

Item 10.3.3

TO: Environment & Sustainability Standing Committee
FROM: Emily Davis & Eryn Forester, Dalhousie University Graduate Students
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SUBJECT: Dalhousie University Project: A proposed youth engagement strategy for
Halifax Solid Waste Resources
DATE: January 25, 2018

As Dalhousie Faculty of Management graduate students in the Management Without Borders (MGMT 5000) course, we were fortunate to partner with Halifax Solid Waste Resources to complete a three-month research project. Management Without Borders is a course facilitated for all Dalhousie University Faculty of Management graduate students that encourages cross boundary collaboration among students, while providing high quality research for partner organizations.

Our specific research project was defined by a goal to determine a feasible youth engagement strategy for Halifax Solid Waste Resources by examining best practices from other jurisdictions, alongside primary data collection from Halifax Regional Municipality (HRM) youth by means of a survey. As a team of five graduate students, we diligently worked to develop a youth engagement strategy recommendation for Halifax Solid Waste Resources that was supported strongly by the successes of other jurisdictions and is tailored to the needs of HRM youth.

We would request to present our findings from this project to the Environment & Sustainability Standing Committee on February 1, 2018.

Recycling & Re-using Ideas: A youth engagement strategy for HRM Solid Waste Resources

ERYN FORESTER, MASTERS OF PUBLIC ADMINISTRATION CANDIDATE (2018)

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DALHOUSIE UNIVERSITY, FACULTY OF MANAGEMENT

AS PART OF MANAGEMENT WITHOUT BORDERS (MGMT 5000)

Research Context



HRM Solid Waste Resources (SWR) proposes research project , how best engage with individuals aged 18-24 (youth) in the Halifax Regional Municipality (HRM) on solid waste policy and program development.



HRM SWR recognizes the specific skills, ideas, and innovative thinking which exist among individuals of this age group



Research was conducted to determine an effective youth engagement strategy for SWR

Research Strategy

1

Evaluate youth engagement best practices from other jurisdictions

2

Gather input from HRM youth through an online survey

3

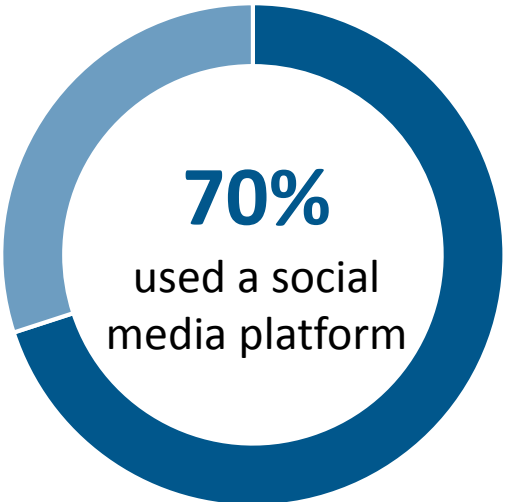
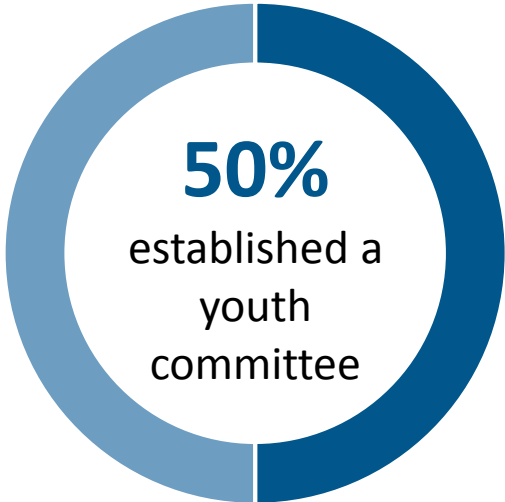
Develop a youth engagement strategy for SWR

Jurisdictional Scan

The majority of strategies came from jurisdictions within Canada

One strategy was included from the USA.

Two strategies were included from Australia.





