



RECYCLING IMPLEMENTATION IN ARMENIA

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Introduction and Challenges

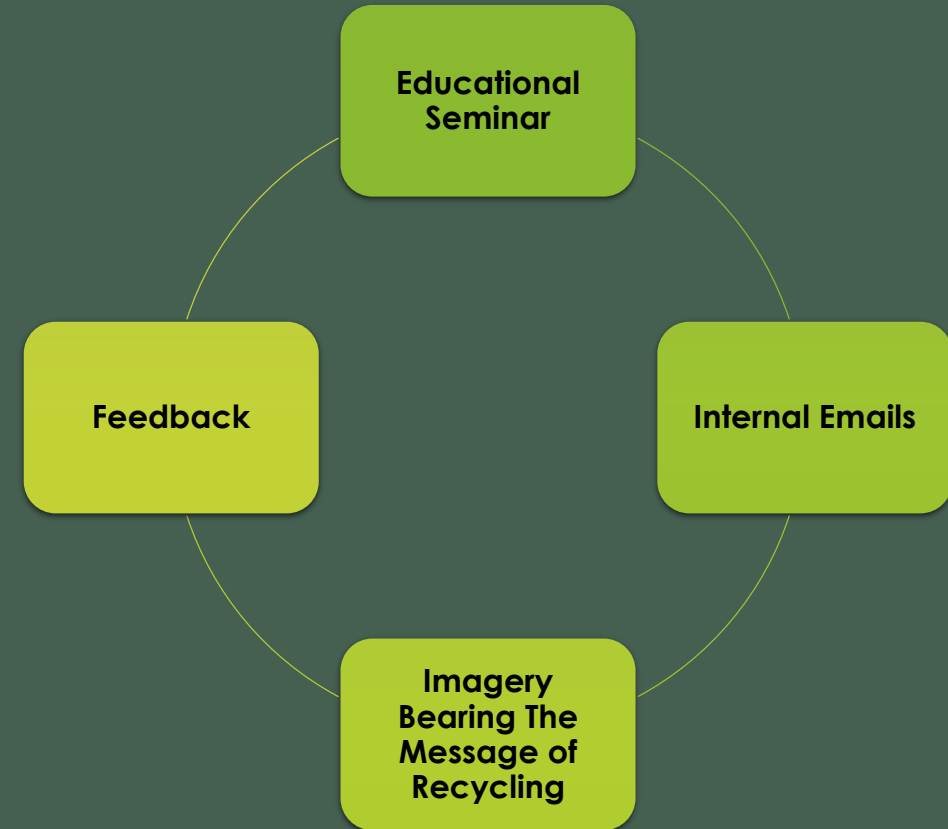
- The company which I was undertaking internship in supports the green lifestyle.
- They wanted to implement recycling project that would teach all of their staff members the benefits of recycling and why should they recycle as well.
- This kind of project will be challenging to implement because of complete absence of understanding about recycling that the majority in Armenia has.
- Our vision for the project was ambitious, the designing and implementation of the recycling bins had to be done perfectly.

Research Question & Main Recourses Used

- Research question: Can an organization through effective means of communication convince its staff to start recycling?
- Von Bertalanffy, L. (1968). General Systems Theory.
- Schein, E. (1991). What is Culture? In P.J. Frost, J. Martin, L.F. Moore, C.C. Lundberg, & M.R. Louis, (Eds.), Reframing Organizational Culture



Main Message Conveying Means



Expectations and Results

- The Expectations going into this project were positive
- Knowing the organization's strong sense of culture it was evident that it would be able to convince its subordinates to start recycling
- However as the notion of recycling is absent in Armenia, it was proving to be a challenge to implement this campaign

Conclusive Thoughts

- This project needs further development and further research
- The organization aims at implementing recycling through all of the branches that it has, both in Yerevan and in the regions
- The expectations of other subordinates is positive, however it is unknown what direction will this project take on then



Environment Friend

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THANK YOU