



#Ambienteascuola – a project by Amsa



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# Project #Ambienteascuola

#Ambienteascuola is an **environmental education project** created by Amsa in collaboration with the Municipality of Milan that grew out of a survey conducted in 2018 that involved 124 schools of all grades and levels, which revealed the need for training of students and teachers, as well as janitors, to improve the quality of recycling collection and to raise awareness on the issue of sustainability in general.

To best engage the target audience, we have thought of a playful approach, and over the years, in addition to providing a kit - composed by recycling baskets to all classes to collect paper and plastics/metals, a poster and a little guide about what happens to waste after the collection - we have launched creative contests that would allow children and teens to approach the world of environmental sustainability.

In 2023, with the involvement of high schools, we will have succeeded in bringing the project to all levels of education.

During the 4 years we involved more than 350 schools and received more than 800 papers and creations.

Since 2022, we proposed a School Project to each Municipality we serve. It is composed by lessons to inform on the topic of waste collection, a gamification and a contest, lastly, we give prizes to the winning classes.

In addition to that, we offer the possibility to all schools to visit our workplace in order to see some vehicles and to join a little creative laboratory. It is possible also to visit A2A Ambiente plants.



# Overview of past editions

The pilot project transversally involved students from Milan schools, with the creative contest "an author's basket." the kids had to create artistic recycling bins

2018-19

Younger primary school children were involved in a workshop of creative writing on the two incipits by Guido Quarzo, children's storyteller, "A Paper Flight" and "Do the Right Thing Arturo" on the themes of the circular economy and respect for the environment.

We made a small collection of the children's stories in recycled paper, and we have distributed it to the winning classes.

2020-21

In 2019-20, we asked middle school children to create a painting mural with the theme of environmental sustainability.

The three winning sketches were awarded with eco-design workshops and the creation of three murals with photocatalytic paints on the walls of the winning schools.

2019-20

2021-22

For kindergarteners, we thought we would launch a small contest on recycling and the circular economy, asking teachers to send us a ppt presentation on how the children have declined these issues.

We awarded, for the first time, 9 schools, giving each of them a portable theater.



# #Ambienteascuola 2023 edition

For 2023 edition, together with the municipality of Milan we decided to launch #Ambienteascuola in high schools, also in order to engage the Generation Z target audience, a critical audience for Amsa's communication.

The project will have a specific focus on WEEE (Waste Electrical and Electronic Equipment), since this category includes many items that kids use daily and often do not know how to dispose of.

For this reason, extraordinary WEEE collection days will be organized in the proximity of schools.

In order to be relevant to Generation Z, for the first time, the School Project was also launched thanks to the support of influencers committed to the issues of environmental sustainability and environmentalism, the Viaggiatori Ecologici.

As we do every year, we will deliver a course to school staff and faculty, who will then cascade training to students, and we will also provide small recycling bins to each class of the participating schools, as well as briefing material.

For the contest, this year we asked the design and implementation of at least 3 episodes of a podcast in a free format (educational, interview, audio talk), focused on good practices in reducing waste and/or on improving lifestyles and urban decorum and/or on the management of small e-waste.

The winning classes will be awarded the following prizes:

- Professional production of the podcasts selected: revision writing and recording
- 1h lesson with a professional podcaster
- Digital winning certificate
- Publishing and diffusion on Amsa communication channels and social networks



Thanks for your attention



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