



United States Military Academy

Lessons Learned: How we Promote RecycleMania

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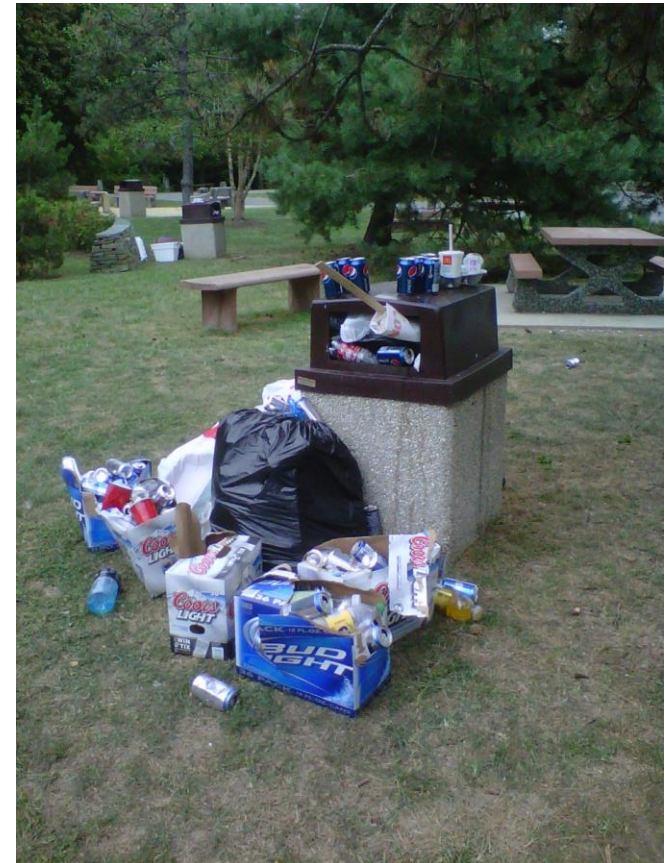


- Who we are
- Our strategy
 - (1) Build a team
 - (2) Clearly define our system
 - (3) Advertise!
 - (4) Competition & Incentives
- Where we are headed





- Public school located 1.5 hrs north of NYC
- Goal: produce Army officers
- 4600+ cadets (undergrad), 1100+ faculty & staff
- 2011 was our first year participating in RM
- Physical structure:
 - 7 dormitories
 - 36 cadet companies (120-ish cadets/company)
 - Several academic & admin support buildings
 - Recycling removed by Department of Public Works (DPW)
- Dining facility currently does not recycle food waste





- Student-led
- Support from key people in leadership positions
- Strong core of faculty to guide students
- Department of Public Works willing to support





- Started with almost no system in the dorms
- Established central collection points
- Additional containers from Coke & our DPW
- Established a centralized redemption center






- Established a point-of-contact in each cadet area & educated them on the system
- Promotional Video with Dean & “Recycle Linebacker”
- Slides & announcements in the dining facility
- Posters, posters, posters
- Publications:
 - Pointer View newspaper
 - *West Point* Magazine
- E-mail reminders





- Company vs. Company competition
 - Much like dorm vs. dorm
- Incentives:
 - Money for 1st, 2nd, and 3rd place
 - Institution specific (sleeping-in, no room inspection)
- Recognition for outstanding performance in front of entire student body

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- More student involvement
 - Goal: ALL students know about RM
- Increased advertising:
 - Captain Planet Video
 - Educational Video (mandatory for all underclass)
 - More posters & announcements
 - Advertise in select classes
- Refined recycling system
- Working on food service organics (long-term)



Go Army, Go Recycle!