



## 2017 RecycleMania Case Study Competition

### Campus Engagement – Awareness Campaign Submission Template

1. Contact info

Nicole Constantine

[Nicole.constantine@unt.edu](mailto:Nicole.constantine@unt.edu)

(940) 565-3537

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.)

Support of RecycleMania participation and educate about Reducing, reusing, and recycling.

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)

Each week had a theme for the week that was posted across social media and in Residence halls. Each theme was correlated to promote education on reducing, reusing, and recycling. Participants upload a photo for the week to UNT We Mean Green Sustainability page with the theme being educated to enter in a contest to win an Eco-Friendly prize.



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.*

- Requesting special funding for prizes
- Recruiting support for the campaign (We used the Eco Reps that tabled every week discussing the education)
- Active Social Media Page to have participants post to it
- Outreach and advertising from student affairs

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.*

The office of Sustainability allocated a budget for outreach for RecycleMania; the eco-friendly prizes given out each week. The person in charge of getting all the data and announcing the random winners of the week was a student worker of the office.

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

This ideas was similar to a campaign I researched at another school with the 8 weeks of challenges based on different topics.

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.*)

North Texas Daily asked for 2 interviews of the event and did a news story on it

- b. Specific measurable impact figures (*Ex: Reduced contamination rate 13%, Gathered 316 pledges to recycle more, etc*  
45 posts to Social Media

Tabling each week to promote RecycleMania and reached out to over 100 residents



9. What would you do differently in the future?

I would reach out to more organizations and attend housing staff meetings to gain more support for the competition.

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

Get support from others so that their members can compete in the challenges and hopefully get the message to spread to more people.

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.*

Below are pictures that participants added online to Facebook to showcase their Sustainable Life





Please email completed template form and supplemental documents (photos, newspaper articles, website links, etc. to [helpline@recyclemaniacs.org](mailto: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.**