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CASE STUDY – SUSTAINABLE SELFIES – SAINT LOUIS UNIVERSITY

1. **Contact info**

Sarah Burke & Amy Hargis
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2. **Choose type of promotion**

- a. Activity: Sustainable Selfies

3. **General description of Promotion (300 words or less)**

This contest was an idea brought to us by Tara Grant to encourage participation and increase awareness about RecycleMania. There is a growing trend in today's college students to take selfies while out and about and we thought we could leverage that in our promotions. The sustainable selfies Facebook program aimed to spark cultural change through peer modeling and incentives. The selfie photos and specific promotions targeted appropriate recycling behavior through mass media resources. We created 4 contests that ran for two week time frames asking students to take selfies while recycling. Through her research, Tara was able to identify areas of missed recycling opportunities that we targeted in our contests: recycling food packaging, recycling in their dorm/residence, and recycling while on the go. We used various forms of communication to spread the word about the contest: Table Tents, Facebook, Twitter, digital signage throughout campus, and email blasts. Students were invited to share their images through our Facebook page, Twitter account, or they could email their images to us. At the end of the two weeks, a winner was selected to win a prize and their image was used in other promotional materials. Direct observations of individuals placing items into recycling bins were possible through the use of photo submissions to the website. These methods are more effective at increasing participation with SLU's single stream recycling program than direct appeals to students, or general posted signs.

4. **Planning Steps to prepare for Promotion**

- Strategy meeting between Sarah, Amy, and Tara to plan which recycling activities to target in the contest
- Scheduled each activity to run for 2 weeks, keeping in mind not to have one activity scheduled that covered the consecutive weeks of midterms and Spring Break
- Discussed and created various promotional items to be used throughout the contests to get students interested (see appendix)

5. **Resources and people involved**

There was no budget for this activity; all items used were materials already in the possession of the GreenBilliken. Prizes that were distributed to winners ranged from GreenBilliken T-Shirts to



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Water Bottles and Pins. There were three people actively involved in the planning and tracking of the contest:

- Sarah Burke

Sarah Burke is the Senior Graduate Assistant for the Office of Sustainability and Benchmarking. She is currently pursuing her Master's Degree in Sustainability. She received her Bachelor of Science degree in Zoology from Colorado State University.

- Amy Hargis

Amy Hargis is the Junior Graduate Assistant for the Office of Sustainability and Benchmarking. She is currently pursuing her Master's Degree in Sustainability. She received her Bachelor of Arts degree in psychology from University of Illinois Springfield.

- Tara Grant

Tara Grant holds a Bachelor of Science degree in psychology and is currently completing graduate study in applied behavior analysis. She has partnered with the Sustainability and Benchmarking program at SLU to gain practicum experience with the direct observation, assessment, and intervention of sustainable cultural practices.

6. Describe the Results of the Promotion

We were able to raise awareness on campus about the RecycleMania event with some groups that in previous years were not extremely involved (such as the Chemistry Club). In addition, some departments on campus conducted their own contests without getting involved in the overall contest (Biology Department "Selfies Wall of Fame" attached to email). This contest was not designed to actually measure if there was any additional recycling occurring; rather, it was recognized as another avenue that we could use to raise awareness on campus.

7. What would you do differently in the future?

- Design other avenues for promoting the contest
- Have a small budget for the contest to be able to provide more desirable prizes to the winner
- Only have the contest run for 1 week time frames to have more categories and more winners

8. Appendix

Facebook Event Page: <https://www.facebook.com/events/417786041689435/>
<https://www.facebook.com/events/667624499966527/>
<https://www.facebook.com/events/292517997564149/>

SLU GreenBilliken Facebook Page: <https://www.facebook.com/slugreenbilliken>



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Digital Signage:

Sustainable Selfies: Recycling @ Home & Dorm



**ENTER TO
WIN!**

This Competition:
Friday, Feb. 21 – Mar. 6

Take a pic of yourself recycling **at home or dorm room!**

Post Picture:
Facebook: SLU Greenbilliken
Twitter: @greenbilliken
Email: Greenbilliken@slu.edu



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Sustainable Selfies: Recycle Paper Clamshells



**ENTER TO
WIN!**

This Week's Competition:
Thursday, Feb. 6 – Feb. 13

Take a pic of yourself recycling!

Post Picture:

Facebook: SLU Greenbilliken

Twitter: @greenbilliken

Email: Greenbilliken@slu.edu



SELFIES



Sustainable Selfies: Recycling On-the-Go



**ENTER TO
WIN!**

This Week's Competition:
Friday, March 7 – March 21

Take a pic of yourself recycling
On-the-Go!

Post Picture:

Facebook: SLU Greenbilliken

Twitter: @greenbilliken

Email: Greenbilliken@slu.edu



SELFIES





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Table Tent:

Sharing a picture gives the GreenBilliken permission to use that image for future promotional material.

or tweet it to @greenbilliken
 greenbilliken@slu.edu
 You can e-mail your selfie to
by 2/13 to win!
PAPER CLAMSHELLS
selfie of you recycling
on Facebook and post a
Like SLU GreenBilliken



Enter
to
win!









Enter
to
win!

Like SLU GreenBilliken
on Facebook and post a
selfie of you recycling
PAPER CLAMSHELLS
by 2/13 to win!

You can also e-mail your selfie to
 greenbilliken@slu.edu
 or tweet it to @greenbilliken

Sharing a picture gives the GreenBilliken permission to use that image for future promotional material.



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Examples of submitted photos:

