



## California State University, Northridge - 2019 RecycleMania Case Study

### 1. Contact info:

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### 2. Focus of Case study:

Our goal is to educate students, faculty, & staff on recycling efforts. We would like to emphasize proper waste procedures along with waste minimization.

### 3. Detailed description of campaign component:

This year, AS Sustainability & Recycling wanted to increase the level of awareness by implementing innovative events and activities. With the focus of the case study in mind, we created an 8-week plan tailored to specific topics of sustainability and recycling. We wanted to test the impact of outreach and education on the campus community while tracking the weights for each week; measuring the synergy and outcomes of these two components.

During week one, we educated students on what and how they can recycle paper on campus. We promoted it as "The Notebook" because we challenged students to bring in their old notebooks in exchange for a new one. For week two, our focus was BYOB, we encouraged students to bring their own reusable water bottles rather than purchasing single use plastic. Week three was the "Straw Swap," we specifically targeted our on-campus farmers market where outside vendors provide single use straws. Our focus was to give away reusable stainless steel and silicone straws to students. Week four, we collaborated with the CSUN Food Pantry on campus to host a canned food drive.

Week 5 was the beginning of March, during this week we emphasized our month long E-Waste Drive. Week 6, we encouraged students to repurpose items they have at home before throwing them in landfill. Week 7 was spring break, therefore we didn't host any events. Instead, we started preparing for the upcoming week. We collaborated with AS Productions to promote a clothing drive for students at our annual earth fair event.

Along with each event we also tabled every week to promote “Trash Talkers.” This allowed us to educate students in regards to proper waste sorting. It took a lot of effort to actually plan and execute our events however, it felt well worth our time.

4. Planning steps & timeline to implement:

- Once we figured out how to host incentive events using notebooks, reusable water bottles, reusable straws, & reusable utensils, we then plotted how we may relate the prizes we have to weekly sustainable challenges.
- **Week 1 (Feb.3-Feb.9)**  
**THE NOTEBOOK**  
AS Sustainability and Recycling tabled to educate students on what and how they can recycle paper on campus. Additionally, Students brought their old and used notebook(s) to our table to recycle. In exchange they received a new notebook, pencil, and scantron.
- **Week 2 (Feb.10-Feb.16)**  
**BOTTLED VS. TAP**  
AS Sustainability and Recycling tabled to educate students about alternative to plastic bottles and inform them of the BYOB stations located around campus. We challenged students to participate in a taste test to classify 3 water samples as bottled, tap, or filtered. Students who participated received one of our reusable bottles.
- **Week 3 (Feb.17-Feb.23)**  
**STRAW SWAP**  
We tabled at farmers market this week. Our goal was to reach out to students who are using plastic straws and offering them a reusable one instead. The goal was to educate them about the harm a plastic straw causes to the environment and encouraged them to make the switch.
- **Week 4 (Feb 24-Mar 2)**  
**ARE YOU A FOODIE?**  
This was a weeklong canned food drive for the CSUN Food Pantry. Students, staff, and faculty could drop off their donations at our table or at the Sustainability Center. Participants received a set of bamboo utensils.
- **Week 5 (Mar 3-Mar 9)**  
**E-RASE YOUR E-WASTE**  
This week the Sustainability Center hosted an E-Waste drive. Student, staff, and faculty dropped off any old electronics they no longer use. A list of example items and restrictions on what can be donated was promoted by email and social media. Participants received a 16 GB wallet drive (USB that looks like a card and fits in a wallet)
- **Week 6 (Mar 10 - Mar 16)**  
**GET CREATIVE**

Students were given the opportunity to craft something made out of items you can easily find in a recycling bin. (Examples were a t-shirt tote bag, reusing mason jars as storage for bathroom items like q-tips, cotton swabs, cotton pads, etc.)

- **Week 7 (Mar 17 - Mar 23)**

**SPRING BREAK NO CHALLENGE**

- **Week 8 (Mar 24 - Mar 30)**

**Rock the Runway**

For this challenge, participants were encouraged to donate clothing they no longer wear or use. They were able to donate the clothes to the Sustainability Center where we donated them to housing's pop shop runway show for contestants to use.

5. Resources and stakeholders involved:

For marketing purposes, we consulted with Associated Students Marketing. Following a creative vision of sustainability and recycling, they provided the graphics and tools necessary to make our event pop and reach our campus community. We utilized servers to send out email blasts, including social media platforms, to further our goal for the case study. We created a timeline of Sustainable Wednesday posts along with our Eco-challenge posts (challenge for students to earn prizes for their sustainable efforts that will be tied in with each week of RecycleMania) that was posted on the AS Instagram account and our department's Instagram account. Within Associated Students, the Productions department helped us by incorporating us into their popular events such as tabling at the weekly Farmers Market and Earth Fair. The Institute for Sustainability hosted Water Day and invited us to table our campaign there. There was definitely various groups and organizations that helped us promote our weekly events. Our budget came from Associated Students Annual Budget.

6. Describe the Results of this campaign component:

Through our giveaway we concluded that we gave 400 prizes. Meaning we educated 400 CSUN students throughout our 8 weeks of tabling.

