


# A Narrative that Changes Lives.



A strong public narrative about the public service that recyclers provide to society is essential to strengthening integrated urban waste management and positioning the inclusive recycling agenda. After implementing a comprehensive communications strategy focused on reaching journalists in Latin America and the Caribbean over the last four years, the inclusive recycling narrative has taken root in mass media outlets in Latin America. This is a testament to the success of our innovative approach to working with members of the press. Over 1,300 journalists participated in training events, where they gained an in-depth understanding of the inclusive recycling narrative. Furthermore, 10,000 journalists received the book *Del nicho a la cobertura indispensable: caja de herramientas para cubrir el reciclaje inclusivo y sostenerlo en la agenda de los medios* (From Niche Reporting to Indispensable Coverage: A Toolkit for Covering Inclusive Recycling and Sustaining It As Part of the Media Agenda), published by Fundación Gabo, the region's leading nonprofit organization to promote journalism. As a result, the inclusive recycling narrative appeared in 100 features and articles in some of the most important media outlets in Latin America and the Caribbean.

Thanks to Fundación Avina's medium- and long-term strategy, the inclusive recycling narrative has entered the mainstream, which will help enable favorable conditions for this paradigm to be systematically adopted. The communications strategy included over 10 training workshops for journalists from different countries and regions, over 25 grants for investigative reporting, partnerships with media outlets, field visits, webinars, and mentoring opportunities with journalism professors.

**These efforts directly reached 1,300 journalists, with Fundación Gabo indirectly reaching over 10,000. In addition, the narrative impacted 2 million people directly and 50 million, indirectly.**