BEST PRACTICES

- Active engagement is a two-way process
- Engagement facilitator or “champion”
- Social media to support active engagement
- Youth-adult/ Peer-to-peer engagement
- Youth led projects
- Identifying challenges & defining success
- Professional Development
- Incentives
- Partnerships
- Multi-faceted approach

Halifax Youth Survey

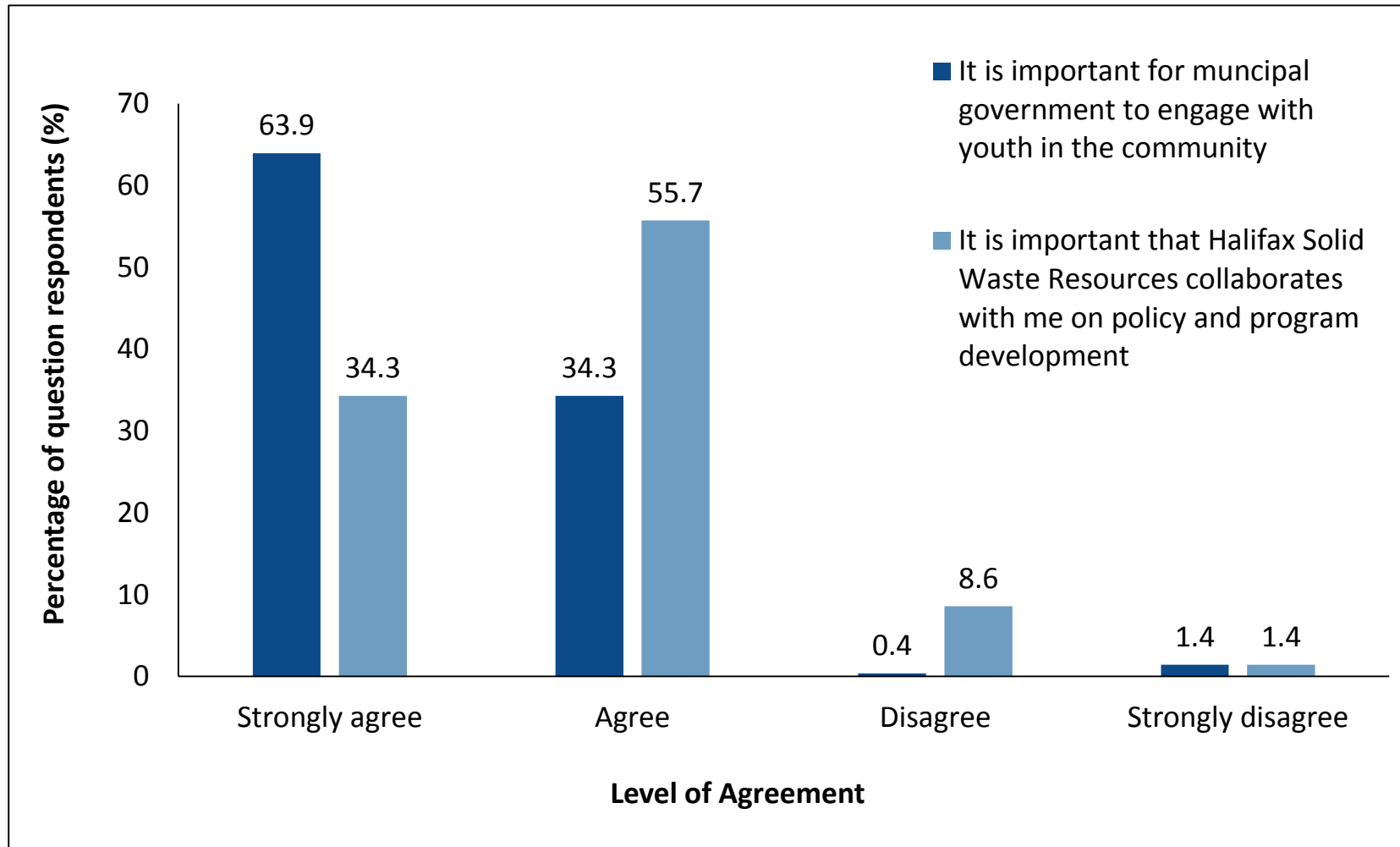
The survey gathered **316** respondents for the period of November 7-16, 2017

The majority of respondents were university/college educated, with a high proportion currently attending a HRM institution

The survey was circulated online and shared via Halifax Solid Waste Resource social media platforms