7. What would you do differently in the future?

In the future our team plans on expanding our "Trash Talkers" campaign. We think it would be best to inform students of proper waste sorting rather than discussing RecycleMania. Given this year's educational outreach, we acknowledged that most of the CSUN community took interest in understanding where their waste goes. Furthermore, we thought it would be more appropriate to promote "Trash Talkers." We already started to implement it for new student orientations, along with tabling events, and we also started to create a fun game for students to play online. Another thing we plan on expanding is "Green Events," we want the community to use reusable or compostable tableware rather than single-use plastic. So this is another project we wish to advertise in the near future.

8. What advice would you give to another college that wanted to do a similar effort?

Reach out to your campus facility that's in charge of the campus food services. Ask if they may provide you with the containers distributed throughout your campus dining services. We are in charge of recycling

services so we had mini bins available. Using the colored bins accordingly to our recycling services, we labeled containers with the franchise names and asked students “where do you find you eat most on campus?” depending on their answer we would give them the container corresponding to let’s say El Pollo Loco containers and ask them to sort it. It does take much effort to set this up, the hardest part was providing educational incentives to grab students’ attention.

#### 9. Photos and Graphics



**Image 1:** One of our student assistants, Jeffrey Magallanes, tabling for Trash Talkers at CSUN dining. Photo Credits to AS Marketing.





Image 2: Recycle List Poster, Designed by AS Marketing Marketing

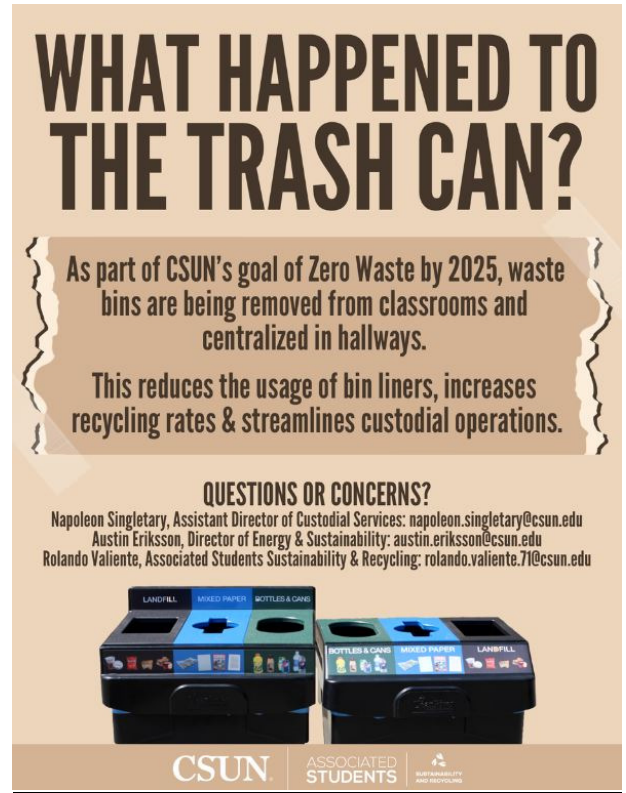


Image 3: Removal of Trash Cans, Designed by AS



Image 4: Green Events Guide, Designed by AS Marketing



Image 5: Trash Talkers Poster, Designed by AS Market



Dorm Initiative Poster, Designed by AS Marketing



Image 6: Trash Talkers Educational Game, Designed by CSUN IT

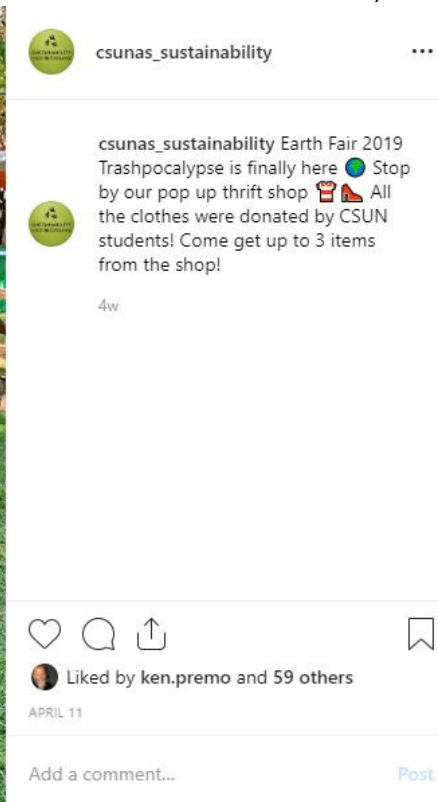


Image 8: Clothing Drive, Instagram post by @csunas\_sustainability





 csunas\_sustainability ...

csunas\_sustainability Still don't know what to do with your old notebooks? COME BY AND DROP OFF YOUR OLD ONE FOR A NEW ONE 📖

13w

 jess.isf Omg thanks! ❤️

13w Reply

 mr.rapam Yess ⚡

13w Reply

 denistheweenis @\_aweitz hook it up, cutie

13w Reply

❤️ 💬 ↗️ 📌


🌍 Liked by envirotrash and 85 others

FEBRUARY 6

Add a comment... Post

Image 9: Notebook Exchange, Instagram post by @csunas\_sustainability



 csunas\_sustainability ...

csunas\_sustainability E-WASTE MONTH!!! 🗑️📱 make a stop at our Sustainability Center and we are happy to accept your unwanted electronics from 8am-5pm

9w

❤️ 💬 ↗️ 📌

242 views

MARCH 6

Add a comment... Post

Image 10: E-Waste Drive, , Instagram post by @csunas\_sustainability