

Waste Wise Geelong Network

MAXIMISING THE SUCCESS OF ENVIRONMENTAL EDUCATION PROGRAMS

GENERAL TIPS FOR SUCCESS

To ensure your program effectively meets the needs of all staff, the following principles should be considered:

- People learn in different ways – some people learn through visual means, others like to talk things through, some learn best of all by doing.
- Variety is the 'spice of life'- provide different learning opportunities to keep your staff motivated.
- Staff ownership – people are much more likely to participate in activities they have been involved in planning and running.
- Follow the leader – people are influenced by the examples set by others. Who is an 'influencer' in your business?
- Understanding and Experiencing Ecology – people need to understand why *their* Waste Wise program is important and to feel connected to the environment
- Staff motivation - link the Waste Wise program to something people value such as cost savings (\$) and environmental benefits.

Educational actions should be based on your action plan, which in turn should be developed from your audit. If you have waste minimization systems already in place, how effective are they? Are staff still putting paper in the rubbish bin, despite having a paper recycling container? If so why? What educational activities are required? -signage, an understanding of why recycling is environmentally important (how many trees saved), information on cost savings, interesting facts and figures?

EDUCATIONAL IDEAS TO SUPPORT YOUR WASTE WISE ACTION PLAN

If you already have Waste Wise actions in place celebrate them first before introducing new ones. Too often we get caught up with our busy work life and forget to celebrate the good work we are already undertaking.

Other ideas are:

- Develop a waste theme e.g. 'Green Team', "Waste Busters", Eco-Leaders. etc
- Develop a logo to appear on promotional material as suggested below (Don't forget that once you are Waste Wise accredited you are able to use the Waste Wise Logo)
- Utilise a mascot relating to Waste Wise (eg. see Recycle Cat below)
- Put Waste Wise on all department meeting agendas
- Promote your WW program actions and results and environmental facts through your newsletter
- Provide t-shirts, reusable mugs with your logo to your "Green Team"...
- Ensure all bins are clearly labeled (see examples below)
- Use a screensaver to promote your program
- Create a banner to be used with other organization banners promoting your program
- Provide a small incentive to staff who 'do the right thing' such as a chocolate
- Have a Waste Wise page on your website/intranet
- Invite guest speakers to your workplace
- Have a Waste Wise Day – competitions, entertainment etc.
- Send Waste Wise messages with your office deliveries
- Put up posters strategically placed to maximize their impact – see examples from the Western Regional Waste Management Group (www.wrwmg.vic.gov.au) and new posters will soon be available through the network's resource kit
- Have a Waste Wise notice board: how much money saved (\$), how many trees saved through paper recycling, tips, competitions, create an ideas section etc
- Launch your program
- Link into other campaigns such as National Recycling Week and Clean Up Australia Day
- Feed purchasing staff information on new products through sources such as EcoBuy
- Have a Waste Wise Quiz (see www.ecorecycle.vic.gov.au – Waste Wise Office Toolkit)

EFFECTIVE WRITTEN EDUCATION MATERIALS

To convey your messages effectively, written education materials should:

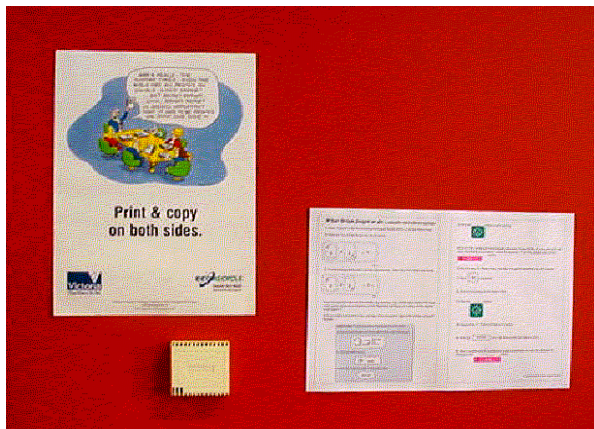
- Contain pictures and words (but not too wordy)
- Be written in simple language
- Be interesting to look at
- Break any actions into simple steps
- Explain the importance of the actions you are asking staff to undertake
- Use real examples, ones that staff can relate to
- Highlight the benefits of the desired actions



RECYCLE CAT – Deakin University



THE GREEN TEAM - RMIT



NOTICEBOARD AT GMHBA



SIGNAGE AT GMHBA



DISPLAY AND SIGNAGE FROM YARRA RANGES ECO LEADERS



The following are examples of signage available to download from:
www.ecorecycle.vic.gov.au (look for 'images' on home page)



Consistency of signage is an important consideration. Where possible try to link your signage to match what is happening at the household level. For example rubbish – maroon, mixed (commingled) recycling – yellow, green organics and food waste – green. If you have a separate paper recycling collection the standard colour is blue.

Not all contractors have bins that match the standard colours. If your recycling bin is red for example, consider linking it with the standard yellow signage.