The survey adhered to Dalhousie University ethical standards

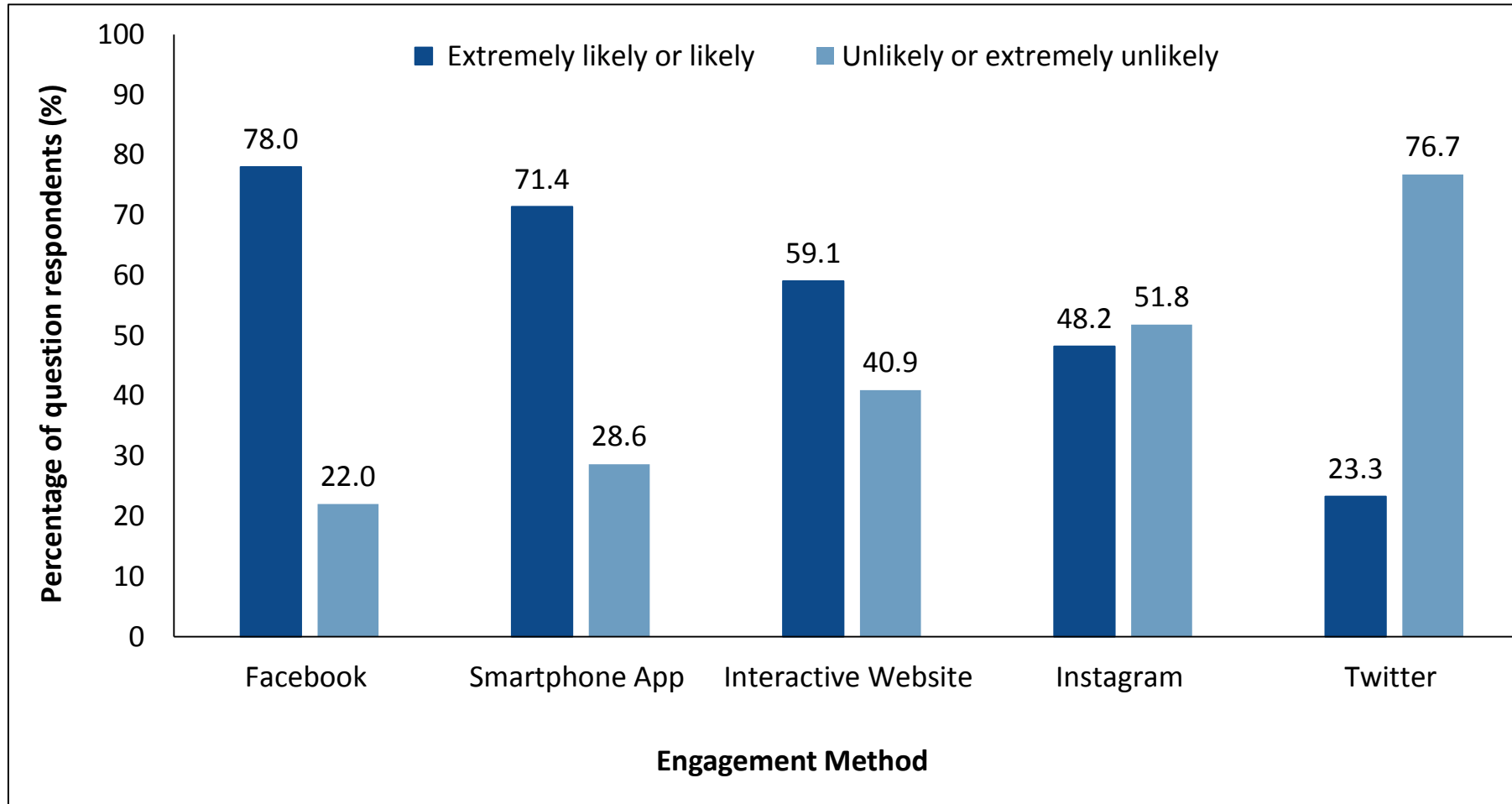
Municipal Government Engagement & Collaboration



Strong sentiment among youth to engage with the municipal government, and in particular, SWR on policy and program development.

