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

### 1. Contact info:

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### 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

Rider University's Eco Reps held seven tables (our spring break fell during the competition) each with an individual theme, throughout the Recyclemania competition. Each week, the Eco Reps would create an informative and engaging display on our reusable display board and develop a game or activity based on the theme of the week. Our tables covered a wide range of recycling and waste reduction issues such as plastic, glass, aluminum, paper, e-waste, food waste, etc. This is the third year that the Eco Reps hosted weekly tables throughout the Recyclemania competition to encourage behavior changes.

### 5. Planning Steps to prepare for Promotion

- *Choose topics to cover throughout the competition*
- *Create a display each week based on the theme*
- *Develop a game or activity each week based on the theme*
- *Create print and digital ads to encourage attendance at the weekly tables*
- *Request a space on campus to host weekly tables*
- *Hold tables each week to inform and educate the community about the weekly topic*

### 6. Resources and people involved

*Very little budget was used as the Eco Reps developed their displays on our reusable display board and created games and activities reusing materials found around the office. Announcements about the tables were made at Green Team meetings and*



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*monthly Energy and Sustainable Steering committee meetings to reach a broad audience of students, faculty, and staff. The tables were hosted by the Eco Reps and sponsored by the Office of Sustainability.*

7. Describe the Results of the Promotion

*By holding our weekly tables in a popular dining area, they were able to attract the attention of a variety of community members from students to Deans. After comparing the waste and recycling numbers from this year's Recyclemania competition to last year's, we found that our numbers have improved, we assume as the result of increased awareness across campus. Throughout the three years of this promotion, the Rider newspaper has written various articles about our efforts.*

8. What would you do differently in the future?

*In the future, we might reach out to additional areas of campus (such as athletes, international students, commuters, etc.) to encourage them to attend our tables and discuss their unique situations, while developing strategies to approach them.*

**Supplemental Photos:**





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