



Host Your Own Clean Bin Project Community Screening

Step 1: Build your screening team

Get a few people to work on the screening together. If you are not part of a large organization, consider contacting local groups to help sponsor and promote the event.

- ▲ local businesses
- ▲ environmentally-minded non-profits
- ▲ governments (try the waste management or environmental outreach departments)
- ▲ universities (try the environmental science, education, or geography faculties first)
- ▲ community or high school green teams

Step 2: choose a venue.

Consider a movie cinema, theatre, community centre, church hall, cafe, school gym, or even a library. Make sure your venue has no windows or curtains to make it very dark. Look for a venue that has the following (alternatively, you may have to rent or borrow this equipment):

- ✓ DVD or BluRay player
- ✓ projector
- ✓ screen (10' wide or more works best or a large white wall)
- ✓ sound system

Step 3: pick a date and time

The feature length movie is 76 minutes long. With set up and a half hour discussion afterwards, you'll need a venue for about 2.5 hours.

Step 4: purchase a license

purchase the appropriate license for your screening through our website at www.cleanbinmovie.com/dvds (price depends on audience size).

We need to know your venue location and date at the time of purchase so we can give you the correct license and also post your event on our website. We'll send you a DVD or BluRay by regular mail within 4 business days.

Step 5: promote your event!

- ▲ contact local organizations to promote the screening through their networks.
 - environmentally-minded non-profits
 - local governments
 - schools and universities
 - community organizations (Lions, Kiwanis, conservation groups, etc)
- ▲ post your event to any online community events boards and send out email invites.
- ▲ call the local radio with news of your screening
- ▲ contact the local newspaper
- ▲ put up a few posters (we find a few well placed posters work better than plastering the town with unnecessary paper)

Timeline of Tips for a Successful Screening



8-12 weeks in advance

- write down a list of possible venues and contact each of them to check rates and availability. It wastes valuable time to wait for one to respond before checking the next one, so contact them all at once.
- contact local organizations to partner with you to promote or sponsor the screening.

6-8 weeks in advance

- book the venue
- order the movie license/DVD

5 weeks in advance

- post your event to any online community events boards
- email community groups and university faculties who may be interested
- email friends, family, and any email lists you may have
- consider starting a facebook event or another online application such as eventbrite (free for free screenings)

3-4 weeks in advance

- call the local radio with news of your screening
- email the local newspaper
- test the DVD to make sure it works
- print a few posters and put them up in strategic locations (eco shops, health food stores, community centres, universities, etc)

2 weeks in advance

- call to follow up with the local newspaper and radio stations

1 week in advance

- send a reminder to your email lists and people who signed up for your event online
- make sure you have enough people to set up chairs, staff the door and run the concession if you have one.

Make it a Zero Waste Event

Consider these ideas to make your community screening a real zero waste event

Host a zero waste concession

- ✦ use real plates and cups
- ✦ serve goodies from a reusable platter and local fresh fruit without any packaging
- ✦ serve juice out of large glass bottles instead of individual juice boxes
- ✦ provide fabric napkins
- ✦ ask people to bring their own popcorn bowls. Cones made out of newspaper make pretty good containers too, and they can be composted
- ✦ set up bins for regular recyclables as well as compost. If you must have a garbage can, make it a small bin.

Lead by example

- ✦ Use hand stamps or scrap paper do it by donation instead of using printed tickets
- ✦ Keep printed posters to a minimum. Try using facebook, twitter, and email to help get the word out.
- ✦ Showing the movie with a projector on a screen gives a real cinematic feel and uses less energy than a TV.
- ✦ Make sure any door prizes support a consumer free zero waste lifestyle. For example, consider reusable shopping bags, mesh bags for produce, or locally made consumables like food and soap.

Further the discussion

- ✦ Ask a recycling or waste expert to come answer questions or lead discussion after the film. It could be someone who works for a local environmental non-profit or the waste management department of your municipality; a master composter; someone you know who produces very little household waste; a local businessperson; or a panel of people. If you have budget, you could invite the filmmakers to do a Q and A after the film either in person or via skype.
- ✦ Display a table of products and ideas that help people live zero waste. Items could include compost bins, solar cones, reusable feminine hygiene products (cloth pads, menstrual cups), mesh produce bags, cloth bags, lunch containers, travel packs (cutlery, container, cloth napkin, reusable mug).
- ✦ Set up a public board or a sign up sheet so people can sign up and publicly commit to changing one thing in their lives.
- ✦ Make a sorting station game so people can test their knowledge of local recycling options. Provide a box of waste items and get participants to separate them according to your municipal recycling rules. You could even give prizes for those who get the most correct items.
- ✦ Gather a list of people interested in starting a community zero waste competition. It could be just one day long or a week or a month. (look at the community zero waste challenge in New Westminster to see how they did it www.glenbrookzerowaste.wordpress.com)
- ✦ Combine the screening with an interactive workshop. For example, learn to compost, set up a kitchen garden, build a backyard compost bin, or make something from scratch (crackers, deodorant, toothpaste, etc. Recipes at www.cleanbinproject.com/resources)