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## UNIVERSITY OF ALBERTA CASE STUDY

### 1. Contact info

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### 2. Choose type of promotion

Video

### 3. General description of Promotion

The Office of Sustainability at UAlberta is committed to building connections between doing the right thing, fun, and recycling & composting. In the words of UAlberta's Vice Provost and Dean of Students, "working with the Office of Sustainability (OS) is a pleasure because of their pro-activity, ability to collaborate and an uncanny ability to do things that have an element of fun." This is shown by the video that UAlberta is submitting for this case study.

The video is an excellent example of how to engage the campus community in a fun and non-threatening way. To rise above the noise of other messages on campus, we chose to develop a series of videos that used humor to talk about composting and recycling. The video submitted for the case study is the 'composting video' and it is part of series of videos called, "The Tough Guys of Sustainability".<sup>1</sup>

The composting video can be found here:

[http://www.youtube.com/watch?v=BnUr\\_Hnv5qq&list=PLCFE3796AE3FDAC07](http://www.youtube.com/watch?v=BnUr_Hnv5qq&list=PLCFE3796AE3FDAC07)

These videos are part of a series of initiatives that support UAlberta's target of diverting 50 per cent of its waste from the landfill by 2015. UAlberta has a long tradition of providing recycling services going back to the 1970's, which was before the practice was mainstream in the province of Alberta. In the last few years, UAlberta has refocused on enhancing the student experience

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<sup>1</sup> These series also include a video about the multi-stream bins used for collection of recyclables on campus ("the bins") and collection of beverage containers ("cans and cups"). See them [here](#).



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related to waste diversion as outlined in the institution-wide [Sustainability Plan](#). Since 2010, there has been a significant commitment made to streamlining systems, improving access to services and information, and inspiring participation in waste diversion through programs that inspire and enable participation in the three Rs—reduce, reuse and recycle.

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

- Identify key messages for which target audience had gaps in their knowledge through anecdotal reporting and observation, surveys and focus groups
- Prepare key messages for videos and pitch idea to a local video production company
- Collaborate with artistic professionals to storyboard a concept for the video
- Engage with campus community regarding the efficacy of the storyboarded concepts
- Develop scripts, review and share widely with campus partners
- Plan videos, including set, actors, and props
- Shoot videos, edit and produce (video production company)
- Share results with campus partners
- Develop a communications strategy for promoting the videos
- Integrate strategy to promote videos during Week of Welcome and Residence Move In

#### **5. Resources and people involved**

A production budget to pay for the video company and actors was needed. We received partial in-kind support from the video production company and actors in the form of discounted services.

All other support from Facilities and Operations, Buildings & Grounds Staff and Residence Services was provided in-kind.

The video was coordinated by the Office of Sustainability.

#### **6. Describe the Results of the Promotion**

The videos were used by the OS as a creative engagement tool to build on the seasonal theme of waste diversion during Week of Welcome and Residences' move-in. These were the results of our engagement activities:

- Delivered a training session to 500 Orientation Leaders to prepare them for speaking about the Sustainability Stops featured in their campus tours, and provided them with an opportunity to learn more about campus sustainability.



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- During the two-week period of move in and Week of Welcome, the OS engaged 3,745 people. We collected 2,542 ballots for draws and 2,649 waste business cards were handed out (these cards directed people to a contest regarding the videos). These engagements activities occurred in a number of ways including:
  - Waste Street Team delivering waste education and actively engaging people in discussion to reduce contamination at various events.
  - Engaging students at outreach booth through a commitment program called [One Simple Act on Campus](#) or our educational game called “Sustainability 101”. During the Week of Welcome, 223 commitments to One Simple Act were made.
  - Having a presence at Residence Move-In and other online and in-person outreach activities such as the Pedal Car and social media.
  - Played a supportive role in the inclusion of sustainability features into Week of Welcome, Orientation or Clubs Fair.
- During our second year of use, the videos were played during orientation at a first-year residence where students were also asked to make a One Simple Act Commitment. Students were also invited to play the Recycle it Right game (a game where students sort bean bags into the appropriate recycling bin that reflects our multi-stream system; there is a picture at the end of this document).
- Manitoba's Recycling Association gave the following Twitter feedback about the videos:  
“This video is awesome @GreenUofA. A very innovative and entertaining approach, nicely done.”
- Inspired by our work with the Tough Guy videos, the University of Calgary created their own series of funny sustainability videos. The style of videos became a jumping off point for other videos related to social marketing at UAlberta on other topics. All these videos can be found [here](#).

In the year after the videos were produced, the OS identified an opportunity to use the videos as a ‘jumping off point’ for the development of a creative campaign to target undergraduate students in a fun way. Examples of these campaign materials are included at the end of this document.

## 7. What would you do differently in the future?

With more time, it would have been nice to work with a class for an entire semester and have them develop with the video concept and execute it. We also think there was an opportunity to reflect more diversity in the videos.



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*Examples of new program under development that the Tough Guys videos were the jumping off point for:*



### Recycle it Right Game

