



# MAKE SMTHNG

*PRESSKIT*



## Why MAKE SMTHNG Week?

Greenpeace has been challenging big corporations and fighting for stricter regulations for decades. But we realized that unless we address consumerism, working on pollution alone is not enough. We are producing and consuming too much - from fashion and tech, to food, single-use plastic, toys and cars. If we keep living this seeming convenient throw away lifestyle, we are contributing to climate change, pollution and destruction of people's livelihoods, natural wonders and our right to a clean and safe environment.

So we need to find a way to create a cultural sea change where we value our goods again like in the past and try to keep them for as long as we can. And because behaviour change is difficult, this change needs to be easy, fun and accessible.

## What is MAKE SMTHNG Week?

MAKE SMTHNG Week is a week of action where we want to bring people together to gather first hand experience on making more of what we already own - by sharing, caring, repairing, upcycling, pimping and swapping fashion, food, tech and toys. Next to our offline activities, we also launched [a website](#) and social media channels (@makesmthng) that should help connect makers from around the globe with each other.

### **MAKE SMTHNG is supporting the global maker movement**

We want to join the movement of makers that has already rediscovered the art, craft and joy of making: cooking, mending clothes, fixing electronics, upcycling used goods, growing food, making your own cosmetics; cleaning with vinegar and baking soda, ditching plastic and sharing your clothes, bikes and homes with each other - and combining these skills with modern sharing technologies to exchange skills and learn from each others experience and knowledge. We are many practicing these actions already - let's connect and unite to become more visible and stronger.

### **MAKE SMTHNG is about changing mindsets**

We want to trigger a cultural change where people will change their everyday behaviour, as part of Greenpeace's new attempt to shift mindsets. It should become the new normal to be resourceful and creative with what we have, a shift away from convenience consumption of ready made products towards a more active, skillful and creative way of living. The offer we make is more happiness and satisfaction - it's been proven that doing stuff with our hands, being mindful about our daily life and connecting with others to share is heightening our well-being, in opposition to the shopping buzz that fades away quickly.





## Where is it taking place?

As of now, more than 200 MAKE SMTHNG events have been confirmed in 28 countries on 6 continents. Participating countries are Canada, Croatia, Finland, Germany, Italy, Mexico, New Zealand, Poland, Russia, Spain, Swiss, Taiwan, UK, US, Japan, Hong Kong, China, Greece, Kenya, South Africa, Indonesia, Chile, Argentina, Israel, Hungary, Finland, Scotland and Netherlands. Greenpeace hosted events will take place in Beijing, Berlin, Hong Kong, Tokyo, Nairobi, Madrid, Moscow, Athens, Rome, Milan, Taipei and Buenos Aires and many other places around the world. Fashion Revolution will host a Maker Disco event in London. US community Shareable is also mobilizing in the US and worldwide. There are events from independent organizers registered on the website too.



BEIJING  
BERLIN  
HONG KONG  
NAIROBI  
MADRID  
MOSCOW  
ATHENS  
ROME  
MILAN  
TAIPEI  
BUENOS AIRES

Go to our events calendar to see all events [www.makesmthng.org](http://www.makesmthng.org)

## What is happening?

Every MAKE SMTHNG event is different and involves local partners from various backgrounds. We collaborate with artists, chefs, fashion and product designers, upcyclers, creatives, models, youtubers and bloggers, zero waste activists, repair cafes and many dedicated volunteers to make each event a special experience. The only rule we have is #BuyNothing. We don't charge attendance fee for the activities and don't sell any products. We use as many recycled materials as possible. We want to teach easy applicable skills, and want people to take away something they made for someone they love.

### Some examples from our events

In Berlin, Greenpeace has rented the public spaces in the artist factory Flutgraben e.V. in the mid of trendy nightlife area Friedrichshain / Kreuzberg between ateliers and workshop spaces. A [2,5 day event](#) starts on Friday night with a clothes swamping party - a mixture of swapping and pimping or upcycling selected vintage clothes. From Saturday between 10 am - 9 pm, and Sunday from 10 am to 6 pm, the main floor will be populated by more than 60 designers, activists, foodies, zero waste, creatives, bloggers and influencers to offer open workstations for DIY cosmetics, repair and sewing, upcycling of fashion, children toys, christmas decoration and other presents. In our studio we have a screening talk with zero waste activist Rob Greenfield, a podium discussion about "Making" hold by German sustainability bloggers, screen Youtube-Tutorials and in our more exclusive workshops, we teach people how to dye textile with plants, print the MAKE SMTHNG logo on vintage T-shirts, discover minimalism, or cook something amazing from food waste.



