



Target Schools Profiling Questionnaire

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Presented by:
CWMT

Target School Profiling Questionnaire

Our goals

Top goals	
1.	Initiate and develop awareness of massive environmental consequences our sanitary system is creating
2.	Highlight the importance of Reducing, Reusing, Recycling
3.	Teach youngsters to appreciate, respect and protect the environment
4.	Help students become responsible citizens of the future
5.	Promote the basic 3Rs: Respect, Responsibility, Recognition

Business purpose

Our purpose is to create a Zero Waste School Environment by mapping school-waste sources with recycling industries and providing recycled school material to schools again for reusing.

Service appropriateness

Each year we generate over 40 million tons of garbage. As our population grows and the number of landfills become scarce the need to deal with the ever growing quantities of garbage becomes more critical.

We would like to implement a comprehensive set of actions designed to address Lebanon's solid waste disposal dilemma and lessen the demand upon our natural resources. In doing so, we promote an integrated waste management hierarchy emphasizing the three R's - Reduce, Reuse, and Recycle.

The centerpiece of this effort is a countrywide coordinated effort to develop local infrastructures to manage waste. We will help each school develop a waste management program which will divert its waste stream from disposal to recycling.

Success is dependent upon support and cooperation of many diverse interests, from industry to private citizens, from environmental groups to school districts, each with a different perspective.

Primary suppliers

In addressing the role a school can play, we propose the School Waste Source Reduction and Recycling Act. This proposition enables us to assist schools in developing waste management and education programs. School programs can significantly assist cities in meeting the solid waste diversion goals set, as well as educate Lebanon's youth on the importance of these activities teaching them waste management skills that will last through their lives. Recycling programs instituted within schools, coupled with classroom environmental education, have proven successful throughout the world in diverting waste from landfills and educating students to be stewards of natural resources.

Primary message

The fundamental purpose of this ACT is for us to serve as a catalyst for generating practical ideas in waste management based on what is feasible without too much intrusion on schools' time and budget.

Understanding that there is no true definitive waste management cookbook for schools this ACT shall be designed to give School Principals success stories so they will not have to 're-invent the wheel'. Contrarily, this ACT will help schools conserve our natural resources, reduce waste hauling costs, increase the available school budget and provide resources that may be programmed into direct support for the classroom.

Motivation

By teaming up with Contra International, schools will benefit from a country-wide recognition program, receive awards and donations in conjunction with their needs, and find alternative sources for their supply channels.

Although the potential for cost reduction is great, a narrow focus on savings alone may not be enough to place waste management on a school's agenda. A good waste management program has implications on improved public relations, controlled environmental problems and conserved energy.

By implementing a waste management program in a school we empower students to practice the principles which they are learning in the classroom. We give them the skills to actively take part in managing their resources. The perception that garbage is not "my problem" can be changed when everyone realizes they can make a significant contribution to managing resources.

This ACT's success hinges on an approach featuring another set of R's: **Respect, Responsibility, and Recognition**

- Respect means listening to people's problems seriously whether it is a teacher who is too overloaded or a director whose maintenance budget has been cut.
- Responsibility means expecting the most of the staff and students, and motivating them to go out and manage waste.
- Recognition means giving people credit for reducing and reusing waste

These "three R's" help win staff and student support for the waste management program.

This ACT should help build the interrelationships (that do not currently exist) between all the people in a school from the Administration, Facility and Services Staff, to the Principal, Teachers, Students, and Community with regard to waste management.

Proposal

Contra International proposes to provide your school with one set of segregation bins –Paper, Plastic, Glass, Cans- absolutely free of charge. Upon filling, the bins are collected and replaced with an empty set. A record is kept of the quantity and type of waste collected for integration in our recognition program. At the end of the scholastic year, schools will be compensated with donations in proportion to their collected waste quantities. Donations can range in value and type (eg. Landscaping, playground furniture, library material, desks, paperwork, etc.) all in line with our Zero Waste act.

Besides, Contra International will organize Eco events such as summer camps, Eco-challenge, and Art waste contest to help build faculty and student awareness ensuring continuity of the ACT and highlighting the Social Responsibility of the schools.

