



## 2018 RecycleMania Case Study Competition

### *Case Study Template*

Please focus your case study on one component of your RecycleMania competition. This could be your outreach and marketing strategies, fundraising strategies, techniques to engage key campus stakeholders to ensure success, connecting with off-campus partners, key events or gatherings, incentives for engagement, etc.

Note: Submissions for the 2018 RecycleMania Case Study Competition may be used as a best practice resource on [www.recyclemania.org](http://www.recyclemania.org).

#### 1. Contact info (name, department, school, email, phone)

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#### 2. Focus of Case study (Summary 25 words or less)

Our office did weekly tabling in our campus center to educate our students about waste on campus and give them resources to reduce their waste.

#### 3. Detailed description of campaign component: (300 words or less)

Each of our weekly tables had a sustainability theme, with a focus on waste reduction. We did activities at the table itself, such as teaching students how to make origami valentines out of scrap paper and old book pages, and a sorting game in which students had to guess which items had to be thrown out and which ones could be recycled, composted, or reused. We also disseminated information about resources on campus—such as details about our campus free store—and gave students the opportunity to ask about the sustainability office and our waste reduction programs. We gave away prizes and freebies that helped students reduce waste and think about sustainable practices. These included reusable fabric cup cozies made from salvaged fabric samples, tissues made from sugarcane, bamboo, and eucalyptus, nontoxic cleaners in refillable bottles, reusable cleaning rags, compost containers, and *Divine* free trade chocolates. We also provided general waste reduction and sustainability resources. For example, we showed students certifications they could look for when buying clothes that indicated sustainable production practices. We also showed them websites they could use to find the names and numbers of their representatives so they could contact them about



waste and sustainability, and online tools to determine what environmental policies are being examined by the state and federal government.

#### 4. Planning steps & timeline to implement:

*List out in bullet format each of the steps involved in planning.*

- Reserve the table and/or tabling space in a central location of your campus several weeks in advance. Reserve the space at the same time and place every week when you can, so your students know where and when to look for you.
- Delegate who will be in charge of coming up with table themes, planning the table, and manning the table. It's best to share and rotate these responsibilities so everyone gets a chance to give input and no one gets burned out.
- Come up with a table theme at least two weeks in advance so any needed materials can be made/ordered.
- Create a schedule of who is going to man the table when. It is best to have at least two people at the table at any given time.
- Engage with the students you interact with and use their input to make decisions about what your next tabling themes should be, and to determine what areas of waste reduction your students are most interested in/curious about.

#### 5. 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.*

Most tabling sessions cost little to no money to put on. You can hand-tailor them to your school's resources and budget. We had some tables that required us to buy prizes like chocolates and tissue packets, but we did some of our tables using materials we already had or that we repurposed that would have been thrown out, such as the recycled paper we used to make valentines. It's easy to make your budget flexible in this kind of project. The tables were staffed by paid members of the sustainability office, but this work could also be done by volunteers. We teamed up with other groups for several tables to help them promote their efforts, including our campus's chapter of the Citizens' Climate Lobby and 511 NY Rideshare. Through these partnerships we were able to give a wider range of sustainability groups on campus a public platform.

#### 6. Describe the Results of this campaign component

- a. General results (*ex: attracted attention of campus president, campus paper did a news story on the event, etc.*)

We were able to engage dozens of our students in conversation about waste reduction on campus, answer their questions about sustainability, and get them to sign pledges to reduce waste. We distributed compost containers and reusable cleaning supplies, which included instructions on how to



make their own nontoxic cleaners. We got the attention of the campus feminine hygiene product distributors who are going to work with us next year to reduce waste from feminine hygiene products by promoting alternatives like Diva Cups. Other groups on campus have begun baking our compost cookies, which are meant to be made from leftover snack items that would otherwise be thrown out.

- b. Specific measurable impact figures, if applicable (*Ex: Reduced contamination rate 13%, Gathered 316 pledges to recycle more, etc., 250 people engaged, etc.*)

Our tabling led to the extension of the school free store's hours. The FreeUse store is a place for students to bring items, like clothing, that other students may want. It gives students an alternative to throwing out unwanted items. An individual who stopped to talk to our reps at the table expressed concern over the limited FreeUse hours, which we passed along to our superiors who made the decision to extend the store to 8.5 hours from 2 hours. We also distributed many waste reduction products, got lots of new members for the campus ride share program, and got many students to sign waste reduction pledges, but did not keep track of the exact amounts.

7. What would you do differently in the future?

Next year we hope to give students more direct opportunities to reduce waste on campus. Our dorm compost containers and reusable cleaning supplies were a success, which showed us that our students are willing to make changes in their lifestyle to reduce their waste. Next year we want to promote dorm composting even more and give students access to feminine hygiene alternatives like Diva Cups that generate less waste than the traditionally used products. We also plan to put more emphasis on educating students about which waste goes in which bins so we can prevent contamination.

8. What advice would you give to another college that wanted to do a similar effort?

What this project really requires is creativity. You don't need a lot of money or resources to educate your students about waste on campus and get their input on how they think waste should be reduced. The key is figuring out what will interest students enough to get them to stop and listen to you, whether that be the allure of prizes, interactive games/activities, intriguing conversation, or something else. Coming up with ideas to engage the student body and then staging those ideas in a consistent time and place is the key to running a successful tabling series.



9. Photos and Graphics

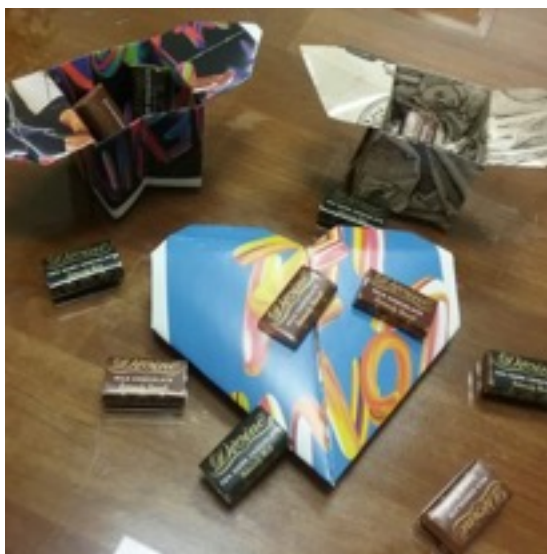
Please include photos and other visuals below, examples could include social media posts, posters or other graphics related to the project. Include captions where necessary.



*Our Recycled Valentine Day*



*Two of our employees sharing information about sustainable activism*



*Some of the items we taught students to make from recycled paper*



*Cardboard climate activism tiles for a rally in Albany*



The backside of our pledges, featuring our college president. Designed by student John Palermo

A pledge card with a light green background. On the left is the "Bard RecycleMania" logo. Below it is a box for a signature and the text "I Pledge To". The card lists five pledges, each with a checkbox and an icon: "Not Contaminate The Recycle Bin With Trash" (trash can icon), "Use Fewer Disposables" (utensils icon), "Use More Re-Usables" (recycling bin icon), "Waste Less Food" (apple core icon), and "Share Rides" (car icon). At the bottom right is a "Signed:" line.

One of the waste reduction pledges we had students fill out



Our Nontoxic cleaner with recipe and our reusable cleaning supplies.





*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 11, 2018.***