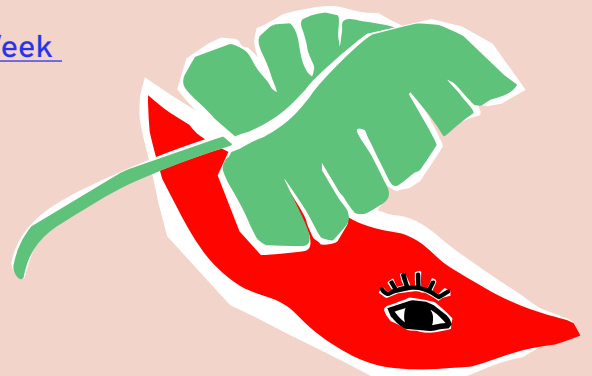


5. Dec, 6 p.m - late  
**Disco Make**  
hosted by Fashion Revolution  
sponsored by Greenpeace

Disco Make will be held at Mercato Metropolitano in London and will be for selected invitees (press, influencers, makers etc.) and also open to the public. To educate and inspire, Fashion Revolution will create a series of practical event activities centered around styling from second hand clothing, mending, swapping, repairing etc. Activities will include: Floordrobe Stylist, Patch station, Dress Undress Redress and DIY Stress Your Denim. Fashion Revolution will stage a "making area" within the main market area of the venue for these activities, as well as a secluded space to film and capture images and reactions from participants, influencers, makers and designers. Confirmed are Hand London, Craftivists, UK designers who specialise in slow and/or upcycled fashion Bethany Williams and Katie Jones and keen makers from our community network. Fashion students from the top UK colleges, such as Central Saint Martins and London College of Fashion, as well as Kingston and Camberwell, will together with young designers, photographers and filmmakers capture the event.

## Resources

[Images in Media Library](#)  
[Toolkit: How to get involved into MAKE SMTHNG Week](#)  
[Style guide with downloadable templates](#)  
[Instagram Account @makesmthng](#)  
[Facebook Page](#)  
[Announcement of Shareable](#)  
[How to share - Resources on Shareable](#)  
[Fashion Revolution Haulternative](#)  
[Blogpost: Why making can help us consume less](#)



## Quotes



**Chiara Campione**  
Greenpeace Italy global project leader of MAKE SMTHNG Week

"We have been tricked into thinking happiness comes from what we buy, when we know that true happiness comes from what we can create. Making fantastic creations out of things that we already own is much more fun, creative and social than buying stuff. Come join us, create your own events and make something!"

"Singles Day, Black Friday, Cyber Monday and other shopping days have become major peaks of consumerism. This shopping binge also generates greater volumes of waste than ever. This dangerous trend is harming our planet. We buy without thinking for a minute, but the waste we create will sometimes last for centuries."






## Quotes


 **Orsola De Castro**  
Founder of Fashion Revolution

"It is incredibly exciting to join forces with Greenpeace for MAKE SMTHNG Week. Reintroducing creativity, crafts and emotions in our relationship with clothes is a brilliant way to take action. After all, our wardrobes are a part of the fashion supply chain, and our choices can have a huge effect in making things better, for people and planet. We are producing over 100 billion garments x year, and wearing just a fraction of that. How much more stuff do we need? Time to care for the things we already own. Long Live My Clothes!"

 **Tom Llewellyn**  
Strategic partnerships director of Shareable

"We're thrilled to partner with Greenpeace for MAKE SMTHNG Week to promote the maker movement around the globe. Since the very beginning, Shareable has been a huge proponent of people sharing skills and upcycling as a way to build community and reduce waste and over-consumption. This campaign is an opportunity to connect makers all over the world and partner with organizations that are doing powerful work for the environment."



 **Kirsten Brodde**  
Project Lead of Detox my Fashion campaign

On losing our ability to make things last  
"If something needs altering or repairing, we are dependent on expensive spare parts or repairs, often using the skills of people in another country. When there's doubt, it is easier to throw it out. But we have lost something: the appreciation of the value of things."

Why Making has the power to transform our shopping habits

"After all, anyone who once crafted a table or a bed himself will think twice before buying a flimsy flat pack from a Swedish furniture store. Anyone who has knitted a jumper out of real wool will be able to avoid cheap polyester knitwear. And those who have planted a few lettuce heads in their garden, cherished them and defended them against snails, will be reluctant to throw food away - because they know how hard it can be to grow them."

On Shopping

"It is difficult to escape the vicious cycle that has been set in motion by modern consumer society. First of all, cheap products made it unnecessary to make do and mend. Next, we lost our respect for things and the necessary knowledge to maintain them. Now we've reached the point where we have lost all our inhibitions about continuously buying new products and using them for ever shorter periods of time. This throwaway culture has not only come to dominate fashion through the „fast fashion“ phenomenon, but many other everyday products such as electronics, interior design, toys and household goods."

## Contacts

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