The whole program is heavily supported by Governmental, NGO, and Media bodies alike. As a result, your participation will be highly visible both on national and international scales.

Every school is an asset; every school is a beneficiary. But, to help us optimize operations, we kindly ask you to fill the attached questionnaire and send it back to us. Upon receiving your feedback, one of our account managers will schedule a meeting with your board to discuss the mechanics of this ACT.

Thank you for your time and anticipated partnership.

CWMT

Questionnaire

Yes/no

[Do you currently Reduce?]	<input type="checkbox"/> Yes	<input type="checkbox"/> No
[Do you currently Recycle?]	<input type="checkbox"/> Yes	<input type="checkbox"/> No
[Do you currently Reuse?]	<input type="checkbox"/> Yes	<input type="checkbox"/> No
[Do you currently sort any type of waste?]	<input type="checkbox"/> Yes	<input type="checkbox"/> No

[If you answered YES to any of the above, please elaborate.]

[Do you currently have an environmental club?]	<input type="checkbox"/> Yes	<input type="checkbox"/> No
[If you answered NO above, would you be interested in establishing one?]	<input type="checkbox"/> Yes	<input type="checkbox"/> No
[Would you be interested in participating in inter-school eco challenges and camps, both nationally and internationally?]	<input type="checkbox"/> Yes	<input type="checkbox"/> No
[Would you be interested in working with us on The ZERO Waste project and benefit your school, your students, and the environment?]	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Students and Premises

<p>Please answer as many as possible.</p> <p>All information is treated confidentially and will not be shared.</p>	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<i>Such a program is beneficial to my school and country</i>	1	2	3	4	5
<i>My students' knowledge about</i>	1	2	3	4	5
<i>Global warming</i>	1	2	3	4	5
<i>CO2 footprint</i>	1	2	3	4	5
<i>Renewable Energy</i>	1	2	3	4	5
<i>Composting of organics</i>	1	2	3	4	5
<i>Recycling</i>	1	2	3	4	5
<i>Water Treatment</i>	1	2	3	4	5
[What is your yearly development budget for school improvement (library, computers, ...)?]	\$1000	\$2000	\$3000	\$5000	\$10000
[Do you have an amphitheatre? What is its capacity?]	<100	<200	<300	<500	<1000
[How many students are enrolled in the following classes?]	G2 to G5		1 st H to 4 th H		1 st S to 3 rd S

Qualitative

[we are interested in implementing this program for	<input type="checkbox"/> Elementary school <input type="checkbox"/> High school <input type="checkbox"/> Secondary school <input type="checkbox"/> All the above
[our yearly waste management costs are	<input type="checkbox"/> < \$20,000 <input type="checkbox"/> \$21,000 – \$50,000 <input type="checkbox"/> > \$50,000
[Your program is environmentally:	<input type="checkbox"/> Socially responsible <input type="checkbox"/> Socially Irresponsible <input type="checkbox"/> No impact on responsibility <input type="checkbox"/> Don't know.]
[This program is:	<input type="checkbox"/> Like another one we have see <input type="checkbox"/> Unique <input type="checkbox"/> Not sure.]
[We would use this program to:	<input type="checkbox"/> Entertain our students <input type="checkbox"/> Teach our students to respect the environment <input type="checkbox"/> Teach our faculty, staff and students teamwork]
[We empty our bins:	<input type="checkbox"/> 1 time per week <input type="checkbox"/> 2 times per week <input type="checkbox"/> 3 or more times per week]
[Participation in this program:	<input type="checkbox"/> Makes our waste handling easier <input type="checkbox"/> Gives us prestige <input type="checkbox"/> Highlights our social responsibility
[This program:	<input type="checkbox"/> Adds value to our image <input type="checkbox"/> Does not affect our image <input type="checkbox"/> Priced just right]
[I heard about this program:	<input type="checkbox"/> In the newspaper <input type="checkbox"/> On TV <input type="checkbox"/> On the radio <input type="checkbox"/> This questionnaire]

