



Deliverable / Project: Advertising and Promotion – Environmental Awareness, Education, Environmental Stewardship

Description of Project

The Committee aims to enhance community engagement in sustainability through promotion of Environmental Awareness, Education, and Stewardship. This initiative focuses on utilizing various promotional and advertisement strategies to foster a culture of environmental responsibility and participation among residents.

Budget Breakdown

- **\$500** to assist in the promotion of Environmental Awareness, Education, and Stewardship.

Total Budget for this Project: \$500

Key components of the project include:

Advertising Campaigns: Implement targeted advertising designed to highlight the importance of sustainable practices and encourage community involvement across social media platforms, community websites, and through the local newspaper .

Educational Programs: Organize promotional materials that provide hands-on learning experiences about local environmental issues and sustainable living. Partner with community organizations to integrate these educational modules into broader community outreach efforts.

Community Engagement Events: Host events such as tree planting initiatives that enable residents to participate actively in creating a sustainable environment. These events serve as practical examples of stewardship and build a connected and eco-conscious community.

Collaborative Networks: Foster collaborations with local businesses, non-profits, and educational institutions to amplify the reach and impact of the initiatives, ensuring a robust support system for sustainability within Orangeville.

Areas of Focus

- Urban food systems
- Active transportation
- Waste reduction



- Water conservation
 - Energy conservation
 - Air quality
 - Urban Forestry
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