

2018 RecycleMania Case Study Competition – Sustainability Walk and Ride

1. Contact info

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2. Focus of Case Study:

The Sustainability Walk and Ride targeted two areas of sustainability: sustainable forms of transportation and reusable water bottles to reduce plastic waste.

3. Detailed Description of Campaign Component: (300 words or less)

This is our Kickoff Event for the Competition. It was initiated by the Sharks Recycling Team, Public Safety, and the Long Board Club to encourage sustainable forms of transportation (ie. walking, biking, scootering, and longboarding). We also incorporated our dining team, Chartwells, to encourage the use of reusable water bottles instead of plastic ones. Citizen's Climate Lobby attended this event to display their "motor bike" and gather signatures on a petition to enforce a Carbon Tax on large businesses. Participants showed their support for sustainability by walking the track around our Gold Circle Lake (most participants walked 6 laps which is equivalent to 2 miles).

Attendees also visited organization tables, which explained how each focused on sustainable initiatives. Nature Club, the Green Sharks Sustainability Club, Sharks Recycling, SUTV, and Delight - Christian Women's Group all hosted tables. We also worked with the Rally App which is a part of NSU insurance. When employees attend an event that encourages healthy behavior, in this case the walk, they are rewarded with \$20 in rally points. This improved our attendance greatly.

4. Planning steps & timeline to implement: List out in bullet format each of the steps involved in planning. Example: 1. Audit to document baseline generation of target material; 2. Research alternative products; 3. Consult stakeholders about changes; 4) Document impact metrics of pilot, etc.

1. Met with Public Safety and Longboard Club to discuss ideas on how to encourage sustainable transportation and reusable water bottle initiatives on campus. This occurred in October.
2. Created the plan of a large walk to get students engaged with sustainable efforts while getting exercise.
3. Reached out to all campus organizations to see who would be interested in hosting a table about sustainable initiatives.
4. Recruited Radio X for music during the event and Chartwells for healthy snack options.
5. Bought reusable, recycled material water bottles to hand out at event with the Recyclemania Logo on them.

6. Bought buttons to hand out to participants. These were by-far the most popular item throughout the Recyclemania Competition.

7. Recruited the support of HR to use the Rally App as an incentive for employees to attend our event. Each participant received \$20 in Rally points if they had NSU insurance.

8. Implemented the event, setting up lights around the lake, bringing recycling bins to the tabling location, and decorating the entire location with Recyclemania signs and swag!

9. Recruited Citizens Climate Lobby to bring their "motor bike" and petition to the event.

10. Documented how many participants the event had, recorded how many buttons and water bottles were handed out. Completed an evaluation of the event after it ended.

5. Resources and stakeholders involved: Explain what budget or in-kind resources where needed, what if any campus departments or groups supported the effort, what staff or volunteers were involved.

This was a very cooperative event. We had the support of Public Safety, the Rally App, the NSU Longboard Club, Chartwells Dining Team, Sharks Recycling, Green Sharks Sustainability Club, Nature Club, SUTV, Delight, RadioX and the Office of Facilities Management. 50 bananas and waters were donated to the event by Chartwells. We ordered 250 buttons for the entire competition from the Recyclemania website (\$110). We ordered 200 water bottles to hand out at most of the events of the Recyclemania Competition (\$400). This was funded by the Office of Facilities Management. The School newspaper, the Current, also wrote an article about the event to encourage participation. Signs were posted throughout campus to alert students about the walk and an email was sent out to both students and staff.

6. 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.)

After the takeover of the NSU snapchat, we reached 600 people, informing them of the event. 41 people attended the event. 18 Rally participants (all staff) attended. 23 students attended. 20 water bottles were given away. 15 buttons were also given away. 13 petitions were signed for Citizens Climate Lobby. The campus paper, the Current composed a story about the event. SUTV created a Recyclemania Video that was sent out to the entire NSU student-staff body. Our goal was to reach at least 50 people to inform them about the Recyclemania event and we reached a total of 641 people on the day of the event.

7. What would you do differently in the future?

I would like to get a larger group of students to attend this event. If we reached out to the Greek life on campus or the Athletics Department to get support for this event, we would probably reach more students in general. It is very challenging because the larger groups of students are not interested in getting involved in anything beside their main focus of the group (ie. Greek's philanthropy or Athletic games and competitions). If we shaped our event around one of these organizations, we might see more success in educating people.

Also, I think next year we will try to host the walk at a time of day where more people will be out and about on campus. We will also have it in a location closer to the residence halls. This year, the event was from 6-8 PM to account for professors ending class around that time, but unfortunately, no one was out at the lake to see the event and stop by.

