

Educational Campaign for District Recycling Drop-Off Locations

Possible Academic Connections: Marketing, Graphic Design

Recommended project length: Semester, year or thesis/dissertation

Experiential Learning? Likely

Community Engagement? Likely

Remote learning possible? Likely

Connection to OHIO Sustainability & Climate Action Plan: 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](#) 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](#):

- [Waste](#) (goal #2)
- [Climate](#) (goal #1)
- [Administrative Support](#) (goal #1)
- [Engagement](#) (goals #1 and #2)

Please send final project deliverables to sustainability@ohio.edu for tracking and reporting purposes.