

Activity 4

Recycling Mania

Goals:

- Use the tools of mass appeal and popularization to raise awareness of sustainable practices
- Support local community groups

Outcomes:

- A heightened sense of community and increased individual investment in local action
- Financial and other benefits for the chosen community group

Background: Nova Scotia is known as an innovator in waste management. Enshrined in provincial legislation are a number of mechanisms including landfill product bans, deposit and depot systems, and educational programs. Dalhousie has implemented a comprehensive recycling and composting program.

At Dalhousie the following product streams are recycled: organic material; construction and demolition waste; white goods (major appliances); chemical and hazardous waste; containers and some plastics; paper and cardboard; electronics; and miscellaneous products (i.e. ink cartridges). Other solid and hazardous waste that can't be recycled is properly disposed off.

A successful recycling program has little cross contamination in the waste and recycling bins (i.e. people put material where it is suppose to go). The wrong material in the wrong bin wastes money, time, and ecological resources. Waste disposal is more expensive than recycling and in some cases, material like organics has to be sorted by hand by staff before it is picked up. Ongoing education is key to better sorting rates.

Suggested Time: Over an extended period of time to draw maximum awareness (a few days, week, or month).

Place: All of campus or focus solely on a specific department or building.

People:

- Campaign Manager
- Volunteer(s)

Materials needed:

- Recycle Mania website: <http://www.recyclemania.org/>
- The Dalhousie Guide to Waste Management on Campus: <http://fm.dal.ca/recycling.htm>
- Resources for proper waste disposal – both at home and at work. Examples include: HRM’s “Naturally Green” webpage: <http://www.halifax.ca/wrms/>
- Example waste products common to campus such as Tim Horton’s cups and packaging, newspapers, water bottles, and milk cartons
- Promotional materials such as markers, or LCD screens on campus

NOTES:

STEP 1	<ul style="list-style-type: none">• Join the Recycle Mania Challenge (see website above) or create your own recycling activity (provide a little more detail on the challenge,• Outline dates and scope of campaign• Send to faculty members, classmates, coworkers, or peers and have them forward it to at least three people off campus	<i>Attach Dal’s Guide to Waste Management on Campus for reference.</i>
STEP 2	<ul style="list-style-type: none">• Assign informed volunteers to specific waste/recycling stations• Have the volunteers provide information and guidance to people disposing of products	
STEP 3	<ul style="list-style-type: none">• Challenge the public to practice similar habits at home• Provide information on socially beneficial recycling depots such as Youth LIVE	<i>Learn about Youth LIVE here: http://www.youthlive.ns.ca.</i>

Follow-Up:

- Choose an activity such as those listed on Waste Reduction Week Canada’s website (www.wrwcanada.com) to follow up with at a later date
- Conduct a waste audit (See Activity 1 – waste audit is part of sustainability assessment)
- Contact Faculty heads to draw attention to the need for regular reinforcement of the message through more accessible information on solid waste management and policies and hands-on training in orientation sessions with new staff