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

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 - C**

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 - E**
- f. Other

4. General description of Promotion

In 300 words or less provide a general narrative explaining the promotion. If promotion was a video, explain how it was used, target audience, etc. and provide link. If promotion involves written messages such as a blog, email messages, etc. provide copy of messaging either as copy and paste text at the end of template or attach supplemental documents to your email.

<https://www.youtube.com/watch?v=vKo0XXiWGVM&feature=youtu.be>

Now in its ninth year of participation in the RecycleMania competition, Stanford University needed a fun and fresh way to promote the competition and increase participation from the campus community. Stanford's Office of Sustainability sought to build on year-long outreach efforts promoting zero waste, and created a "What Can You Make Instead of Waste" campaign for RecycleMania. As part of the campaign, the office developed a music video parody of Meghan Trainor's "I'm All About that Bass" to promote that we're "All About No Waste" at Stanford. Using student and staff and faculty volunteers to star in the video, as well as the popular mascot, the Stanford Tree, the campaign utilized consistent messaging with pop culture references especially relevant for students to facilitate the goal of spreading greater awareness about the competition, while still incorporating visual instruction for best practices in waste minimization. Office of Sustainability partnered with University Athletics to play the video at a well-attended men's basketball game and worked with groups around campus so that it could be featured in dining halls, book stores, and residences. Because the video presented recycling in a fun way, students and staff alike were more inclined to amplify the message



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through social media, and the video was picked up by the university's daily newsletter, the Stanford Report, and other widely distributed campus newsletters. External organizations also reacted strongly to the production, and it continues to be highlighted on social media. As a result of these efforts at the time of submission, the video has 7 times more views than previous RecycleMania videos (and continues to increase!), and Recycle Mania pledges to reduce waste and increase recycling and composting have doubled from last years, with additional commitments to head up a composting program in individual buildings.

5. Planning Steps to prepare for Promotion

List out in bullet format each of the steps involved in planning. Example: Requesting special funding, recruiting volunteers, administrative permissions required, creation of displays.

Planning Steps

- Initial Concept Approval and Budget Ask
- Concept Development
 - Identify Song and Messaging
 - Create Lyrics
 - Storyboard Video
- Administrative approvals
- Source video production team
- Recruit Volunteers
- Choreograph and rehearse
- Shoot Day: B-Roll
- Shoot Day: Live Action
- Post-production: editing and review
- Distribution and Promotion

6. Resources and people involved

Explain what budget or in-kind resources where needed, what if any campus dept's or groups supported the effort, what staff or volunteers were involved.

With a total approved budget of \$5,000, Office of Sustainability had to find an appropriate video team that was economical, but at the same time would create a contemporary, professional piece. Coming in at just over \$4,000, including food for rehearsal and shoot days and a production team of four, the entire production was only modestly more expensive than previous videos. Essential to the success of the video were the volunteers, especially the lead vocalist, Stephanie Fischer, a Freshman, who independently recruited two backup singers from her a Capella group for additional support. Of her involvement the singer remarked: "I've been passionate about the environment and music for so long, and this video was a great opportunity for me to combine my two loves for a great cause. I believe one of the biggest obstacles we have in the environmental



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movement is people's apathy toward the issues at hand. Music is a beautiful thing because it communicates feelings and ideas in a way that words alone cannot accomplish. This music video has allowed students to see that caring for the environment can be fun, and it is something everyone is able to do. Hopefully the video's inspiration spreads to every viewer and their friends to make everyone 'all about no waste!'"

Students, faculty (a well-known professor in the School of Earth Sciences) and staff from both the Office of Sustainability and Peninsula Sanitary Service, Inc., the group in charge of sustainable materials management on campus, volunteered to participate in the video. Office of Sustainability recruited the immensely popular mascot, the Stanford Tree, for added school spirit. Setting the video in the recycling yard and showcasing the work the staff there does was a crucial element and helps to educate the community on some of what goes on behind-the-scenes that people might not consider when discarding their waste. The Department of Athletics and Residential and Dining Enterprises supported the promotion by playing the video at a basketball game, in the dining halls, and in buildings around campus.

7. Describe the Results of the Promotion

Explain both the general results of the promotion (ex: attracted attention of campus president, campus paper did a news story on the event, etc.) and any measurable impact figures (ex: We collected 1,500 lbs. of scrap electronics, Reduced the amount of food waste from tray-less dining promotion by 2,000 lbs., 230 people signed pledged to bring own water bottle to campus)

The promotion attracted the attention of many across campus and beyond. The video was featured on the [Stanford news page](#) and also included in the daily e-mail newsletter. Additionally, it was featured in newsletters from the School of Earth Sciences and the Woods Institute for the Environment, and played at Land Building and Real Estate's monthly Building Managers meeting and Residential and Dining Enterprises new staff orientation. Additional social media amplification numbers are attached. Pledges to participate in the competition and reduce waste on campus have doubled from last year. A fun video can inspire action and tells the community that this issue is a crucial point for Stanford. So far, the university has collected more recyclables and compostables in real numbers and per capita this year than last year. Additionally, the video spurred some competitive spirit among peer groups, inspiring some comeback "trash talk" from Berkeley and Harvard, two universities that Stanford regularly competes with.

8. What would you do differently in the future?

Because of the timing of the competition and Stanford's mandatory winter closure, the timeline for production was extremely tight, with minimal time for review and editing. Although the general concept was approved before the holiday break, the time from concept development to post-production was only four weeks, and did not allow much room for tweaking and feedback. In the future, Office of Sustainability would seek to build in much more time for planning and review so as to ensure that all of the essential elements are included and highlighted in an appropriate manner.



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Supplemental Documents:

RecycleMania Video Social Amplification	
Tweets From	Followers
Reverse Litter	160
Asa Stone	124
Keep Philly Beautiful	2509
Vishal Desai	17800
mnrosen	624
SustainableCl	218
Stanford Men's Hoops	6612
John Mulrow	266
Solution Generation	257
Mr. Eco	442
Grades of Green	1093
RecycleMania	2179
Earth Matter	12400
Alcoa	18500
TOTAL	63184
Facebook Posts	Likes
Sustainability at SCU	895
Sustainable Stout	633
Keep America Beautiful	147220
Stanford Athletics	31775
RecycleMania	5604
Center for Ocean Solutions	1798
Santa Clara County Recycling and Waste Reduction Division	87
TOTAL	188012