



Hamilton

Promotion and Education

Item 7.8

Promotion and Education

Post-Secondary Student Waste Education

Problem: Councilors and neighbourhood associations have identified an issue with excessive and unsightly waste coming from off-campus student housing – most apparent during move out and move in times



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Post-Secondary Student Waste Education

Under development! Additional engagement planned for the area.

Goal: Develop an effective outreach program to educate students living off campus on proper waste management practices

Tactics:

- Consult with students and neighbourhoods with student housing
- Face-to-face education at houses and with education booths at school and community events
- Social media education through school / student union social media accounts
- Online student education through Off-Campus Housing
- Print material advertising campaign provided during move in and move out times

Promotion and Education



Waste and Recycling Worker's Week (June 12 to 17)

- Held annually to recognize and celebrate people in the waste industry
- During this week, the Waste Facebook page had dedicated posts to celebrate and recognize waste and recycling workers
- Information was also shared on the City's social media accounts: Facebook, Instagram, Twitter and LinkedIn
- Photos and a video reel were shared highlighting some of the work accomplished by staff in the Waste Management Division