



THE TRASH HERO WAY

How we live our values



**BE THE
CHANGE**



"Lead by example, showing not telling others what to do and being positive and respectful in thoughts, words and actions."

What does it look like?

- We are role models for the zero waste lifestyle, refusing single-use plastic at all activities and events
- We only produce branded goods that we really need
- Our products and merchandising are durable and non-polluting
- We focus on solutions not problems and communicate in a positive and constructive way
- We treat everyone with respect and dignity

BE CREDIBLE

TRASH
HERO
KUWAIT

EVERY WEEK كل اسبوع
WE CLEAN ننظف
WE EDUCATE نشقف
WE CHANGE نغير
JOIN US! شاركونا!

@TRASHHEROKUWAIT
WWW.TRASHHERO.ORG

"Earn people's trust, avoiding conflicts of interest and relationships that compromise our independence. Stay within scope of our mission."

What does it look like?

- We don't take part in greenwashing, nor do we accept funding or donations from big polluters
- We protect our reputation by not letting our name get connected to any business or political organisation
- We don't allow anyone's logo on our T-shirts and are careful when our logo is used by others
- We stay focused on our zero waste mission, and don't do other activities in the Trash Hero name
- We are honest about any conflict of interest for Trash Hero in our personal lives

A blue hexagonal graphic with the text "BE SELFLESS" inside.

BE SELFLESS

"Work for the public benefit, not for personal gain. Stay humble and put mission before ego."

What does it look like?

- The Trash Hero name is never used to promote individuals or their interests
- We sell our own products to others at cost price (no profit) and we don't sell anything else
- All registered Trash Hero organisations are not-for-profit with a volunteer Board
- We do not seek or claim "general expenses" for regular chapter activities

A high-angle photograph of a group of people, mostly women, wearing bright yellow t-shirts. They are huddled together in a circle, with their hands stacked in the center. The t-shirts have "Trash Hero" branding on them. The background is a paved outdoor area.

**BE
RESPONSIBLE**

" Act transparently and be accountable for decisions and actions. Uphold standards and support the Trash Hero Family."

What does it look like?

- We are accountable to our local community and to the other chapters in the Trash Hero Family
- Chapters and other unregistered groups never take cash donations
- We have transparent accounting and show receipts for everything
- We collect data about our activities and report them in the expected format and on social media
- We understand that respecting the Trash Hero branding and procedures supports everyone's work

**THINK
GLOBAL,
ACT LOCAL**

" Understand and consider the big picture and the solutions needed, but start the change where you live."

What does it look like?

- Trash Hero chapters are formed at the local level (not region or country) and adapt to their cultural context
- Chapters are started by residents only and involve as much of the community as possible in their activities
- Trash Hero World acts as a bridge between global and local, providing big picture insights and managing our data, assets, trademarks and global partnerships.