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# MAKE SMTHNG

PRESSKIT 2018

## Why MAKE SMTHNG Week?

On August first this year, [humanity used up more natural resources than the planet is able to reproduce in a year](#). Why? We are producing and consuming too much - from fashion and tech to food, single-use plastic, toys and cars. Our consumerism - defined as shopping for shopping's sake, to feel better, be social or validate ourselves - means we buy even if we don't need something new; we buy and throw away too much and replace things too quickly.

What's on trend today, is trash tomorrow. But if we keep living this seemingly "convenient", throw-away lifestyle, we will keep contributing to climate change, pollution and the destruction of people's homes, natural wonders and denying many the right to a clean and safe environment.

We need to find a way to create a cultural sea change where we truly value our goods again and keep them for as long as we can. Where happiness is not built on what we own but who we are as human beings and how we engage with people and nature. Because behaviour change is difficult, this change needs to be easy, fun and accessible.

## What is MAKE SMTHNG Week?

MAKE SMTHNG Week (Nov 23 - Dec 2 2018) is a week of action where we bring people together to gain first-hand experience of making more out of what we already own - by sharing, caring, repairing, upcycling, pimping and swapping fashion, food, tech and toys. Our website and social media channels ([@makesmthng](#)) help connect makers from around the globe with each other.

Kicking off on Black Friday and the start of the Christmas shopping season, MAKE SMTHNG Week hacks a mega-moment of consumerism. With fun and creative workshops we not only say MAKE SMTHNG - BUY NOTHING, we also invite people to enjoy themselves as makers, together with others.

### **MAKE SMTHNG supports the global maker movement**

We want to amplify the movement of makers that has already rediscovered the art, craft and joy of making: cooking, mending clothes, fixing electronics, upcycling used goods, growing our own food, making our 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 other's experience and knowledge. There are many practicing these actions already - it's time to 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. Being resourceful and creative with what we already own should become the new normal, a shift away from the consumption of ready-made products towards a more active, skillful and creative way of living. In return, we will benefit from greater happiness and satisfaction - it's been proven that doing stuff with our hands, being mindful about our daily life and connecting with others heightens our well-being, as opposed to the [short-lived buzz off buying something new](#).

## Where is it taking place?

Geographically the events are spread across the globe, with currently 188 events registered in 28 countries from the US, Europe, South America, Africa, Asia, Australia and New Zealand. Details about the events can be seen on our events calendar at [www.makesmthng.org](http://www.makesmthng.org).



## What is happening?

In 2018, Greenpeace is teaming up with Fashion Revolution, Shareable, the international Fab Lab Network, the Global Fab City Initiative, Arts Thread, The Restart Project and national, regional and local initiatives like Zero Waste Germany and Italy to bring together hundreds of sustainable creators and makers with promoters of the sharing economy, repair and zero waste initiatives.



Every MAKE SMTHNG event is different and involves local partners from various backgrounds - artists, creatives, artisans and makers as well as Fab Labs, sharing spaces, libraries, workshops are hosting fashion upcycling events, toys-, book- and clothes swaps, workshops for sustainable christmas presents, plastic-free life, repair cafes and fixing parties or zero waste cooking, to name a few. Fab Labs and repair cafes from Peru, Canada, India, Germany, Italy, UK, South Africa and Spain are participating with a diverse program of repair, DIY and sustainable tech experiments. Bigger events in rented spaces in Hamburg, Berlin, Rome, Milan, Madrid, Bangkok or LA with the participation of up to 60 makers will happen alongside lots of smaller events organized by volunteers from all participating partners.

Under the motto #BuyNothing and #MakeSmthng, event organizers don't charge attendance fees for the activities and don't sell any products. We use as many recycled materials as possible. We teach easy applicable skills and connect people with experts.

All events can be seen on our events calendar at [www.makesmthng.org](http://www.makesmthng.org).



## Make Change Now

This year, our motto is to MAKE CHANGE - #MakeChangeNow. Building on the success of MAKE SMTHNG Week 2017, we want to challenge ourselves to take it one step further. MAKE CHANGE is about taking the joyful, can-do-attitude of MAKE SMTHNG, and channeling it to discover our potential as creative activists and drive positive changes in our communities. We want to encourage individual makers to come together, be more visible in public spaces and integrate elements of creative action and courageous activism in their communities. Those could include creative activism in public spaces, collecting signatures for petitions, talking about necessary political changes during events or amplifying and promoting community and political action related to MAKE SMTHNG. We also want to inspire community actions, networks and cooperatives rather than only individual action and unite to fight for a systems change. Makers and event organizers will have the freedom to decide how they would like to make change within their communities, i.e. push for policy changes, engage in creative actions, or get involved with, or indeed start, a charitable cause.

