INTRODUCTION TO STORY TELLING THROUGH PODCASTING

* Participants use the Episodes for the media production to create their own podcasts using Audacity.

Episode 1 - E-waste and E-repair

1. *Discussion Points for learners*

Introduction to E-waste:

·   What is e-waste?

·   Types of electronics that become e-waste (phones, computers, appliances, etc.).

Environmental Impact of E-waste:

·   The harmful effects of e-waste on the environment (pollution, toxins like lead and mercury).

·   How improper disposal contributes to landfill overflow and environmental degradation.

Introduction to E-repair:

·   What is e-repair and how does it help reduce e-waste?

·   The benefits of extending the life of electronics through repair.

Circular Economy and E-repair:

· How e-repair fits into the circular economy concept—keeping products in use for as long as possible.

· The importance of repairable product design and right-to-repair movements.

Role of Communities in E-repair:

· How community initiatives like repair cafes or electronic repair hubs can make a difference.

· Examples of successful community-driven e-repair projects.

Challenges in E-repair:

· The barriers to e-repair: lack of parts, manufacturer restrictions, skills gap.

· How policies and advocacy are helping to remove these barriers (right-to-repair legislation).

Personal Actions to Reduce E-waste:

· Simple steps individuals can take to reduce e-waste: repair, recycle, donate old devices, buy second-hand.

Host questions guide:

· What are the main causes behind the global increase in e-waste?

· How does improper e-waste disposal impact local ecosystems and human health?

· What is the role of repair in reducing e-waste, and why is it often overlooked?

· Can you share a personal story or example of when you repaired an electronic device instead of discarding it?

· What are some common misconceptions about e-waste and e-repair?

· How do you think right-to-repair laws can impact both consumers and manufacturers?

· What challenges have you encountered when trying to repair your electronics?

· In what ways can communities come together to support e-repair initiatives?

· What simple actions can listeners take today to contribute to reducing e-waste?

Epsiode 2 - Sustainable and Profitable! (E-waste Entrepreneurship)

How e-waste management can be both environmentally sustainable and financially rewarding

Discussion Points for learners :

Introduction to E-waste Entrepreneurship

·   What is e-waste entrepreneurship?

·   The growing demand for sustainable solutions to handle the e-waste crisis.

·   Examples of successful businesses built around e-waste recycling, refurbishing, and repair.

Business Opportunities in E-waste:

·   Recycling and extracting valuable materials from e-waste (metals like gold, silver, copper).

·   Refurbishing and reselling electronics (second-hand market for phones, computers, etc.).

·   Creating products from upcycled e-waste materials (e.g., jewelry, art, tech gadgets).

Circular Economy and Profitability:

·   How the circular economy can drive both sustainability and profitability.

·   Extending the life of products through repair and refurbishment—lower cost, higher return.

·   The economic benefits of reducing raw material dependency by reusing e-waste components.

Technology and Innovation in E-waste:

·   New technologies that are revolutionizing the e-waste sector (e.g., automated recycling processes, AI in sorting materials).

·   Innovations in e-waste upcycling—turning waste into high-value products.

Challenges and Solutions in E-waste Businesses:

·   The challenges of starting an e-waste business: regulation, collection infrastructure, initial costs.

·   Creative solutions: collaborating with local governments, offering repair services, partnerships with tech companies.

Social Impact of E-waste Entrepreneurship:

·   Creating jobs and empowering local communities through e-waste businesses.

·   Training and education for local communities in repair, recycling, and upcycling.

·   Reducing the digital divide by refurbishing devices for low-income communities.

Steps to Start an E-waste Business:

·   Identifying your niche: recycling, refurbishing, upcycling.

·   Building a sustainable supply chain for e-waste.

·   Legal considerations and certifications required to handle e-waste.

E-waste as a Resource, Not a Waste:

·   Shifting perspectives: seeing e-waste as a valuable resource that can generate income.

·   How e-waste entrepreneurship can drive long-term sustainability.

Host Guiding Questions:

·   What are the most profitable aspects of e-waste management for entrepreneurs today?

·   How can entrepreneurs turn e-waste into a valuable business opportunity?

·   Can you share examples of companies or individuals who have built successful e-waste businesses?

·   What role does innovation play in making e-waste businesses more efficient and profitable?

·   What are the biggest challenges e-waste entrepreneurs face, and how can they overcome them?

·   How does e-waste entrepreneurship contribute to solving environmental issues while driving economic growth?

·   What are the key steps someone should take to start an e-waste business?

·   How can e-waste businesses create social and environmental impact, especially in underserved communities?

·   What support systems (financial, legal, community) are needed for e-waste entrepreneurs to thrive?

·   How does the concept of a circular economy benefit both the environment and entrepreneurs in the e-waste sector?

Episode 3 - How to be a Community Champion for Sustainability using Media

How individuals and organizations can leverage media to promote sustainability:

Discussion Points:

The Power of Media for Sustainability:

·   How media (social media, podcasts, blogs, videos) can amplify sustainability messages.

·   Examples of successful media campaigns that have driven community action toward sustainability.

·   The role of influencers and content creators in promoting environmental awareness.

Choosing Your Focus:

·　　　Identifying the sustainability issues that matter most to your community (e-waste, recycling, energy conservation, etc.).

·　　　Tailoring your message to address local problems and solutions.

·　　　How personal stories can make sustainability messages more relatable.

Types of Media to Use:

·　　　Social media platforms: Instagram, Twitter (now X), TikTok, and YouTube for visual content.

·　　　Podcasts and blogs for in-depth discussions on sustainability topics.

·　　　Traditional media (radio, TV, newspapers) to reach broader audiences.

Engaging Your Community:

·　　　Building an online community around sustainability—how to start conversations and encourage participation.

·　　　Using media to organize local clean-up events, recycling drives, or repair workshops.

·　　　Collaborating with local businesses and organizations to spread sustainability messages.

Creative Content for Sustainability:

·　　　Making content that's both educational and entertaining (e.g., eco-hacks, DIY upcycling videos, eco-friendly product reviews).

·　　　Highlighting community stories of success in sustainability efforts.

·　　　Infographics and simple guides on how to live more sustainably.

Using Media to Advocate for Policy Change:

·　　　How to use media to raise awareness about environmental issues that need policy action.

·　　　Promoting petitions, rallies, and initiatives that push for sustainable policies.

·　　　Case studies of media being used effectively to influence environmental policies.

Collaboration and Partnerships:

·　　　Partnering with other media creators or sustainability advocates to increase your reach.

·　　　How businesses and media can work together to promote sustainability goals.

·　　　Using media to connect people with resources, experts, and organizations.

Tracking Your Impact:

· How to measure the impact of your media content on the community (engagement, feedback, real-world action).

· Success stories of people who became community champions through media.

· Continuous learning—adapting your message based on feedback and evolving sustainability issues.

Podcast Host guiding questions:

· What are some ways individuals can use media to promote sustainability within their communities?

· How can someone with little to no experience in media get started in creating content that promotes sustainability?

· How can you use personal stories to inspire others to take action on environmental issues?

· What platforms and types of media are most effective for spreading sustainability messages in your community?

· How can media be used to advocate for policy changes that support sustainability efforts?

· What are some creative ways to engage your community in sustainability conversations online and offline?

· How can content creators collaborate with local organizations or businesses to promote sustainable practices?

· How do you measure the success of your sustainability media efforts?

· What are the biggest challenges in using media for sustainability advocacy, and how can they be overcome?