**Waste 2017 Abstract Submission**

**Beyond the Class: Engaging the whole school community**

*My presentation is relevant to the following topic area(s).*

🞎 Circular economy 🞎 Overseas experiences

🞎 Collection (inc MUD’s, transient population areas) 🞎 Problem/Hazardous waste (inc asbestos, clinical &

🞎 Container Deposit Schemes medical, ocean plastics, paint, tyres etc)

🞎 Economics (inc business cases, data gathering, 🞎 Product Stewardship

monitoring performance) 🞎 Regional issues

× Education (inc community engagement) 🞎 Recycling (inc CRC’s, collection)

🞎 E-Waste 🞎 Regulations and levies

🞎 Grants (outcomes and processes) 🞎 Social enterprise

🞎 Infrastructure (inc major waste grants, EfW, organics) 🞎 State based issues (eg. Fit for the Future NSW)

🞎 Innovative projects (case studies preferred) 🞎 Technology

🞎 Landfill (inc operations, regulations) 🞎 Tenders and contracts

🞎 Litter and/or illegal dumping (inc litter initiatives) 🞎 Other 🞎 Organics (inc collection, processing)

**Presenter information**

**Presenter name:** Donald Munro (to be confirmed)

**Presenter position:** Regional Manager (Vic & NSW)

**Presenter organisation:** EnviroCom Australia

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**Biography**

Donald is an experienced manager, trainer and project manager with a background in sustainability, waste and recycling across a number of sectors with a particular focus on waste avoidance, resource recovery and the prevention of illegal dumping/littering. Donald has a Master of Arts in Economic Science from Aberdeen University in Scotland and a Post Graduate Diploma in Sustainability from Swinburne University in Melbourne.

Donald presently manages the design, implementation and delivery of multiple strategic waste education contracts across EnviroCom’s diverse portfolio in Victoria and New South Wales.

Prior to joining EnviroCom in 2013, Donald spent three and a half years focusing on waste reduction and recycling through education and local Council engagement whilst with Salvos Stores (Op Shops). Donald previously lectured in 'Carbon Accounting' at Swinburne University in Melbourne.

**Abstract Summary**

As waste educators it is often the case that a significant part of our delivery offering to Local Government and/or contractors involves incursions or ‘in-class’ presentations – targeted at school pupils and often in Primary School sector.

The underlying assumption has always been that by targeting this sector of the community these ‘custodians of the future’ will be so inspired by what they learn in the classroom that the messaging is immediately transferred to the home – and so the waste education messaging is transferred to the wider community.

This presentation will explore some examples where taking the message ‘Beyond the Class’ has ensured that this assumption can in fact become a reality.

**Abstract**

As an organisation paying for in-class waste education how do you know that what your waste educator is telling you – i.e. that the messaging being given to the kids in school will reach the home – is in fact happening?

EnviroCom Australia is an experienced environmental consultancy that has been delivering education, training and research services to the public and private sectors since 1998. In more recent times, with budget constraints and a focus on ‘bang for buck’. Clients have been asking this question more and more – how do we know if what we are offering in school really does reach the home?

This presentation will explore three distinct approaches to this question, detailing initiatives designed to ensure that the messaging did indeed go ‘Beyond the Class’.

1. Take Home Survey/Quiz & Prizes

We explore a number of examples where every attending student left the class with a take home survey/quiz to complete with their family. The quiz was designed to ‘get the household’ talking about the subject matter (be it ‘recycling right’ or food and garden waste etc.). The physical document was designed in such a way that it was part information flyer and part quiz return document. To incentivize return of the surveys (and so measure engagement) the program included the following components:

* School and individual prizes
* Stamped address envelopes per class (given to each teacher)
* Online Survey option – allowing simple and quick completion from home by parents
* Follow up phone calls to all participating teachers to support completion and return
1. Parent ‘Evenings’ – Presenter hosted

In these examples the in-class waste education programs were followed by a parent ‘evening’ (in reality they were held at 3.30pm, so immediately after the school day). With the support of the participating schools and teachers, parents of the children who had been engaged in the waste programs were invited to attend an after school session specifically tailored to the parents. This ensured direct engagement beyond the immediate group of school children.

1. Parent ‘Evenings’ – Children hosted

This is presently a work in progress, but in this example, not only have parents been invited into the school to a waste education session, but the presentation will in fact be delivered by the children themselves – in this example, they will be demonstrating how to set up and maintain a working compost system. This initiative will culminate in May 2017 as part of ICAW. This initiative will ensure that not only is the messaging reaching the wider school community, but the children themselves are being empowered to deliver the message. As a further extension, wider community members are also invited to attend – even those without children presently at the school.