

# Communicating to Encourage Donations to ACCESS Tech



SUSTAIN 3S03 student and member of the ACCESS Tech Logistics Team, Devyane Mehta at the "Sign In" table at the IT Donation Event on October 27th, 2022.  
Photo credit: Matt Clarke



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## Community Project Champion

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## Overview

A global surge in electronic waste (e-waste) was recorded in 2019 to have increased by 21 percent in 5 years.<sup>1</sup> In 2012, Canada produced 14.3 million tons of e-waste.<sup>2</sup> Recycle My Electronics, Habitat for Humanity ReStores, and ACCESS Tech are Canadian initiatives for recycling and re-using e-waste.<sup>3,4</sup> McMaster's ACCESS Tech initiative aims to "collect donations of used technology and distribute it to Hamiltonians in need" through a partnership with local non-profit, Empowerment Squared.<sup>5</sup> Electronics are collected during donation events, with items not suitable for community donation made available for upcycling by McMaster students during reuse events. In collaboration with the ACCESS Tech Logistics Team, our goal was to raise awareness of the initiative and associated events to encourage technology donations and reuse through promotional strategies.

## Objectives

1. Identify and understand the target audience for the donation event
2. Spread awareness about the donation event using various promotional strategies
3. Share event outcomes and recommendations for future improvement

## Reporting

To achieve our first objective, we looked at past event outcomes and identified our target audience as faculty members and staff. In collaboration with our Community Project Champion, we focused on our communication strategies to advertise through hard copy media around campus as well as social media.

To achieve our second objective, we started advertising the first event. We shared our message through e-newsletters to all faculty and staff and displayed posters in faculty offices around campus. We promoted the event on the Academic Sustainability Programs Instagram page. Furthermore, we hung up 25 posters and had digital screen displays around campus. We also updated the ACCESS Tech web page, which addressed FAQs and general information. Through these outreach tactics, we shared our initiative's purpose, event details, and the secure donation process, to effectively encourage donations.

To achieve our third objective, we received event outcomes from the ACCESS Tech Logistics Team and prepared ACCESS Tech staff for an interview with the McMaster Community radio (CFMU). We also shared an infographic with event statistics on Instagram, highlighting the 114 items donated, over 2,000 kgs\* reused, and 650 kgs recycled! We shared our recommendations and next steps for future ACCESS Tech communications teams with our Community Project Champion and the ACCESS Tech Working Group.

## Collaborators

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See a full list of references [here](#).

\*metrics captured from two reuse events, with the first event being run by ACCESS Tech staff on September 29th with support from SUSTAIN 3S03 ACCESS Tech students.