

# MOBILISATION DES PARTIES PRENANTES POUR UNE PARTICIPATION ACTIVE À LA GMR

## *ENSURING AN ACTIVE PARTICIPATION OF STAKEHOLDERS IN WASTE MANGEMENT ACTIVITIES*



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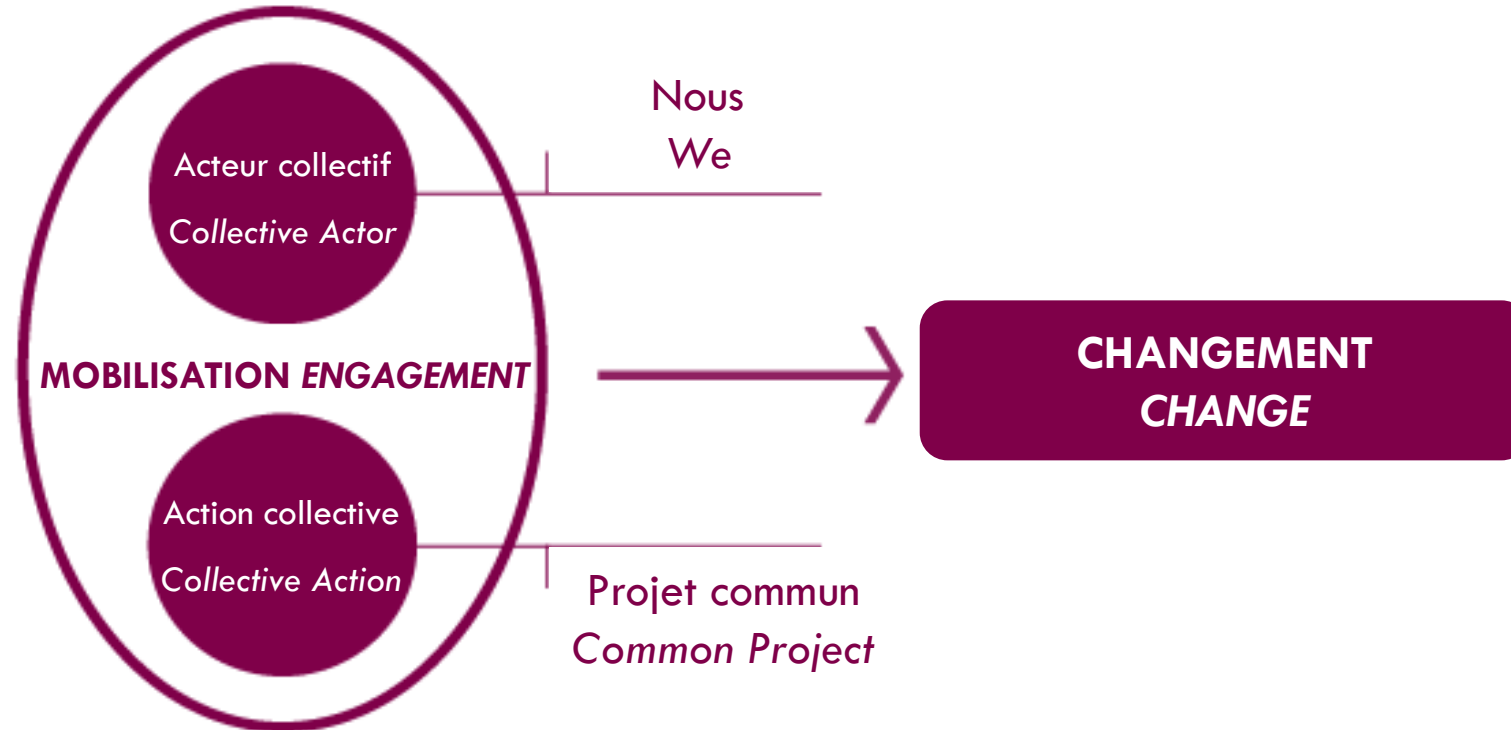
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# DÉFINITION DE LA MOBILISATION COMMUNAUTAIRE

## *DEFINITION OF COMMUNITY ENGAGEMENT*



Source : Racine (2010)

- À sa plus simple expression, la mobilisation communautaire signifie que des gens travaillent ensemble autour d'un projet commun afin d'apporter un changement.
- *Simply put, community engagement means people working together on a common project to create change.*

**Target Audiences**  
*(ex. organizations, demographics, etc.)*



**How to Reach Them (Actual Means)**

**ADVICE: Try to see the situation from each target audience's unique perspective. What are their concerns? What might engage them or move them to act?**

\*\*\*Scenario\*\*\*



You want to publish an article in your local newspaper, to encourage community members to use the new waste management services.



What would be the headline of your article?

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