1. **~~Is educating people enough to make a substantial effect on the current condition?~~**

* ~~How much are people already willing to recycle? (survey as well)~~
* ~~Do college students recycle?~~
* ~~Do young people want to recycle?~~

1. **Conc. They can and will, but our education has to create action and follow:**

* Target audience as small as possible
* “Use the right messenger”
* Compelling messages with call to action
* Dev theory of change

1. **Mandatory vs optional education, which is more effective? How in UVic?**

* Include course?
* Maybe not a course, but as a focus of overall education. Relate material in every course to sustainability
* Damn engineers don't believe in recycling

How much do UVic campus users already care about sustainability? A study by **Follows and Jobber** suggests that while purchasing a product, people take environmentally friendliness into account, but may be discouraged from purchasing if the consequences to themselves are too great. Other studies by **Gupta and Odgen** as well as **Young et al** concluded the same while a study by **Michael, Younghan, Dan** showed post-secondary students behave the same. Our survey results suggest similar behaviour in regards to recycling, with students declaring that recycling is burdensome.

While recycling participation may not currently be ideal, several studies suggest that young people are generally positive towards recycling **(Van Liere and Dunlop),(Samdahl and Robertson),** **(Howenstein)**. Similarly, our survey indicates that UVic campus users who don’t currently recycle would be willing to if improvements are made to the current campus recycling system. Our proposed solution aims to improve one such area by freely providing sustainability information and education.

Use education like this

How would this work at uvic/other considerations?

transition