## MAKE SMTHNG × Partners

### #breakfreefromplastic

#breakfreefromplastic is a global movement envisioning a future free from plastic pollution. Since its launch in September 2016, nearly 1 300 organizations from across the world have joined the movement to demand massive reductions in single-use plastics and to push for lasting solutions to the plastic pollution crisis. These organizations share the common values of environmental protection and social justice, which guide their work at the community level and represent a global, unified vision. [www.breakfreefromplastic.org](http://www.breakfreefromplastic.org)



### Fashion Revolution

Fashion Revolution is a global movement that celebrates fashion as a positive influence while also scrutinising industry practices and raising awareness of the fashion industry's most pressing issues. With its annual Fashion Revolution Week, the movement calls for more transparency and asks brands "Who made my clothes?". In the five years since its foundation as a reaction to the Rana Plaza factory tragedy in April 2013, Fashion Revolution has launched several publications such as the annual Fashion Transparency Index and mobilized hundred thousands of fashion lovers worldwide to use their love for fashion in order to change the industry for the better. This year, the focus lies on the environmental impacts of Fashion. [www.fashionrevolution.org](http://www.fashionrevolution.org)

### Shareable

Shareable is a nonprofit media outlet and action network that empowers people to share for a more resilient, equitable, and joyful world. Shareable is participating in MAKE SMTHNG Week to uplift the maker movement, which is not only fun and engaging, but plays an important role in ensuring the sustainability of the planet. [www.shareable.net](http://www.shareable.net)



## Arts Thread

Arts Thread is the leading digital platform worldwide for emerging artists and designers a launchpad for the next generation of creative talent representing 300,000 students in more than 100 countries from 720 design schools. Together with Arts Thread, MAKE SMTNG calls for entries to a design competition to "Disrupt Black Friday" with a public activism piece, installation or creative action. The winners' design will be implemented in a major shopping area by a Greenpeace office. The shortlist of best Guerilla actions will be published and promoted to the MAKE SMTNG community. [www.artsthread.com](http://www.artsthread.com)

## Fab City Global Initiative & FabLabs around the world

A Fab Lab is a technical prototyping platform for innovation and invention, providing stimulus for local entrepreneurship. There are more than 1300 Fab Labs located in almost every major city in the world, as well as thousands of Maker Spaces and Hackerspaces, connecting a global community of learners, educators, technologists, researchers, makers and innovators.

The FAB City is a global project to develop locally productive and globally connected self-sufficient cities. It is a decentralised and open format project that was launched in 2011 by the Institut d'Arquitectura Avançada de Catalunya, the MIT Center for Bits and Atoms, the Fab Foundation and the Barcelona City Council. This initiative is open for other cities, towns or communities to join in order to collectively build a more human and inhabitable new world, and join the [Barcelona pledge](http://Barcelona pledge): a countdown for cities to become self-sufficient by 2054. [www.fab.city](http://www.fab.city)

## Resources

All our resources can be found [here](#).

## Quotes

👉 Kirsten Brodde  
Greenpeace, Global Project Lead MAKE SMTNG

"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

👉 Kirsten Brodde

Global Project Lead MAKE SMTHNG

### 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."

👉 Tomas Diez

FabLab Barcelona / Fab City Global Initiative

Amsterdam, Barcelona, Shenzhen, Kerala, Paris - these cities who joined the Fab City Global Initiative want to move from being cities that import products and produce trash, to cities that share only information at a global scale. As the MAKE SMTHNG movement encourages local making based on the same vision of sustainable, inclusive and sharing cities, the 1300 Fab Labs worldwide are perfect catalysts to help replace our wasteful and linear economy with sustainable, local production. We are looking forward to making change together.

👉 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!"

👉 Von Hernandez

#breakfreefromplastic Global Coordinator

"#breakfreefromplastic is quite excited to join MAKE SMTHNG Week. As we strive to turn the tide on plastic pollution by calling on corporations and governments to invest in real solutions to the plastic crisis, individual efforts like choosing the more sustainable options and being more mindful of our consumption habits will help us in getting out of this plastic crisis."

👉 Tom Llewellyn

Strategic partnerships director of Shareable

"We are excited to participate in MAKE SMTHNG Week for a second year in a row to do our part to uplift the global maker movement, which is not only fun and engaging, but plays an important role in developing new sustainable means of production and consumption."

## Contacts

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