



REDUCE
ACTIONS
AT
KEZBAN MERCAN



Involving the Parents

Immediately after the virtual meeting in November, we agreed to involve our parents **MORE** in the project's **REDUCE** activities. So, we made an **ACTION PLAN**:

- 1 virtual meeting in December
- 1 physical seminar in January at school with invited expert

Virtual Meeting



A Challenge

We started a challenge with parents which will last for 12 months:

LESS IS MORE!!!



2022
için sade hedefler



“ *Instagram is commonly used in Turkey including our parents. So, we decided to use this platform to cooperate with parents for REDUCE actions.* ”



What we did on Instagram

- Increased the number of followers for KMA
- Gave tasks for KMA teachers
- Shared daily stories about REDUCE rather than a post
- Promoted some influencers (ecolog, minimalists, etc.):
<https://www.instagram.com/turkisiminimalizm/>

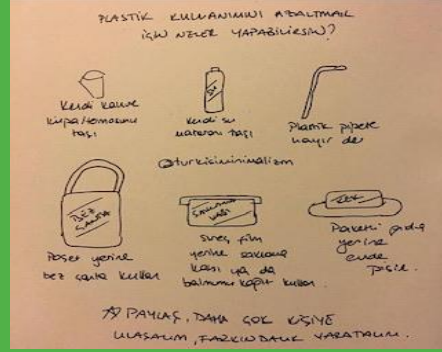
From our Insta Stories



“ Temmuz ayında da sürekli yağurdumu evde yaptım ”



“ Bu temmuz ayında plastik pipeti hayatımdan çıkarttım ”

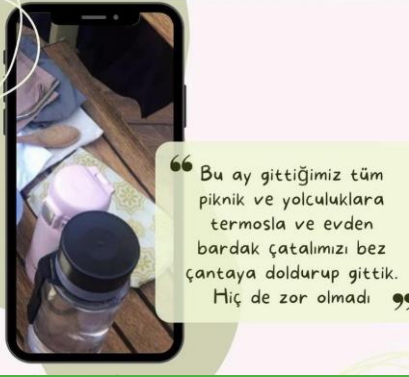


2.700 Litre NEDİR?

Tek bir pamuklu gömlek üretmek için 2.700 litre su gerekir. Bu, moda endüstrisinin gezegen üzerindeki önemli etkisinin yalnızca bir örneğidir ve daha sorumlu ve sürdürülebilir uygulamalara geçmelerinin ne kadar kritik olduğunu vurgular.



@turkisimmimal.com



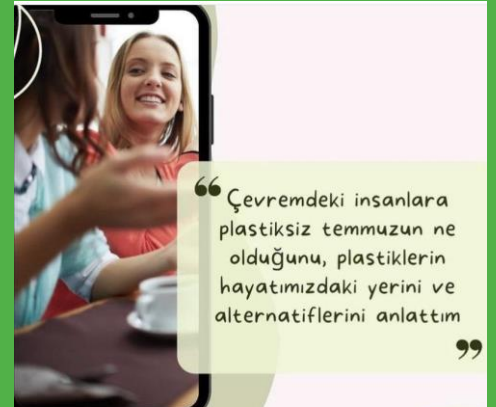
“ Bu ay gittiğimiz tüm piknik ve yolculuklara termosla ve evden bardak çatalımızı bez çantaya doldurup gittik. Hiç de zor olmadı ”



“ Anneme yağlı fırın kağıdı yerine de silikon pişirme matı hediye ettim. ”



“ Buzdolabı poşeti, pişirme kağıdı, pipetleri hayatımdan çıkardım. ”



“ Çevremdeki insanlara plastiksiz temmuzun ne olduğunu, plastiklerin hayatımızdaki yerini ve alternatiflerini anlattım ”

Let's Reduce

Thanks to our invited expert, we learned a lot. It is high time we started getting **NEW HABITS** to lead more **SUSTAINABLE LIVES**





OUR FUTURE



Children at
KMA love
guests and
they are
more
interested
and
motivated

Walk2school

We tried to pay attention to the benefits of walk2school health-social-economical-environmental

We promoted *Walk2school & Bike2school*



ZERO WASTE FAIR AT KMA





Natural Room Fragrance



- Orange peel
- Cinnamon sticks
- Apple peel
- Clove



NEW SOAPS FROM USED SOAPS



Monthly Reduce Chart

REDUCE ↓	REUSE ↻	RECYCLE ♻️
 Walk or ride a bike instead of driving	 Use refillable water bottles	 Recycle plastic containers
 Use energy efficient bulbs and appliances	 Use re-useable grocery bags	 Recycle soda cans
 Turn the water off when brushing your teeth	 Use re-useable lunch boxes	 Recycle cardboard boxes
 Compost food to change it into rich soil	 Use the back side of paper	 Recycle paper newspapers and magazines
BUY LESS! 	 Reuse materials for crafts	 Compost leaves and yard waste

Nowadays, we are working on the design of a Monthly Reduce Chart for the PARENTS.. We will put 30 acts in the Chart. No matter what they do the specific action, but at the end of the month, their Chart must be filled and each act must be accomplished.



Thanks!

ANY QUESTIONS?

