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Educational Campaign for District Recycling Drop-Off Locations

**Possible Academic Connections:** Marketing, Graphic Design

**Recommended project length:** Semester, year or thesis/dissertation

[**Experiential Learning**](https://www.ohio.edu/academic-excellence/experiential-learning/overview)**?** Likely

[**Community Engagement**](https://www.ohio.edu/university-college/campus-community-engagement)**?** Likely

**Remote learning possible?** Likely

**Connection to** [**OHIO Sustainability & Climate Action Plan**](https://www.ohio.edu/sites/default/files/sites/sustainability/files/2021%20OHIO%20Sustainability%20and%20Climate%20Action%20Plan.pdf)**:** Waste, Climate

**Brief description:** Create an educational campaign for Solid Waste District Drop-Off recycling locations to improve recycling regionally.

**Project description:**

**Solid Waste/Recycling/Reuse Educational campaign**

* For a semester-length project, students will create an educational campaign for the Solid Waste District to promote our 22 District Drop-Off locations and to urge users to follow guidelines and not use plastic bags in the recycling bins (curbside or in the Drop-Off locations).
* The goal is to reduce the contamination of plastic bags and eliminate unacceptable items in the recycling bins. Currently contamination is around 9%, so that means the District pays for garbage in recycling containers to pickup, transport, process and then dispose of material which is not recyclable at this time.
  + Research [current recycling guidelines](http://ahswd.org/wp-content/uploads/2020/05/Mixed-Recycling-Single-Stream-flyer-32019.pdf) for the AHSWD
  + Contact Jane Forrest Redfern to learn expectations for the educational campaign
  + Determine barriers to proper recycling by county residents
  + Create educational and marketing materials to promote proper recycling

**Resources available to students/faculty to complete project:**

* Initial Interview with coordinator
* Data from outreach project from Summer of 2021
* A tour of the Material Recovery Center in The Plains or view a YouTube video with audio description of Director of Athens Hocking Recycling Center.
* The opportunity to do a waste audit at a Drop-Off site and then do a follow up one see results after plan is implemented to see impact of one site.

**Project alignment to** [**OHIO Sustainability & Climate Action Plan**](https://www.ohio.edu/sites/default/files/sites/sustainability/files/2021%20OHIO%20Sustainability%20and%20Climate%20Action%20Plan.pdf)**:**

* [Waste](https://www.ohio.edu/sustainability/operations/waste-management) (goal #2)
* [Climate](https://www.ohio.edu/sustainability/operations/climate) (goal #1)
* [Administrative Support](https://www.ohio.edu/sites/default/files/sites/sustainability/Sustainability%20and%20Climate%20Action%20Plan%20sections/Core%20Components.pdf) (goal #1)
* [Engagement](https://www.ohio.edu/sites/default/files/sites/sustainability/Sustainability%20and%20Climate%20Action%20Plan%20sections/Core%20Components.pdf) (goals #1 and #2)

**Please send final project deliverables to** [**sustainability@ohio.edu**](mailto:sustainability@ohio.edu) **for tracking and reporting purposes.**