

WASTE MANAGEMENT CAMPAIGN

Sort Properly – For all the Right Causes

Fall 2017-2018

Notre Dame University-Louaize (NDU) is a private, Lebanese non-profit Catholic institution of higher education, which adopts the American model of liberal arts education (website: www.ndu.edu.lb). Designed as an articulation of identity, vision, and values, the NDU mission statement encourages opportunities for growth and advancement, and equally affirms the University core values that help develop engaged citizens who are prepared to lead and serve the common good and foster a just society.

By aligning the University mission with Pope Francis' encyclical on the environment and human ecology: *“Care for Our Common Home (Laudato Si’),”* NDU became an official member of the United Nations Global Compact (UNGC). This membership strengthens the internal commitment at NDU to embrace and bring into line all University sustainability-related initiatives to the 10 universal principles, falling under the umbrella of the 17 UN Sustainable Development Goals (SDG).

NDU began initiating sustainability projects in 2013 when a team of internal experts worked, under the European Union’s TEMPUS program, on a self-study to evaluate and report all potential areas for development and growth in that direction. Further, a new Presidential Environmental Sustainability Task Force (ESTF) was created to develop an action plan and ensure that those sustainability projects were considered a top priority across all three of its campuses, i.e. Zouk Campus, North Lebanon Campus (NLC), and Shouf Campus (SC).

A waste management project is one of NDU’s most recent initiatives, and it includes the sorting and handling of general waste, hazardous waste, and e-waste products with the aim of redirecting the University toward the long-term “no-waste” path. In order to ensure high recovery efficiency, a campus-wide campaign was launched during fall 2017. This news was shared with the internal and external community via the website and the social media platforms (<http://www.ndu.edu.lb/news-and-events/news/ndu-supports-ungc-17-sdg>).

Recently, local communities, NGOs, and institutions have begun initiating many waste-sorting campaigns across the country. These waste management campaigns namely promoted the negative environmental impacts to create behavioral change; unfortunately however, following many trials, this approach failed to resonate with the majority of the audience. The campaign launched at NDU however aimed to tackle things differently and to have a positive twist by focusing on positive social impacts of adequate on-campus waste-sorting. With this in mind, the campaign was titled, *“Sort Properly – For All The Right Causes,”* and was developed in partnership with three local NGOs: L’Ecoute, Beeatuna, and Compost Baladi, which handle different types of waste management in Lebanon.

The objective behind the campaign was two-fold: to tactically explain “how” one should sort on-campus and to spread awareness about the “social benefits” of sorting by highlighting the good causes that

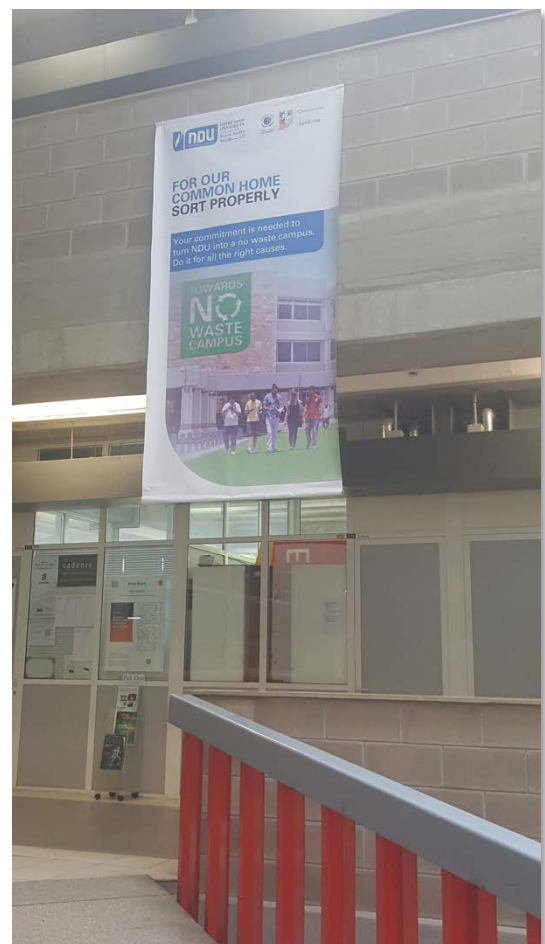
would be supported in the process. Those include buying wheelchairs, respiratory assist devices, and hearing aid kits for the physically challenged through the selling of all sorted material. The target audience for this campaign includes the internal community (students, faculty and staff members) along with the external audience. Different initiatives were done and phased out as explained below in order to reach out to each segment within the target audience. The social impact behind this campaign includes encouraging internal teamwork that results in a positive common goal and making a positive difference on the environment, which in turn results in a humanitarian benefit, as previously explained.

In order to have the campaign spread a visual creative campaign was initiated, including the following items:

- Drop-down banners hung around Faculties and digital versions used on internal LED screens (Visuals A, B, C, D);
- Stickers used on paper bins used as visual aids to assist in paper sorting (Visual E)
- Inside classroom activation: stickers of bins that say “moved out” and “sort properly” to encourage students to dispose of the classroom waste in the sorting bins (Visual F).
- Visual aids placed on top of sorting bins (Visual G)

Visual A:

Description: Visual A is the generic one created to introduce the campaign – this was used as drop down banners across faculties and digitally on the LED screens.



Visual B:

Description: Visual B is an adaptation of the main visual that highlights one of the humanitarian causes (this one refers to the creation of hearing aids) following the recycling exercise



Visual C:

Description: Visual C is an adaptation of the main visual that highlights one of the humanitarian causes (this one refers to the respiratory assist device) following the recycling exercise



Visual D:

Description: visual B is an adaptation of the main visual that highlights one of the humanitarian causes (this one refers to the creation of wheelchairs) following the recycling exercise

NDU NOTRE DAME UNIVERSITY
— LOUVAÏZE —
جامعة السيدة
اللويزة

UNIVERSITY OF THE
MAGHREB
WE SUPPORT

Compost Baladi
beefacng

FOR OUR COMMON HOME SORT PROPERLY

Your commitment is needed to turn NDU into a no waste campus.
Do it for all the right causes.

Every time you recycle, you provide physically challenged people with a hearing aid kit, a respiratory assist device or an electric wheel chair.

TOWARDS
NO
WASTE
CAMPUS

Visual E:

Description: The sorting sticker placed on cardboard boxes for paper disposal



Visual F:

Description: The sticker found in all classrooms to encourage students to step out of the classroom to dispose of the waste



Visual G:

Description: The sorting visual placed on top of every bin to encourage the students to sort properly.



Visual H:

Description: another example of sorting bins and posters – for liquids and paper

