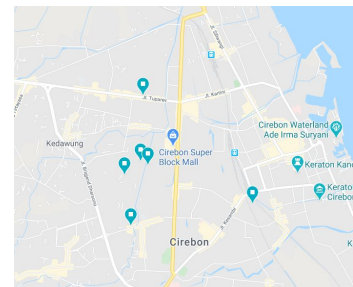
We all had different experiences as we went along the project. Playing with our strengths, we assigned different tasks to people. We have had a few things go right and wrong with our project. Our wonderful graphic designer, Carla was able to create many different graphics that had great reception at our school and on our social media. Adrian was also able to meet the vice mayor to our city during one of his expeditions for the project. There were also a lot of things to learn for us during the project. As we worked with many community

contributors, we found that commitment became a pretty big issue as we started branching out. The time and effort it took in order to gather and collect recyclables became an issue with some contributors, and we really had to push them in order to get what we needed. We all had to collectively learn how to talk to people and how to really “sell” an idea and implement it in many different institutions.

Outcomes and Impacts

We have managed to reach out to six different institutions to roll out our initiative, getting schools, gyms and gaming cafes aboard on our idea. Their locations are marked on the map marked with the white squares which highlights the positioning of our influence in the community. Due to the coronavirus

outbreak, we were not able to start collecting paper but we are confident in the sustainability of our project. We have reached out to the owner of a trash bank and he has agreed to take over our project in the institutions, collecting the recycled materials himself directly. This project is continuing even during these hard times.



154	Kilograms of recycling done	38	Hours of NewCycle Activities
+1500	People directly impacted	Rp 14k	Profit made