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2015 RecycleMania Waste Less-Promote More: Engagement and Innovation Competition Case Study Template

- Contact info

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- Select category (Please choose the one that best describes your entry)

- Waste Reduction

- Check which type of promotion

- Activity

- General description of Promotion

The Travelling Zero Waste Game is a trash sorting activity put on a rolling cart so that we can take the game to people's dining tables. All of the materials are reusable. The cart has boxes on top, labeled "compost", "recycling", and "landfill", like the receptacles in the cafeteria and café. A "lunch" box has assorted trash to recycle, and there's a box for prizes (RecycleMania pens). The cart has 3 signs with the RecycleMania logo: "Can you win the Zero Waste Game?" and tweeting and texting instructions for 3R.

We roll the cart up to a crowded table and ask if they want to play. (Usually they do.) Then we ask them how they would sort the trash on their table. We explain as needed. Next we ask them to sort the "lunch" box. We observe that a lot can be composted or recycled, and that they could avoid some landfill trash like lids and straws. We even show them a compostable spoon (which RVCC does not have yet). Then we give them each a prize (RecycleMania pen) and ask them if they would please tweet or text to earn 3R points.

The items to sort are:

- Paper cup
- Paper plate
- Paper napkin
- Straw wrapper
- Sugar packet



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- Wooden stirrer
- Plastic bottle (what if it's half full?)
- #5 plastic sauce container (what if it has ketchup in it?)
- #6 plastic coffee lid
- Plastic cap
- Plastic fork
- Straw
- Ketchup packet
- Toothpick with plastic frill
- The lunch box itself

Students had fun and most learned something. It also gave us a chance to talk about the environmental activities on campus. Plus these students then knew how to sort their trash properly!

We promoted the game in a campus-wide email. See the end of this document for copy.

- Planning Steps to prepare for Promotion
 - Fund and obtain prizes (we bought ours from the RecycleMania store, using Facilities funds)
 - Obtain a cart
 - Print signs
 - Obtain cartons and "trash" from cafeteria and café
 - Obtain double-sided tape
 - Assemble and label cartons (I had to cut them down to fit on the cart)
 - Attach signs to cart
 - Recruit intern (ours was funded by MyActions)
 - Train intern
 - Schedule intern
 - Promote game in campus email
- Resources and people involved
 - I spent \$71 (Facilities budget) on 106 pens at the RecycleMania store
 - Facilities budget was used for printing signs at the Print Shop
 - Housekeeping donated the use of the cart
 - Facilities provided the double-sided tape
 - The cafeteria provided the "trash" and cartons
 - I assembled everything
 - I trained 3R intern Dylan Simoncelli



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- Dylan and I spent a total of 4 hours playing the game with students (1 hour on 4 days)

- Describe the Results of the Promotion

This game was a huge success. Students really enjoyed the challenge and learning and made comments to this effect. (They also thought the pens were cool.) We played the game with 106 students who now know how to properly sort their trash. The most recent compost pickup, the only one since we did this activity, was for 290 lbs, which is significantly above the competition average of 237 lbs.

We also got a significant boost of approximately 100 3R zero waste actions, as most students tweeted or texted. Students who texted received follow-up from 3R encouraging them to take additional actions. Tweets were retweeted.

Recyclemania intern Jennifer Alaggio is writing an article for the student paper and we will also put together a press release. Both will have details about our RecycleMania and 3R results, this project, and the Environmental Studies recycling analysis project.

- What would you do differently in the future?

I would start playing the game at the beginning of RecycleMania, rather than waiting for the Zero Waste phase of the 3R competition. I would buy more prizes so that we could reach more students. I would also play this game at the beginning of the school year so that new students immediately learn how to sort their trash properly.

The game was promoted in a campus-wide Recyclemania email on 3/16:

“Subject: Recyclemania: We won #REDUCE! Zero waste game

...

This week we'll be bringing our *travelling Zero Waste Game to the cafeteria and café*. It only takes couple of minutes and everyone who plays wins a prize. The games earlier today were fun and people learned a lot about how to sort their trash.

...”