

Towards Zero Waste			
<b>Aim</b>	To raise awareness and encourage change in waste practices at home, at work and in the wider community to reduce waste going to landfill		
	<b>Communications</b>	<b>Waste minimisation programmes</b>	<b>Community development</b>
<b>Objectives</b>	To raise awareness and provide information about major service changes and 'waste wise' behaviour through social marketing and information	To motivate people to adopt 'waste wise' behaviour through education and targeted engagement programmes	To empower people to manage and minimise their waste, at a community and business level
<b>Audience</b>	Whole community, targeted areas	Households, businesses, schools	Community organisations, targeted households, business
<b>Tools</b>	<ul style="list-style-type: none"> <li>- Television</li> <li>- Community based social marketing</li> <li>- Recycling and resource exchange website</li> <li>- Social media</li> <li>- Phone applications</li> <li>- Printed collateral (information packs, calendars, brochures)</li> <li>- Market research</li> </ul>	<ul style="list-style-type: none"> <li>- Household visits 'Waste Rangers'</li> <li>- Personalised waste plans</li> <li>- Business programmes/ certification</li> <li>- Experiential learning</li> <li>- Curriculum linked education</li> <li>- Waste resources and systems</li> <li>- Community learning centres</li> <li>- Workshop and presentations</li> <li>- Evaluation</li> </ul>	<ul style="list-style-type: none"> <li>- Community based resource networks</li> <li>- Social enterprise</li> <li>- Business partnerships</li> <li>- Place based community driven projects</li> <li>- Business incubation</li> <li>- Action learning</li> </ul>
Innovative programmes - community education - partnerships - new services			

FIGURE 5: STRATEGIC FRAMEWORK FOR WASTE MINIMISATION