



Mug Shots

RecycleMania Activity

Effort & Resources



Easy.



Low to no cost.

Objective & Overview

The objective of this activity is to promote the use of reusable mugs as a normative behavior for students and staff to emulate. To do this, take photographs of people holding their reusable mug and post them on flyers with a “mug shot” title around campus, on bulletin boards, online, and on social media outlets.

Step 1: Prepare

Create a “wanted”-style frame template to insert photo. Make sure frame says “Mug Shots” to communicate the pun, and include a message such as “Wanted: Reusable Mugs”, as well as a website URL or details about any discounts offered locally for bringing your own mug. See next page for a sample “mug shot” template that you can adapt for your college or university.

Step 2: Point, Shoot, and Post

Take photos of random people on campus posing with their mugs. Look for students walking to class in the morning or filling up their mugs at a dining hall or campus café. Print out on office copier and post on bulletin board or other public locations. Also consider purchasing a reoccurring ad space in the campus paper to feature the mug shots during the RecycleMania competition.

Step 3: Take it to the Next Level

Give the mug shots cache by featuring well known, recognizable campus figures– student body president, respected professors, coaches, or even the school president!

WANTED: REUSABLE MUGS

Mug Shot

[Paste photo here]

[Paste photo here]

[Insert message]: Save \$xx on coffee at the campus cafe when you bring your own mug!