Evaluation of the importance of municipal engagement with HRM youth

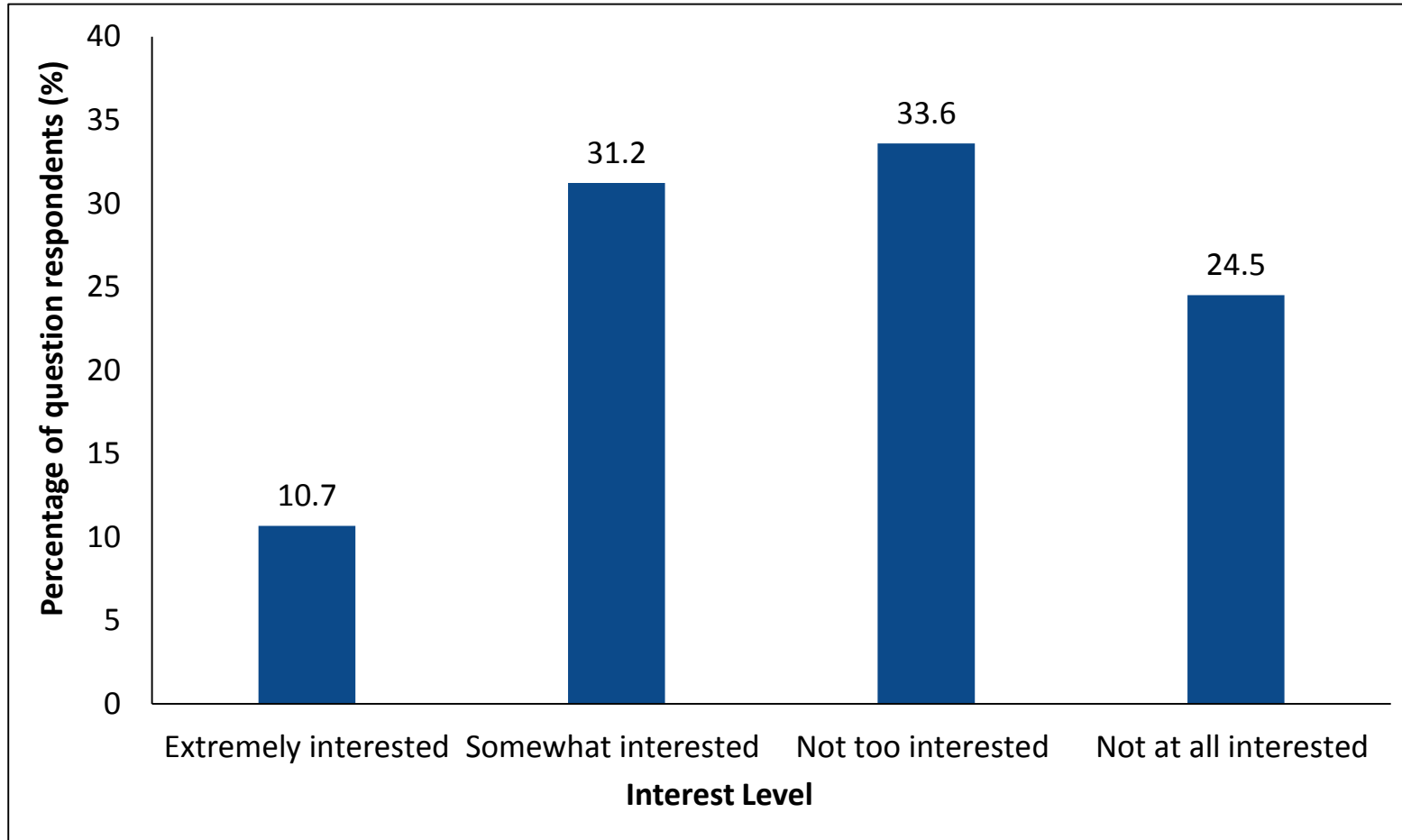
Evaluation of Online Engagement Tools



Facebook was the top platform in which youth were the most likely to use to collaborate with SWR.

Evaluation of online engagement methods to collaborate with Halifax Solid Waste Resources

