

Case Study

kNOw Waste Education Program

Driving the next generation of behavioural change

Fast Facts

Industry:

Schools education

Customer:

City of Canterbury Bankstown

Timeline:

2013 – ongoing

Services:

Delivery of the kNOw Waste Education Program – Student Survey

The results



90% of students provided correct answers during assessment



88% of students were likely to discuss program with family and friends



The challenge

The Cleanaway kNOw Waste Education Program is currently run in councils across New South Wales. The schools-based program highlights different aspects of waste management such as litter, smart shopping and worm farming. Over ten years, this growing program has taught over 150,000 students, with over 25,000 students taught in 2015 alone.

While teachers loved the program and consistently gave positive feedback, City of Canterbury Bankstown wanted to evolve the program and ensure that students were taking away the intended messages from each session. They were also interested in whether students would share what they'd learned with their friends, family and community.

The solution

Cleanaway implemented a student survey at the conclusion of each lesson with a series of content-based questions. This survey was tailored to suit the specific audience, with secondary students answering questions individually, upper primary students working in pairs, and younger students completing the survey as a class activity, in pairs, or in small groups. Students were also encouraged to share the information they had learned with family and friends.

The future

The data collected through the student survey demonstrated the success of the kNOw waste education program, securing funding for its future delivery. Moving forward, options for digital data collection are being explored to streamline the survey process and facilitate immediate discussion at the end of the session.

Through this innovative and proactive approach, Cleanaway is assisting City of Canterbury Bankstown to provide valuable insight into waste education areas that need focus, and achieve their resource recovery goals.