

**OUR VISION**  
A clean world,  
free from plastic  
pollution - powered  
by volunteers.



## OUR MISSION

To put an end to single-use plastic and build consensus for zero waste and a safe circular economy.

## OUR VALUES - THE "TRASH HERO WAY"

### BE THE CHANGE

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

### BE CREDIBLE

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

### BE RESPONSIBLE

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

### BE SELFLESS

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

### THINK GLOBAL, ACT LOCAL

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

## OUR STRATEGIC PLAN

Using input from our global network, we identified three key goals or priorities for the coming years that will help us to make a greater impact. All our work will focus on and be aligned with these goals; the following pages explain how to put this into practice.



## OUR GOALS



### STRENGTH

We are a strong organisation with family feeling



### INFLUENCE

We are seen and heard locally and globally



### CHANGE

We are making real progress towards zero waste

### GUIDING PRINCIPLES:

- Stay true to the "Trash Hero Way"
- Many voices, one message
- Maximise the impact of our work

[trashhero.org/way](https://trashhero.org/way)

### ENABLING STRATEGIES:

- Educate ourselves and others
- Build connections inside and outside our network
- Support both systemic and behavioural change

## GOAL 1: STRENGTH

As our organisation grows, we want it to remain strong and keep our family feeling. It is important to balance consistency and creativity, so that members can write their own stories, while staying on the same page.



## WHAT DOES IT LOOK LIKE?

- Consistency of work and values across the network
- Motivated volunteers and staff
- Good connections between chapters, countries and world organisation
- Good connections with other individuals, organisations and agencies working on the same issues
- Global governance in place and all voices being heard
- Intellectual, social and cultural capital are being used efficiently
- Global and country organisations are financially stable
- Chapters have a strong local support base

## STRATEGIES

- Volunteers and staff are given opportunities to connect and learn new skills and knowledge
- Rules come from "collective intelligence", are clearly linked to organisational values and well-communicated
- An open and transparent organisational culture is maintained
- Risks, performance and progress are regularly assessed at all levels
- Impact is reported and celebrated internally and externally

## GOAL 2: INFLUENCE

Trash Hero should be more visible both locally and globally.

We strive to reach new audiences and to establish authority on zero waste issues wherever we are heard.



## WHAT DOES IT LOOK LIKE?

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- Trash Hero is a well-known name and brand
- Our volunteers and supporters include people of all ages, backgrounds and geographical regions
- We offer multiple perspectives yet speak with one voice
- We have similar levels of activity on all continents
- Trash Hero is seen as a reliable source of information and advice on community zero waste strategy and implementation
- Trash Hero is seen as a reliable source of data and knowledge for campaigning work and policy-making

## STRATEGIES

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- Create maximum impact with every piece of work: after any task is finished, ask: "who should this be communicated to? Where should it be published?"
- Build a strong (social) media presence and following
- Increase our knowledge and education offering
- Provide training in communication, storytelling and other soft skills
- Explore new ways to report impact

## GOAL 3: CHANGE

We want to make real progress towards zero waste.

The momentum for zero waste lifestyles should grow, while being supported by structural and systemic changes at the local and global level.



## WHAT DOES IT LOOK LIKE?

- Trash Hero volunteers are creating, or supporting the creation of, working zero waste community projects
- Chapter leaders are zero waste ambassadors
- Zero waste is normalised as a solution in wider society
- Businesses start to offer non-toxic, returnable, refillable, reusable, repairable products
- National and global level policy starts to shift

## STRATEGIES

- Provide training and support materials for volunteers to advocate for and implement zero waste systems
- Join or create in-country networks for knowledge exchange
- Focus more on education at cleanups
- Expand our water refill network
- Develop education materials for different interest groups
- Tell more success stories; and expose false solutions and greenwashing



## FAQ

Why have we published this document and why is it useful to you as a volunteer?

Find out in the answers below.

## WHY IS THIS STUFF IMPORTANT?

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Our strategic plan is like a map that shows where Trash Hero is going.

The vision is the final destination - it will take a long time to get there. The mission is the reason we are travelling.

The goals are signposts along the way that make sure we are going in the right direction.

The different strategies are the roads we take to get there. And our values are the vehicle we travel in.

## HOW CAN I USE THIS DOCUMENT?

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As a Trash Hero, our vision, mission and values are something you should understand and personally believe in. You can use our goals to help set targets and create a strategy for your own chapter. We will give you training specifically for this.

Every so often, you can check if your activities are on the right track and contributing to the goals. If they are, tell a story about it!

Use the goals and strategy to hold your team, your country team and the world team to account: are we all doing enough to support our journey?

## MORE INFORMATION

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This is a simple version of our strategic plan. If you would like to know more or discuss any of these topics in more detail, please contact your country coordinator or the Trash Hero World team.