



## hummingbird\_effect\_trashtag project:

Turn a trash clean-up activity into socially engaged art\_activism so cleaning up becomes a creative experience to engage people everywhere

[https://www.instagram.com/hummingbird\\_effect\\_trashtag/](https://www.instagram.com/hummingbird_effect_trashtag/)

### 3 steps X 3 items:

1. **Collect 3 trash items from a beach, riverside, park, wood, etc...**
2. **Photograph them together and email the photo with your name, location and date to [magesberg\(at\)gmail.com](mailto:magesberg(at)gmail.com)**
3. **Bin or recycle the rubbish**

**Why 3 items?** More isn't practical. If you are on a walk or on your lunch-break starting a beach cleanup isn't really doable but picking up 3 items is.

**What do you do with it?** I share the pictures on Instagram and Twitter so people can be inspired like I have been inspired by #beachcleanups and #trashchallenge

**Why do you do it?** It channels some of the anger, sadness and frustration at finding rubbish thrown mindlessly. Turning a clean-up activity into art\_activism makes me feel lighter about cleaning up other people's mess, it becomes a creative experience which ultimately has more impact than just me cleaning up in isolation.

**What's the hummingbird\_colibri effect?** It is a concept that comes from an Amerindian legend about a small bird trying to stop a forest fire with drops of water.

**Can other people join in? Of course, that's the whole point. Send me your photos with your name, location and date and I will upload them to social media. [magesberg\(at\)gmail.com](mailto:magesberg(at)gmail.com)**

[www.magesberg.com](http://www.magesberg.com)

