Developing a waste minimization awareness model through community based movement: A case study of the I I U M Green Team

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Abstract

Waste management issues are encountered in almost every nation. Reports and discussion papers retrieved in developed and developing countries alike show that wastes and their management solutions are a common concern and challenge. One of the solutions is implementing the Waste Management Hierarchy. The aim of a Waste Management Hierarchy is to minimize the amount of waste from entering the landfill/dump sites. Three top initiatives in the waste management hierarchy is the 3Rs initiative, i.e. Reduce, Reuse and Recycle. To cultivate a 3R culture in a society, an important start is to educate people with environmental literacy, in particular, university students. This paper aims at exploring the possibility of using a Community Based Movement and Message Learning Approach to develop a Conceptual Waste Minimization Awareness Model (WMAM). The Green Team, a student’s association of the International Islamic University Malaysia (IIUM) was utilized as the case in point.

Keywords: 3Rs initiative, community based movement, environmental awareness, environmental literacy, message learning approach, waste management