

# Zero-Waste Educators

## What?

Zero-Waste educators help guide your event attendees on how to properly dispose of their waste. Educators are aware of correct waste disposal practices and situate themselves near places where waste is disposed. As part of the McGill Office of Sustainability's Event Certification program, student ambassadors are trained to provide waste education at events.

Waste education can also be done by your own staff or volunteers given the appropriate information and training. If you would like to learn about how you or your staff can be trained to provide waste education, please contact [events.sustainability@mcgill.ca](mailto:events.sustainability@mcgill.ca).



2023-2024 Events Ambassadors cohort, trained in waste education.

## Why?

Having waste educators present at your event can go a long way! If you plan on serving food or drinks, composting or recycling may help to greatly reduce your event's landfill waste. However, participants are often unsure of where to place items, leading to contamination of recycling or composting streams.

Waste educators can help you plan your waste diversion strategy in advance. During your event, they can situate themselves near waste stations to help attendees sort their waste and answer any questions. As an added bonus, providing waste education at your event allows attendees to learn correct sorting habits and carry their new zero-waste savvy beyond your event.

- **Did you know?** McGill aims to become **zero-waste by 2035**, which means attaining a diversion rate of 90 percent based on internationally recognized standards.

## How?

To book a Waste Ambassador for your event, please mention your interest at your Sustainable Event Certification meeting or email [events.sustainability@mcgill.ca](mailto:events.sustainability@mcgill.ca). You will be asked to submit a brief form with details about your event, including the **type of waste streams available**. You will then be matched with a waste educator (depending on availability) and receive email confirmation of their attendance.

Alternatively, assign someone at your event to be a waste educator and ensure that they know or can learn how to dispose of waste properly. If you plan on doing this, please contact [events.sustainability@mcgill.ca](mailto:events.sustainability@mcgill.ca) to request waste education resources to train your own event staff.

## Tips

- Try to identify which items might need sorting at your event in advance. For example, if you know you'll be using compostable plates, let your waste educator and/or event staff know.
- Ask servers to tell attendees what is recyclable or compostable at the time they receive their food or make an announcement before food is served.

## Resources

- McGill's [Zero-Waste Knowledge Base](#), which includes an interactive quiz to test your knowledge.
- An outline of [what goes where at McGill](#).
- [FAQs on waste management](#) at McGill, such as where to find compost bins on campus.
- [Standardized signage](#), such as the poster below, to use at your event or as an online reference.

