



## 2018 RecycleMania Case Study Competition

### *Case Study Template*

Please focus your case study on one component of your RecycleMania competition. This could be your outreach and marketing strategies, fundraising strategies, techniques to engage key campus stakeholders to ensure success, connecting with off-campus partners, key events or gatherings, incentives for engagement, etc.

Note: Submissions for the 2018 RecycleMania Case Study Competition may be used as a best practice resource on [www.recyclemania.org](http://www.recyclemania.org).

1. Contact info (name, department, school, email, phone)

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2. Focus of Case study

(Summary 25 words or less)

Using weekly themes and events, we used the RecycleMania competition as a platform to educate the campus community about waste minimization and landfill diversion opportunities.

3. Detailed description of campaign component:

(300 words or less)

Our Eco Rep team held seven weekly programs/events (week 6 fell during spring break) to promote RecycleMania on campus.

- Week 1- Learn the Label: Information table during dinner period to share information about the different kinds of recycling labels, and online RecycleMania pledge drive.
- Week 2- Paper and Cardboard: Using recycled magazines and poster board pieces, we hosted a pop-up photo booth for students to make photo frame magnets, or take a selfie using our RecycleMania Snapchat filter.
- Week 3- Food & Organics: Working with our campus Aramark team, the Eco Reps held a Weigh the Waste table in the dining hall during lunch. Students were encouraged to sort out their food waste, to be taken to the biodigester.
- Week 4- Glass & Aluminum: Pub Trivia featuring recycling themed questions for students to test their knowledge of eco-facts and compete to win Starbucks gift cards and sustainable prizes.
- Week 5- Fabrics: To educate students about keeping their fabrics from the landfill, Eco Reps hosted a bra collection to be sent to a special recycler. As the underwire metal recycling proceeds are donated by the company to breast cancer research, we co-hosted this event with the sisters of ZTA Sorority on International Women's Day.
- Week 7- Single-Use Plastics: With World Water Day coinciding, our Green Films Series presentation for March was *A Plastic Ocean*. Students also took their recycling efforts into the community to participate in a local marsh cleanup, where they learned firsthand the important of disposing of waste properly, especially single-use plastics, so that it does not end up in nature.
- Week 8- Sustainable Service: Working with the Office of Service Learning, we brought together local non-profits and on-campus service organizations to host the *Service Day of Service fair*. Tables featured information about getting involved



in the community, a denim drive for the Blue Jeans Go Green recycling program, and upcycling service projects. Students could also take a “Mug Shot” photo pledge to reduce disposable cups, and receive a Rider ceramic mug.

#### 4. Planning steps & timeline to implement:

*List out in bullet format each of the steps involved in planning.*

- Planning began in early January, with the weekly themes, dates, and locations set for each event
- Many ideas were new to our annual RecycleMania campaign and came from Eco Rep staff meeting or office hour research
- Research and compile up-to-date information about recycling labels and create info board
- Collect magazines and other recycled decoration materials for photo frames
- Arrange with dining services for collecting food waste and sorting method
- Compile list of trivia questions and answers, and gather prizes
- Contact partner and campus organizations to coordinate service event, and gather supplies for tables’ activities

#### 5. Resources and stakeholders involved

*Explain what budget or in-kind resources where needed, what if any campus dept’s or groups supported the effort, what staff or volunteers were involved.*

- Campus Departments: Aramark Rider Dining Weigh the Waste partnership, GEMS (Geological, Environmental and Marine Sciences) department faculty moderator at Green Film, Office of Service Learning
- Student organizations: ZTA, Alpha Phi Omega, Circle K, Rider Service Leaders, Habitat for Humanity
- Community Partners: Tulpehaking Nature Center, Trenton Area Soup Kitchen, United Way of Greater Mercer County, Kisses for Kyle Foundation
- Budget
  - Snapchat filters: Week 2 \$19.87; Week 5 \$27.73
  - Pub Trivia prizes: \$20 Starbucks gift cards (two \$5 and one \$10), others were leftover giveaways from previous events
  - Van usage (for marsh cleanup trip): \$8.76 for round trip
  - Ceramic Mug giveaways: \$796.51 for 144 mugs (\$4.57 per mug)

#### 6. Describe the Results of this campaign component

- a. General results (*ex: attracted attention of campus president, campus paper did a news story on the event, etc.*)

By partnering with a variety of campus departments and organizations, we were able to reach a wider spectrum of students with this year’s campaign. This was extended through the use of social media to promote the campaign, as well as share some facts and information about recycling, and enhanced by the addition of Snapchat this year. Our concluding Service Day of Service event was



featured online through our campus participation in the national #OurTomorrow collaborative campaign. The blog post can be viewed [here](#).

b. Specific measurable impact figures, if applicable (*Ex: Reduced contamination rate 13%, Gathered 316 pledges to recycle more, etc., 250 people engaged, etc.*)

- About 300 people engaged through in-person contact and events
- 1,422 views of our two RecycleMania Snapchat filters
- 30 bras collected for recycling
- 56 pairs of jeans collected in partnership with Habitat for Humanity

7. What would you do differently in the future?

In the future, planning our events for this time unpredictable winter period with more contingency plans for weather might be helpful. A couple of events were impacted by snow closures and needed to be rescheduled or modified in some way, and while partnering with other stakeholders is essential, it makes changes in scheduling more difficult to coordinate. Also, while we had a lot of interesting new events added this year, struggling to reach students and get them to show up can be a roadblock. Providing small prizes or incentives that are communicated well in advance, hosting events in easily visible spaces, and using text message based reminder systems are all ideas that are being explored moving forward.

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

Finding the common ground with other departments and organizations to collaborate on sustainability projects is so important. Environmental issues touch everyone in different ways and this campaign is an excellent way to explore that and utilize RecycleMania to educate everyone about waste minimization, even if they don't necessarily identify as an environmentalist. Using social media effectively was also something we tried to focus on this year, inspired by schools featured in the pre-competition webinar. Even if students aren't at the weekly table, social media is another way to reach them with the information.

9. Photos and Graphics

*Please include photos and other visuals below, examples could include social media posts, posters or other graphics related to the project. Include captions where necessary.*



Social media ad for Week 2 photo booth



Week 4 Pub Trivia





Week 5 Bra Recycling table, with Eco Reps and sisters of ZTA



Week 8 Mug Shots and upcycled bottle planters at Service Day of Service



Please email completed template form and supplemental documents (photos, newspaper articles, website links, etc. to [helpline@recyclemaniacs.org](mailto:helpline@recyclemaniacs.org) with "RecycleMania Case Study submission-Campus Engagement – Awareness Campaign" in the subject line. **Case study submissions are due no later than Friday, May 11, 2018.**