Feasibility of HRM SWR Youth Action Committee



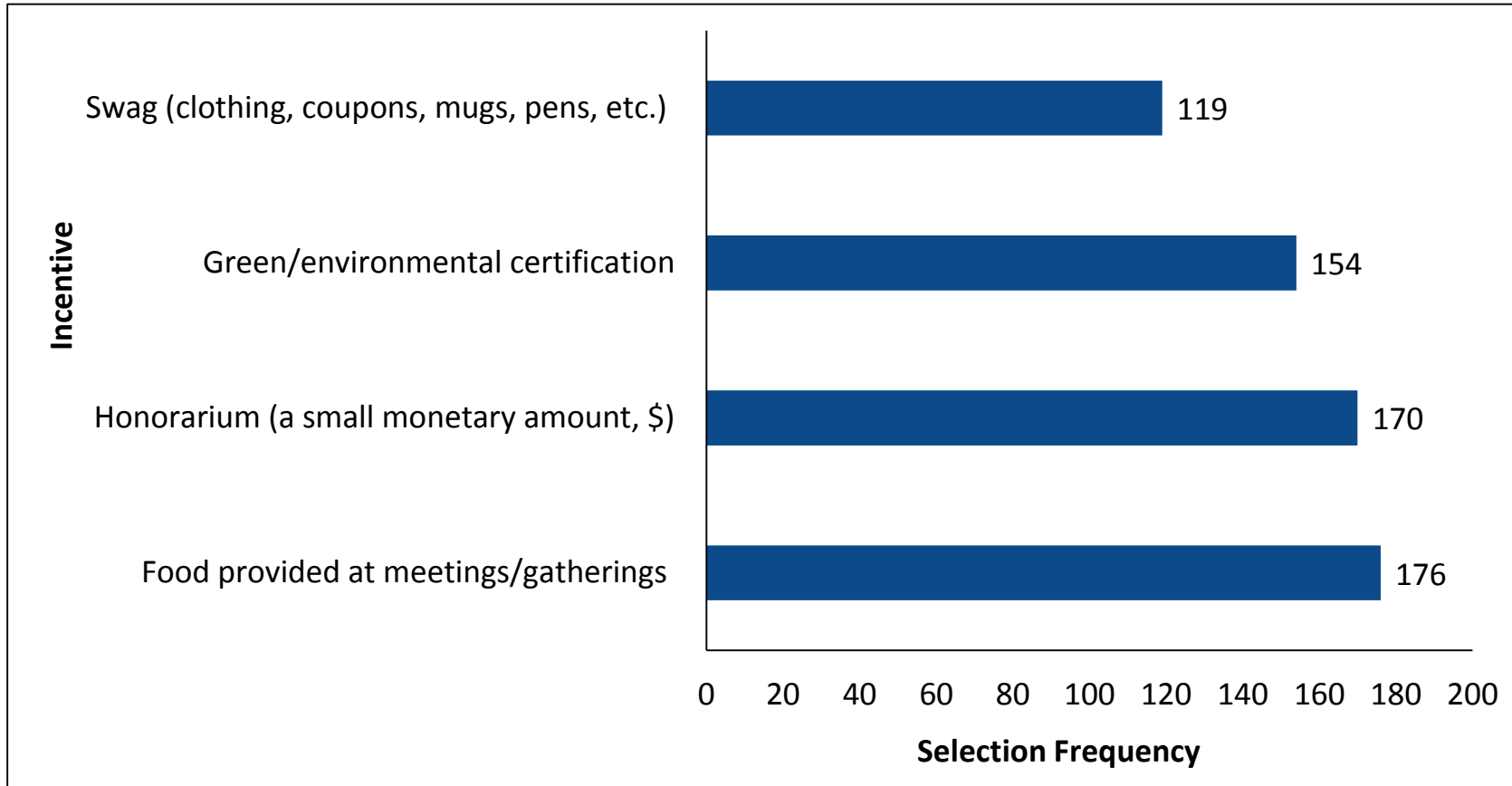
Evaluation of interest in SWR youth action committee

41.9% of respondents indicated interest in taking part in a SWR youth action committee

41.9% of 316 respondents is **approximately 133** individuals.

10.7% of 316 respondents is **approximately 34 individuals**

Incentives for Youth Engagement Activities



Food was the incentive in which had the greatest selection frequency among youth as a way to encourage their participation in youth engagement activities

Survey Summary





Phase 1: Recruit

Apr 2018-Sep 2018

- Identify a champion
- Establish the budget
- Promote the Committee
- Recruit and select Committee members



Phase 2: Launch

Oct 2018 – Nov 2018

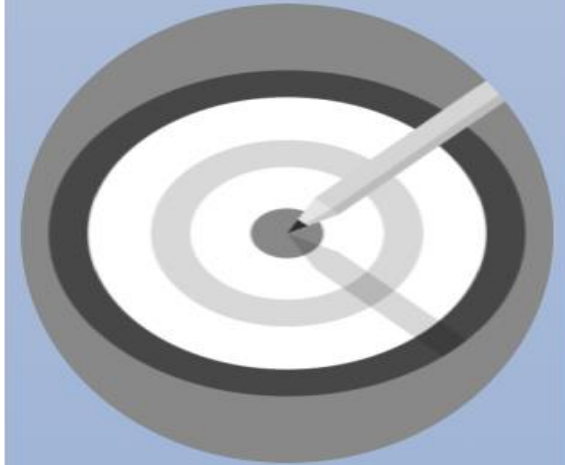
- Identify roles and responsibilities on the committee and executive
- Determine strategic objectives
- Create budget for Committee
- Operational planning (ex. meeting times & locations)



Phase 3: Implement

Dec 2018 – Jun 2019

- Fulfill mandate and strategic objectives
- Host events
- Begin promotion for 2020 Committee



Phase 4: Evaluate & Maintain

July 2019

- Evaluate success of 18/19 Committee
- Identify areas for improvement
- Identify feasibility of implementing long term strategy





RECOMMENDATIONS

1. Implement the Recruit, Launch, and Maintain Strategy to create Halifax Solid Waste Resources Action Committee
2. Evaluate the success of the Youth Engagement Strategy and the HSWR Action Committee after the first year to determine next steps

Thank You!

Questions?