



2017 RecycleMania Case Study Competition

Campus Engagement – Awareness Campaign Submission Template

1. Contact info

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2. Focus of campaign

(25 words or less. Ex: support of RecycleMania participation; Explain what can be recycled / reduce contamination; Encourage reusable mug use, etc.)

Implementing a coherent marketing campaign at UC San Diego to educate students, staff, and faculty about reducing waste and increasing recycling efforts across campus and at home.

3. Type of engagement / awareness campaign (Check all that Apply)

- a. Activity / Event
- b. Display
- c. Social media / mobile app
- d. Poster, banner, other print display
- e. Communication outreach (print, radio, email, etc)
- f. Video
- g. Other

4. General description of the engagement / awareness campaign:

(300 words or less)

For this year's RecycleMania competition, we implemented our "How to be a RecycleManiac" media campaign to increase recycling efforts and generate awareness of recycling programs across campus. Our campaign targeted students, staff, and faculty in educating what belongs in compost, recycling and waste in San Diego. We increased our outreach by tailoring each week to focus on a specific demographic on campus. During the first two weeks, we focused on students by highlighting where items should be properly disposed of in the dining halls and dormitories. Each segment included six-puzzle pieces; two for each category of compost, recycling and waste. The pieces fit together to create a guide (attached). The next six weeks we highlighted "How to be a RecycleManiac" at home, in the office, and in Sports Facilities. In conjunction with our media content, we also hosted a RecycleMania Fair, showcasing student organizations on campus promoting recycling and waste reduction through activities & games and a booth outside of our Sustainability Resource Center that was hosted by different student organizations for people to participate in those same – recycling activities & games that were featured during the



RecycleMania Fair. In the span of two months of our RecycleMania Campaign running, we were able to increase the recycling rate on campus by 20%.

5. Planning steps & timeline to implement:

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

- Brainstorm media campaign ideas for RecycleMania 2017
- Design graphics for our media campaign
- Compose caption/blurb
- Fact check caption/blurb
- Get approval from Communications Department
- Get approval from departments we are highlighting
- Schedule media content to be posted
- Gather results from media campaign

6. Resources and stakeholders 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.

- Get approval from Communications Department
- Get approval from Housing, Dining and Hospitality
- Get approval from Sports Facilities
- Get approval from Facilities Management
- Volunteers fact check caption/blurb

7. How was this effort new or different from similar campaigns at others schools?

Our effort was different compared to other campuses because we focused on recycling education rather than on promotion. We believed through educational materials that students, staff, and faculty will continue promoting best recycling and waste practices even after the RecycleMania competition.

8. Describe the Results of the Initiative

- a. General results of the initiative (*ex: attracted attention of campus president, campus paper did a news story on the event, etc.*)
Generated awareness of waste diversion efforts in various departments, sustainability-oriented organizations and programs on campus.
- b. Specific measurable impact figures (*Ex: Reduced contamination rate 13%, Gathered 316 pledges to recycle more*)
In the span of two months of our RecycleMania Campaign running, we were able to increase the recycling rate on campus by 20%.

9. What would you do differently in the future?



What we plan to do differently for next year's RecycleMania 2018 competition is to start developing our marketing campaign earlier. In addition to planning earlier, we want to have a balance in our online presence and in-person presence.

10. What advice would give to another college that wanted to do a similar project?

Plan for your marketing campaign early because time will be lost gaining approvals and fact checking captions/blurbs. Most importantly, know your University's waste, recycling, and composting policies on campus because policies differ from campus to campus and city to city.

11. Photos, Screen Shots, Graphics

Please copy and paste photos, examples of social media posts, posters or other graphics related to the project. Include captions where necessary.

[RecycleManiac: Campus](#)

[RecycleManiac: Home](#)

[RecycleManiac: Office](#)

[RecycleManiac: Sports Facilities](#)

[RecycleMania Booths](#)

*Please email completed template form and supplemental documents (photos, newspaper articles, website links, etc. to helpline@recyclemaniacs.org with "RecycleMania Case Study submission-Campus Engagement – Awareness Campaign" in the subject line. **Case study submissions are due no later than Friday, May 12, 2017.***