



BAM!

A little rebellion starts here!

Your activist pack



We're here to lead a
REUSABLE REVOLUTION
that will change nappy
changing for good.

WHY?
Because our future is
not disposable.



HOW YOU CAN HELP

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™** who campaign for change in their own communities. These groups are made up of advocates, experts and passionate little rebels.



This activist pack gives 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! Keep us posted at rebellion@bambinomio.com



FACTS & FIGURES

250 million single-use nappies are thrown away every day

In the UK alone that's nearly 10 million per day



90 billion single-use nappies are thrown away every year

Using single-use nappies creates nearly **twice as much** carbon as reusable nappies



Reusable nappies are **over 50% cheaper** than branded single-use nappies

450 billion wet wipes are thrown away every year

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

Reusable nappies use **98% fewer** raw materials than single-use nappies

One single-use nappy takes **500 years** to decompose in landfill

Nearly **25,000 trees** are lost to deforestation every day to make single-use nappies



HOW TO USE YOUR TOOLS FOR REBELLION

Rebellious 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.



Trailblazing 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.

Don't have your tools?
Get them **HERE**

This is your tote bag



Protest signs

Cut them out from your reusable nappy 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!



Don't have your tools?
Get them **HERE**

I WAS
BORN TO
CHANGE
THINGS

Social sharing

Use our hashtags and tag **Bambino Mio** so that people can find out more about your rebellion and our mission.

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

#borntochangethings
#reusablerevolution

no more
RUBBISH
nappies!

Download your images
and graphics **HERE**





HOW TO SET UP YOUR LOCAL BAMBASSADORS™ GROUP



Identify potential group members

Reach out to people you already know locally who share similar values. They will likely know other people who'd be interested as well.

Look for individuals who have relevant skills or experience that could contribute to the group's success. 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

The next step is to organise a meeting to gauge interest in forming a local group. One of the most important factors for your success will be the relationships between group members, so take time to get to know each other. Make it fun and relaxed (coffee and cake always help!) and make sure the location is easy for everyone 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 assign everyone a clear role or task - this will ensure things keep moving!





Develop a plan of action

Take a look at the two campaign templates in this Activist Pack for some inspiration! Go where the energy is – if people are enthusiastic to do a particular thing you'll have more success. Again, don't be afraid to start small. It's much better to start with something you know can be achieved than to be too ambitious and leave people feeling demoralised.

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.

Friends of the Earth

Extinction Rebellion

Mothers' Climate Action Network

Greenpeace

Surfers Against Sewage

UK Nappy Network

The WI



Keep it fun!

It's really important that people love being part of your 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, hold family-friendly meetings at a soft play centre and organise purely social events. And always celebrate the group's successes, big or small.

Good Luck, and welcome to the revolution! Please let us know how you get on & share updates from your Bambassadors group 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



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.

Resources

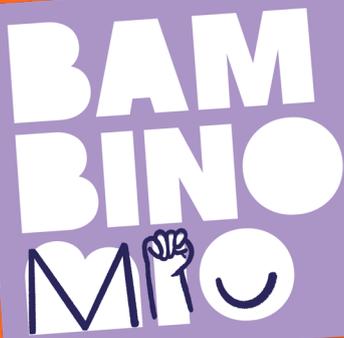


The [NCT courses page](#) can help you find what they offer in your area

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



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 and 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



Let us inform and inspire you in [The Changing Room](#) for useful tips and advice

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

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



REBELLIOUS TACTICS

Education

Write to your target decision-makers sharing resources on reusable nappies, emphasizing their environmental and economic benefits. Explain your campaign ask and urge them to meet with you.

Organise demonstrations for decision-makers to see reusable nappies in action. If they don't respond, set up a demonstration table outside their office to engage with passers-by. Issue a call on social media (or knock on their office door!) to invite your decision-maker(s) to attend. Be friendly. Invite the local press.

Meetings

During meetings, present your campaign goals and demonstrate how to use reusable nappies. If decision-makers agree to your ask, request written confirmation. If they decline, take the time to understand their concerns and note any barriers. Thank them for the meeting and agree any items for follow up. Keep in touch and provide them with the information that they ask for as soon as you can.

Petitions and letter-writing

If your efforts with decision-makers don't get anywhere, you can start a petition or ask supporters to write letters. Provide a template but encourage personalised letters for maximum impact. You can use platforms like Change.org or 38 Degrees. Once you have a decent number of signatures or letters, send out a press release featuring your group handing over the petition / letters.

Protests and events

Stage friendly, inclusive protests at your target's office or strategic locations. Invite the press and ensure group members or the press capture photos. Make the event media-worthy: involve children, local celebrities, and speakers; consider marches, fancy dress, music, and cake. Unleash your creativity!

Sign our
→ petition [HERE](#)

**The future
says thanks!**