

Good practices in Hungary

39/2020

Title: Plastic Fasting Campaign to reduce plastic use

Owner: HuMuSz Szövetség

Contact: <https://humusz.hu/hirek/muanyagbojt-2019/25191>

Good practice for: Recycling campaign, reduce waste, awareness raising, promote volunteering

Description: Humus is a Hungarian non-profit organisation, as an association it is gathering several green organisations from all around Hungary; its main goal is to promote sustainable lifestyle that treats natural resources sparingly. They work to ensure that the necessary knowledge to achieve this goal is available to everybody - individuals and communities, decision-makers, professionals and actors of the education sector. On the road to zero waste, their tools are information, education, they search for new developments, implement good practices and encourage communities for collaboration. They are running programs for schools to educate students and help teachers to build up their own environmental knowledge. They are also created databases to share knowledge on waste reduction i.e. where to get things repaired, how to donate to charity, recycling information.

In the period of fast before Easter (2019 March 6 - April 21), Humusz initiated a campaign to stop using plastic. Plastic is proven to be useful materials in many areas of life, but as a result of immoderate consumer habits, it became unavoidable in our daily life and makes up most of our waste. With *#plastic fasting campaign*, Humus encouraged fellow human beings to curb the use of plastics in order to prevent waste. A multitude of global and local campaigns are underway to stop plastic pollution. The root of the problem is now had been recognised, i.e. waste prevention, which requires a change in our consumer habits.

The goal of the *#plastic fasting campaign* is to draw attention to the plastic pollution that surrounds us. Humus aims to achieve the spread of preventive behaviours, by putting not only the problem on the table, but also the means of solving it. Conscious consumer behaviour is not only individual, community and national interest, but also our global human responsibility. The stakes are nothing less than passing on a liveable and healthy planet to future generations.