



Bard College – RecycleMania 2019 Case Studies

Recyclemania Carnival

1. Contact info:

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2. Focus of Case study

To teach students to recycle properly while also demonstrating how to put on a carnival without creating any waste, and giving out reusable prizes

3. Detailed description of campaign component:

We planned 5 carnival games that were each made using unwanted materials and provided 5 facts about how to recycle properly that went along with each game. The facts were on posters made out of repurposed vinyl window shades. We gathered materials in the couple weeks leading up to the carnival. We bought reusable water bottles and food containers to give out as carnival prizes, reusable straws to use as sticks for carnival foods that we made, and made caramel apples and chocolate covered bananas.

Basketball Plastic Bag Ball

We made a giant ball out of lots of plastic bags, and had people throw them into a recycling bin, and learn about where to recycle plastic bags

Bottle Top Toss

We had many glass jars lined up and had people try to throw bottle tops into them, and learn about where to recycle bottle tops and glass jars

Yogurt Box Can Jam

We had yogurt lids to toss as Frisbees into a cardboard box with a slit, similar to the game Can Jam, and had students learn about where to recycle yogurt lids and cardboard boxes

Sort! Your! Trash!

We had 12 mason jars each containing a different item that someone might not know how to dispose of. People had to guess where to bring each item. The answers were taped to the bottom of the jars.

Button Making

We provided old posters from past events on campus. We had a button maker so that students could cut out things from the posters to make buttons.

After playing a game, participants got a bottle top, which acted as a carnival ticket. Three bottle tops won them a reusable prize. The carnival drew in many students who had fun playing the games, eating the food, and winning prizes.

4. Planning steps & timeline to implement:

1. Decide to have a carnival as a way to teach about recycling properly
2. Meet to plan what the games and prizes will be, order the prizes online, and make a list of the materials that we need to collect and the food we need to buy
3. Throughout the two weeks leading up to the carnival, have people collect materials, make fact posters for each game, and buy food
4. The week before the meeting, we made a schedule of shifts for when students would help run games.
5. The week before the carnival, we put up posters advertising it in all the dorms and in many public places on campus. We also advertised at another event we were having.
6. The day before the carnival, we brought all the materials to one place and tested out the games.
7. The morning before the carnival we made the food and we brought all the materials to the large multipurpose room in the campus center and set everything up.
8. During the carnival, people came in to play games, win prizes, and eat food. We had music playing, and Planet Earth streaming on the projector.
9. At the end of the carnival, we cleaned everything up.

5. Resources and Stakeholders Involved

Resources used:

7 student staff members, worked between 2-6 hours- hired by Office of Sustainability,
Poster making materials, Button Maker, Sort! Your! Trash! Game, stickers, Recyclemania banner, Reused posters, Scissors, Tape, Bottle tops, Glass Jars - From Office of Sustainability
Tables, Multipurpose room in campus center, with speakers and projector, Recycling bins, Popcorn maker- provided by Student Activities department
Reusable food containers, Reusable straws, Reusable water bottles - bought online using \$200 donated to us by other clubs
Plastic bags- Collected by students
Yogurt lids- Collected by students
Cardboard boxes- Collected by students
Bananas, Apples, caramel, chocolate- bought with \$100 given to us by the Office of Sustainability

6. Describe the Results of this campaign component

- a. Students were given reusable food containers and water bottles that they will be able to use in the future to reduce waste on campus
- B. Students learned how to recycle on campus better, which will lead to less contamination of the recycling bins
- C. About 50 students participated in the carnival and took home reusable prizes

7. What would you do differently in the future?

Everything worked out very well, there is not much we would change. We would test out the games earlier than the day before the event.

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

The reason the carnival was such a successful even is because we collaborated with other clubs, especially the Bard Eco Club. This helped with getting lots of students to attend the carnival. Another college should get a good large space to host the event and play loud music to attract the attention of students. They should provide food and prizes that students like, such as caramel apples and chocolate covered bananas. They should advertise on social media, and if possible, with posters and in person. They should be sure to emphasize the recycling facts and not just have students play the games without learning anything. They should make sure to be enthusiastic while working the carnival.

9. Photos and Graphics



Instagram stories showing off our snacks. They come with a free reusable straw!



Instagram Stories advertising the carnival and the Bottle Top Toss Game. Participants played it by tossing bottle tops into glass jars and learning how to properly recycle them!

Instagram story advertising for our reusable prizes. We gave away dining hall approved take out containers, water bottles, flower pots, and more!





Basketball Plastic Bag Ball game, where participants had to throw a ball of plastic bags into a recycling bin.



Sort! Your! Trash! Game, where unwanted items are in glass jars and have to be sorted into the proper place to dispose of them.

Lid Frisbee game, where participants toss a yogurt container lid into a cardboard box with a slit in it, and learn where to recycle yogurt containers and cardboard boxes.



Poster used for advertising.