

**KNOWLEDGE, ATTITUDES AND PRACTICES OF CAMPAIGNS ON RECYCLE: A
CASE STUDY
AT AMDI, USM**

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ABSTRACT

In Malaysia, the recycle program existed since the 90s. Nonetheless, the people's concerns towards the programme are still inadequate. The failure of the recycle programme was due to a half-hearted response and involvement from the government and the private sectors. The objective of this paper is to study the attitudes, practices and knowledge of employees of the Advanced Medical and Dental Institute (AMDI) towards the recycle campaign. In this study, a total of 78 respondents were selected to represent the whole employee population of AMDI. The results of the study showed that 95% of the total respondents practiced recycling. Majority of the respondents knew that recycling is important in their everyday life. However, the practices of recycling to them are still small and unproductive. The authorities should be more transparent in developing a new approach in organising a similar campaign in the future.

KEYWORDS: *Knowledge, attitudes, practices, recycle*