

# Get Caught Green-Handed: Overview from Oregon State University

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# What Did It Look Like?

- “Green” acts: Mostly reusable mugs, bottles or utensils
- Steps
  - Find people from a distance
  - “Catch” and explain
  - Offer prize
  - Ask to post their photo on Facebook



# Who Done It?

- Timeline
  - Jan: Started acquiring prizes
  - Feb: Started scheduling people and locations
  - March: Implemented over 1 week
- Organizations
  - Organized by the student organization responsible for most RecycleMania events and marketing at OSU
  - Worked with Dining and Athletics for some of the prizes
- People-Power
  - 5 “outings,” most w/ teams of 3 for ~2 hours
  - Plus Eco-Reps in their halls
  - Each outing led by different person



# How'd We Spread the Word?

- Advertised along with other RecycleMania events
- No other special advertising
  - Kept locations and times a surprise



Oregon State University Campus Recycling changed their cover photo.  
Posted by Andrea Norris [?] · March 3, 2014 · Edited

HAPPENING ALL THIS WEEK! Be on your best "green" behavior March 3-8 because if the Waste Watchers catch you in the act of reducing waste (recycling, using a reusable mug, refilling a water bottle, etc.), you will win a prize!

See who was caught in this album: <https://www.facebook.com/media/set/?set=a.10153901654380523.1073741842.397920170522>

## REMAINING EVENTS:

WED 2/19, 5:30-7:30 P.M.

**FEBRUARY REPAIR FAIR**  
RECYCLING WAREHOUSE,  
644 SW 13TH ST  
*Bring your broken items for free repairs; attend D.I.Y. demos!*

THURS 2/27,  
DOORS @ 6:30, SHOW @ 7 P.M.

**ANNUAL RECYCLED FASHION SHOW**  
M.U. BALLROOM  
*Apparel design students showcase their reused wardrobe creations!*

MON-FRI 3/3-3/7

**GET CAUGHT GREEN-HANDED**  
SURPRISE TIMES AND LOCATIONS  
*If you're caught in the act of reducing waste you'll win a prize!*

3/10-3/14

MON-THURS, 9 A.M.-6 P.M.  
FRI, 9 A.M.-5 P.M.

**CLOTHING SWAP**  
OSU WOMEN'S CENTER  
*Bring what you don't need, score something new - or both!*

MON-FRI 3/17-3/21

**DEPT. SHREDDING DISCOUNT WEEK**  
*50% off all confidential shredding requests submitted online this week. OSU dept. materials only.*

Events sponsored by Campus Recycling, SSI, OSU Fashion Org., and Women's Center.

Join thousands of college students across the nation competing for the national recycling title, and help OSU beat UO! You can help by recycling, composting and reducing your trash. Attend events listed above to learn more.

[recycle.oregonstate.edu](http://recycle.oregonstate.edu)

For alternative formats or accommodations related to a disability, please contact Andrea Norris of Campus Recycling at 541-737-5398 and/or [andrea.norris@oregonstate.edu](mailto:andrea.norris@oregonstate.edu).



Please recycle me after 3/22/14.



# How'd We Do?

- Results
  - Caught 77 people
  - Generated a lot of Facebook buzz
    - Album at <http://tiny.cc/tefssx>
  - Volunteers loved it!
- Tips
  - Recycling can be hard to “catch”
  - No prizes? No problem.

## For more information:

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<http://recycle.oregonstate.edu>

