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PLU - CASE STUDY

1. Contact info

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2. Choose type of promotion

- a. Activity: All campus Garbology
- b. Display: A sign stating what the event was, placed all resident hall trash in the middle of campus, visible recycling totes were filled over time marking progress, as the pile of garbage decreased
- c. Poster, banner, other print display: Simple recyclable butcher paper posters stating the title and purpose of the event along with the who, what, where
- d. Communication outreach (print, radio, email, etc) : Facebook posts to the general campus population, emails to student leaders on campus, butcher paper posters within resident halls
- e. Video: time lapse video
<https://www.youtube.com/watch?v=bFXWfNikxog&list=PLo4Ho2FA1TD5YsI99z3IS3unOIAPqRgU7&index=2>
- f. Other: gave away prizes for volunteering.

3. General description of Promotion

PLU's 2014 Garbology was promoted by the Resident Hall Association (RHA) and Resident Hall Councils (RHC), in conjunction with the Sustainability Department. RHA put up campus wide advertisement i.e. posters in the University Center and on their social media pages. RHC put up posters within their resident halls and in monthly newsletters to hall members and informed their individual RHC councils. The sustainability department helped with promotion through social media and word of mouth. All of these organizations helped with sharing the goals of the Garbology (which are listed below) and recruiting volunteers.

Goals:

- Promote lasting behavior change, heavily targeting campus residents.
- Show people in passing what in their trash can be recycled or composted.
- Involve community members and students.
- Be a simple and intuitive event

Garbology is an event frequently employed by the Sustainability Department on a smaller event level. Several bags of trash are normally collected from either residence halls or academic



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buildings, and sorted in front of and with volunteers. Generally, a large amount of the trash is recyclable or compostable. When everything is weighed the numbers tend to be shocking for those witnessing the event.

4. Planning Steps to prepare for Promotion

- Planned the date for February 14th
- Concept development
 - Logistics: who, what, where, how. Create google doc for volunteers
- Coordinate with Resident halls
 - Within hall advertisement
 - Recruiting volunteers
- Campus wide advertisement a week and a half in advance
- Collecting trash out of resident hall receptacles
 - Placing trash in the middle of campus (highly visible), secured with a tarp
- Day of
 - Set up tent, tables, recycling and trash receptacles, camera, personal protective equipment
 - Coordinate extra tote drop offs
 - Have conversations with interested campus community members
 - Clean-up: thoroughly clean space used, collected, weighed, and recycled all material. Trash was thrown away

5. Resources and people involved

New purchases were not necessary because all materials used were used in the past or borrowed. We used gloves, multiple totes, buckets for liquids, two large tarps, a tent, six tables, a truck, and cleaning materials. The event was headed by the Sustainability Department and Resident Hall Association with the help of the Resident Hall Councils and proactive community members. Two staff from the Sustainability department and Resident Hall association led the coordinating efforts.

6. Describe the Results of the Promotion

The central location led many community members to witness the event. Between 600 and 900 people were likely to have seen it. Interviews for the event were conducted with the campus-wide newspaper. The time-lapse video was posted on multiple campus Facebook pages. After analyzing the data the following results were compiled: 47% compost, 25% comingled, 11% trash, 6% paper towels, 6% glass, 2% plastic bags, 2% reusable items, and 1% metal. Posters were created and then distributed to the resident hall recycling rooms in order to convey the information found from the garbology.



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7. What would you do differently in the future?

- Start planning earlier i.e. November
- Have all planning done by December 8th-10th (before fall semester deadweek)
 - o Booking space and work order requests
 - o Create google doc for volunteers
 - o Coordinate dates with RHA/ASPLU/GREAN
 - o Marketing/advertisement i.e. posters and table ads.
 - o Plan meetings with outside groups ahead of time
- Done by February
 - o All advertisement complete
 - o Coordinate trash pick for garbology
 - o Advertisements and social media up a week in advance

In short, earlier planning and communication with organizations around campus was needed.