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## 2015 RecycleMania Waste Less-Promote More: Engagement and Innovation Competition Case Study – Bowling Green State University

1. Contact info: Dr. Nick Hennessy, Sustainability Coordinator, [nickjh@bgsu.edu](mailto:nickjh@bgsu.edu)
2. Select category (Please choose the one that best describes your entry)
  - a. **Recycling \***
  - b. Waste Reduction
  - c. Both
3. Check which type of promotion
  - a. **Activity \***
  - b. Display
  - c. Poster, banner, other print display
  - d. Communication outreach (print, radio, email, etc)
  - e. Video
  - f. Other

#### 4. General description of Promotion

*In 300 words or less provide a general narrative explaining the promotion. If promotion was a video, explain how it was used, target audience, etc. and provide link. If promotion involves written messages such as a blog, email messages, etc. provide copy of messaging either as copy and paste text at the end of template or attach supplemental documents to your email.*

“Roaming Recycling” is a residence hall activity promoting recycling on th floors during Recyclemania, which can also be used at other times throughout the year. Resident Advisors utilized a large wheeled moving cart and went door to door on the residence hall floors offering to take students’ recycling for them in the cart, and place it in the larger recycling bins on the floors. Since motivation for taking recycling from each student room to the larger collection bins which are on each floor and in the lobbies, this program made it easy for students to recycling during Recyclemania and emphasized the competition between residence halls. The activity was also educational. The cart was fitted with a cardboard insert which had two posters affixed to it which indicated what is recyclable at BGSU and what is “landfill” or trash. BGSU recently converted its recycling system from a source separated program to a single source. A variety of educational campaigns across campus to explain the process to the university community have taken place, and Roaming Recycling was originally created by a Graduate Hall Director in College Student Personnel doing an internship in the Office of Campus Sustainability as an educational program to assist in the reduction of contamination in the recycling stream. It debuted during our “No Impact Week” in the fall, 2014 semester (a week dedicated to a variety of sustainability

events) and was so successful that it was adapted for use during Recyclemania. Posters and operating instructions could be downloaded from the resource page of the Office of Campus Sustainability and used in any residence hall, by any staff. Resident Advisors were able to have good conversations with their residents about recycling and the proper way to do it, as well as about Recyclemania as they travelled down each floor.

#### 5. Planning Steps to prepare for Promotion

*List out in bullet format each of the steps involved in planning. Example: Requesting special funding, recruiting volunteers, administrative permissions required, creation of displays.*

- *Create poster inserts to go into moving carts using the appropriate recycling guidelines provided by Campus Sustainability and the Recycling Program;*
- *Train Resident Advisor volunteers on the details of recycling so they are very familiar with what is recyclable and what is considered trash;*
- *Obtain approval from Hall Director to do a door to door event on residence hall floors;*
- *Select a time to go door to door when many residents are expected to be in their rooms;*
- *Issue plastic gloves to RA participants;*
- *Make intercom announcement prior to event;*
- *Go up on the floor and begin educating about recycling!*

#### 6. Resources and people 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.*

As mentioned in the narrative, a Graduate Hall Director with responsibility for running a residence hall who was doing an internship with Campus Sustainability created this program and the template for the educational messages that would be enlarged and attached with glue sticks or other adhesive to a foam board poster, cut to fit inside a large plastic cart (the same carts used for moving things into and out of rooms). This was the primary expense, in addition to plastic bags used to line the carts. The main resource required is the investment of time on the part of Resident Advisors to go through the training and to go door to door to collect the recycling.

#### 7. Describe the Results of the Promotion

*Explain both the general results of the promotion (ex: attracted attention of campus president, campus paper did a news story on the event, etc.) and any measurable impact figures (ex: We collected 1,500 lbs. of scrap electronics, Reduced the amount of food waste from tray-less dining promotion by 2,000 lbs., 230 people signed pledged to bring own water bottle to campus)*

*This promotion was done in Kreischer Quad and Centennial Hall twice during Recyclemania. A dozen bags of mixed recycling were obtained during a typical run. Students were very receptive to the program and there were some good conversations between Resident Advisors and residents as a result of it. As a result of this program, the Kreischer Quad staff will received a special sustainability programming award at the annual RA Banquet held in April.*

#### 8. What would you do differently in the future?

*It is very important to do this program when a number of students are in their rooms. Each hall is somewhat different, but a lesson learned is that some staffs were a bit timid in knocking on doors and engaging residents, and only approached the open doors. This type of program requires a bit more aggressive educational techniques to succeed.*