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

I would definitely suggest to reach out to as many people as possible. Try to get some involvement from the community, i.e. a bike sponsor or a healthy snacks sponsor. Also, don't lose focus of your main goal for the event. It could get too big very quickly since it is very flexible in what you want your goal to be. I do think staff are more interested in active events like a walk oppose to students, but it depends on what your student body is most interested in.

9. Supplemental photos and graphics

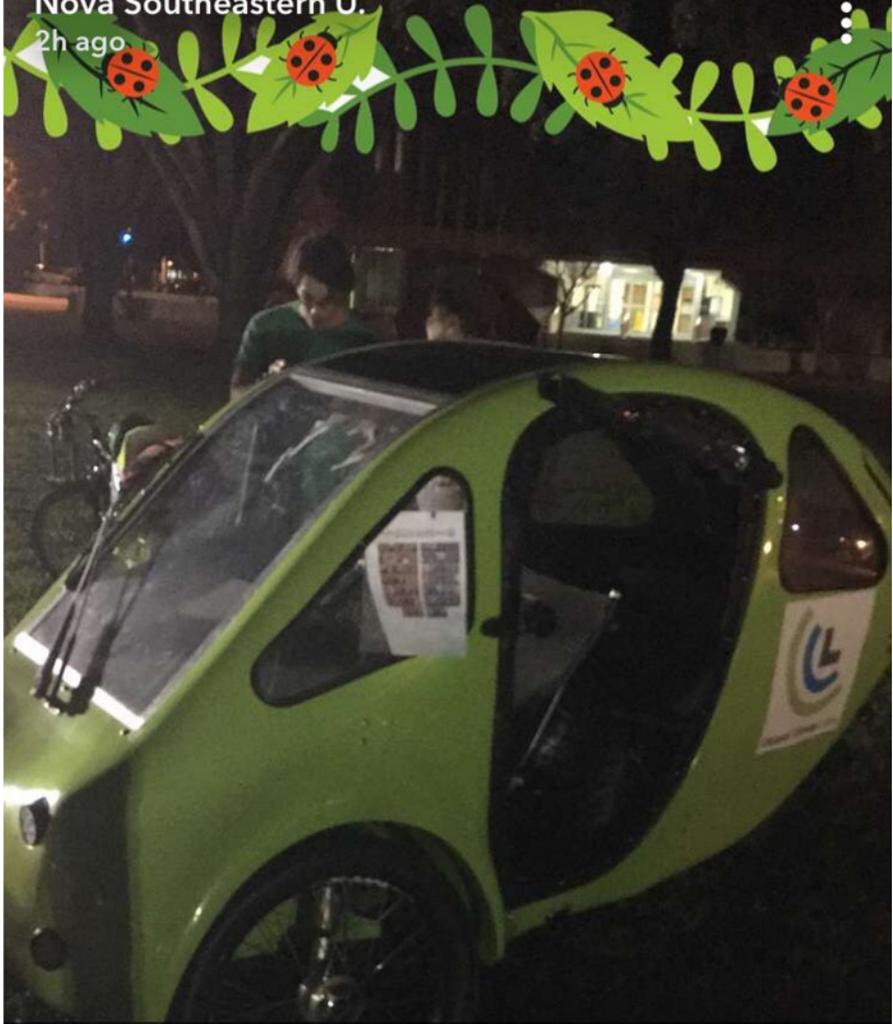


Public Safety Group who supported our Kick-Off Event



Our Display throughout Recyclemania

Nova Southeastern U.
2h ago



Citizens climate lobby is here too! Check out the geofilter 😎

I'm Helping NSU
Go Green

NOVA SOUTHEASTERN UNIVERSITY CHAT



Citizens Climate Lobby supporting Recyclemania AND our Geofilter



Students interacting with Citizens Climate Lobby at the Walk and Ride



Participants walking around the lake

Sustainable Walk and Ride

Bring your bike, scooter, long board or even just your feet! Together we will walk and ride to promote sustainable transport.



**FEBRUARY 5, 2018
GOLD CIRCLE LAKE
6:00 PM TO 8:00 PM**



RECYCLE MANIA®

week one
February 4 to 10

**Walk for
30 mins &**

**get \$20 from
rally points!**

Community Fest

Stop by our booth to learn about how sustainability affects the ocean!

**FEBRUARY 10, 2018
GOLD CIRCLE LAKE
ALL DAY**



Contact Megan Knights at
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Poster used to promote the event

Video link:

<https://vimeopro.com/novasoutheastern/recyclemania-2018>