

Project 1 Proposal

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EYA Category & Theme: Go Green
Describe your project response as a short Problem: Word it as a question that could be answered for example: "How can young people become more engaged in politics?". This will be henceforth known as "The Problem".
How can we increase the amounts students at the University of Lincoln recycle?
Describe the Problem in a paragraph: Now describe the problem with additional detail
Students at the University of Lincoln are producing a lot of waste and could be recycling a lot more than what they are doing currently, as a lot of recyclable materials are being wasted in particular at some of the student accommodation's in Lincoln.
Provide at least 2 examples of proof the Problem exists: These need to be reputable sources of information and ideally have some statistical figures or reference.
https://www.theguardian.com/news/datablog/2011/nov/04/recycling-rates-england-data Only 46% of waste was recycled in 2011 https://www.lincolnshire.gov.uk/recycle-for-lincolnshire/waste-strategy-for-lincolnshire/
Target Audience: Who is affected most by the problem and how? This justifies your selection of the target audience.
Students at the University of Lincoln
Project Scope: Describe the breadth of your project - is it small and focused or are you attempting to help a range of different people or tackle a wider problem? Identify any dangers of being too large or too small in scope.

I'm focusing on a group of people - Students at the University of Lincoln, however that's still a lot of people, so being able to reach every single student would be near impossible due to the possibility of some students simply not caring. However there are ways and means of easily reaching the vast majority of students through social media, such as Facebook pages like the official University of Lincoln Facebook page.