

3. UPDATE ON INTERACTIVE RESOURCE KIT FOR SCHOOLS

General Manager responsible:	General Manager City Environment
Officer responsible:	Manager City Water and Waste
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PURPOSE OF REPORT

1. To report on progress with the interactive educational waste minimisation resource kit for schools (Tip the Balance) and to obtain approval for changing the focus of the already approved \$1,000 for this project.

BACKGROUND

2. The aim of the project funded by the Committee is for the education tool to increase awareness, knowledge and understanding of waste reduction, to promote the power of personal choice, and to encourage behaviour change to make a difference to waste generation, with the objectives being to:
 - Contribute towards a reduction in waste produced in Canterbury.
 - Increase community awareness, knowledge and understanding of waste reduction - get reduction message out into the wider community.
 - Encourage behaviour change through a personal 'choice' aspect of the resource and the consequences of those choices.
 - Support existing schools/community education programmes.
 - Align the messages regarding reduction – same message from all councils in Canterbury
 - Evaluate the interactive resource.
 - Evaluate the effectiveness of the resource and message(s) in schools and community groups through 'survey style' evaluations.

PROGRESS TO DATE

3. The resource, including teacher and student workbooks and interactive CD Rom have been completed and distributed to all contributors (all resources provided on master CD) to use and place on respective websites.

Contacts:

Selwyn DC – Dave Hock
Ashburton DC – David McLean
CHCH City Council – Tony Moore/Suzanne Woods
Hurunui DC- Robyn Shatford/Sally Cracknell
Kaikoura DC - Rachel Vaughan
McKenzie DC – Tricia Wood/ John McGartland
Timaru DC - Briony Woodnorth
Waimakariri DC – Kitty Waghorn
Waimate DC - Brian Purcell
Environment Canterbury – Sian Carvell/Darren Patterson

4. Feedback from the development team include the following

(a) Environment Canterbury (Sian Carvell)

- (i) Made available via website (www.ecan.govt.nz/education)
- (ii) Promoted to all schools in Canterbury through mail out
- (iii) Taught at five schools/13 classes x2 lessons
 - St Josephs Papanui (CHCH)
 - St Josephs, Lyttelton (CHCH)
 - West Spreydon, (CHCH)
 - Methven (Ashburton D)
 - Gleniti (Timaru D)

Comments from users

- Enjoyable and valuable learning (St Josephs, Lyttelton)
- Yoghurt containers dramatically reduced i.e. using reusable Tupperware containers. (St Josephs, Lyttelton)
- Outstanding resource – well planned and relevant. Fantastic content – love the inquiry-based, student led approach and action at the end – class party (St Josephs, Papanui).

(b) CCC (Suzanne Woods)

We are intending to make reference to Tip the Balance during waste education programmes, some of which are being redeveloped. Not sure if they will use it as part of their programme –may use first part (life cycle of a aluminium can) to show waste stream.

(c) Timaru District Council (Ruth)

If school approached they would refer them to the programme and/or to ECAN. They intend to use it as a starting block to their Zero Waste programme.

(d) Hurunui District Council (Sally Cracknell)

At the present time, we have not placed it onto the Council's website, as we are currently going through the process of evaluating our recycling services and education in the future will play a role in this.

PROPOSAL TO AMEND PROJECT

5. In July 2008 the Committee approved \$1,000 to evaluate the project to date. However, it is too soon to complete an evaluation, which is now proposed for 2009/10, and instead, it is proposed that the \$1,000 be used to promote the kit to all schools in Canterbury to ensure awareness, availability, and local contacts of the resource is known by all schools in Canterbury.
6. Below is an indication of the process we believe would be required to achieve valid and meaningful promotion of the facilitated waste reduction programme.

Timeline of promotion

7. Beginning of 2009 (school term one) – programme promoted to schools
As an indication of possible method please refer below:
8. Using the CD ROM graphics, develop a short but catchy one minute promotion 'advertisement on the resource, its key objectives, where it fits within the curriculum and contact details. Either a copy is distributed to all schools in Canterbury or partners use it when appropriate e.g. schools visit; staff meetings etc.

Method

9. DVD movie clips – send a copy to all full primary/intermediate schools in Canterbury with local contact details (partners) – "short and snappy". It could also be used for individual promotion as well when going out to schools.
10. ECan to coordinate and distribute the project to schools or partners for promotional purposes

Recommendations

The Board recommends that:

- (a) That the information be received.
- (b) That the pre-approved \$1,000 be used to promote the resource kit to all schools in Canterbury.