



## 2019 RecycleMania Case Study Competition

### *Case Study Template*

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

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2. Focus of Case study

Using weekly themes and events, we used the RecycleMania competition as a platform to educate the campus community about waste minimization and landfill diversion opportunities.

3. Detailed description of campaign component:

Our Eco Rep team held seven weekly programs/events (week 7 fell during spring break) to promote RecycleMania on campus.

- **Week 1- Plastics - Learn the Label:** Information table during lunch and dinner periods to share information about the different kinds of plastics and their recycling labels.
- **Week 2- Paper & Cardboard:** Valentine's Day craft station making and decorating planters using cardboard pots and heart-shaped seed paper, along with a photo booth to decorate Polaroid pictures.
- **Week 3- Food & Organics:** Working with our campus Gourmet Dining team, the Eco-Reps held a Weigh the Waste table in the dining hall during lunch. Students were encouraged to sort out their food waste into food, liquids, and napkins that were taken to the biodigester. Information about food waste in the US was given out.
- **Week 4- Glass & Aluminum:** Sustainability Pub Trivia featuring recycling themed questions for students testing their knowledge of eco-facts and competing to win three top prizes – a portable solar charger, set of bamboo utensils, or bamboo toothbrush.
- **Week 5- E-Waste:** E-waste collection drive of small electronics. Every participant was entered into a raffle to win a portable solar charger.
- **Week 6- Fabrics:** Clothing collection drive during lunch and dinner periods. Thrifted outfit of the day contest on Instagram. Everyone who contributed to the clothing drive or participated in the online contest was entered into a raffle to win a gift card to Plato's Closet consignment shop.
- **Week 8- Sustainable Service:** Working with the Office of Service Learning, brought together local non-profits and on-campus service organizations to host the *Green Day of Service*. Tables featured



information about getting involved in the community and upcycling service projects. Students could also take a “Mug-shot” photo pledge to reduce disposable cups, and receive a Rider ceramic mug.

4. Planning steps & timeline to implement:

- Planning began in early December, with the weekly themes, dates, and locations set for each event
- Many ideas were new to our annual RecycleMania campaign and came from Eco Rep staff meeting or office hour research
- Each event had its own poster and/or social media image made for advertisement
- Research and compile up-to-date information about recycling labels and create info board
- Arrange with dining services for collecting food waste and sorting method
- Compile list of trivia questions and answers, and gather prizes
- Contact partner and campus organizations to coordinate service event, and gather supplies for tables’ activities

5. Resources and stakeholders involved

- Campus Departments: Gourmet Dining - Weigh the Waste partnership, Office of Service Learning
- Student organizations: Alpha Phi Omega and Circle K
- Community Partners: Mercer County Park Commission
- Budget
  - Valentine’s Day Craft: \$10.07 for a three-pack of 12 plant pots; \$14.95 for seed paper hearts (pack included 390 heart – were used at future events throughout the semester).
  - Sustainability Trivia prizes: \$11.95 for 8 bamboo toothbrushes pack; four \$23 portable solar chargers; three \$10.50 bamboo utensil packs for winners of each of three rounds of trivia; and existing giveaway materials (reusable water bottles, metal straws, clips) were given to every attendee.
  - Plato’s Closet gift cards: two \$20 value.
  - Ceramic Mug giveaways: \$205.65 for 45 mugs (\$4.57 per mug).

6. Describe the Results of this campaign component

a. General results

By partnering with a variety of campus departments and organizations, we were able to reach a wider spectrum of students with this year’s campaign. This was extended through the use of social media to promote the campaign, as well as share some facts and information about recycling. By sometimes holding the same event at different times and/or multiple locations, we were able to



have a wider reach to the campus community. Additionally, we were able to get Greek Life interested in the efforts of our office through the Pub Trivia Night event.

b. Specific measurable impact figures, if applicable

- About 350 people engaged through in-person contact and events
- 75 lbs of food waste were collected in 1.5 hours of lunch period
  - 49 lbs – food waste
  - 7 lbs – paper
  - 19 lbs - liquids

7. What would you do differently in the future?

Partnerships with other organizations on campus need to be finalized way in advance – possibly in the end of the fall semester. Due to poor communication, we had trouble getting people to respond to and partner up with us. Getting the Green Team more involved in planning and advertising the events, as the members are our main reach into the campus community. Having separate events for bigger sub-communities, like Athletics of Greek Life, may be beneficial to getting people educated and more involved in the sustainability efforts on campus as well as RecycleMania events.

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

Finding the common ground with other departments and organizations to collaborate on sustainability projects is so important. Environmental issues touch everyone in different ways and this campaign is an excellent way to explore that and utilize RecycleMania to educate everyone about waste minimization, even if they don't necessarily identify as an environmentalist. Using social media effectively was also something we tried to focus on this year, inspired by schools featured in the pre-competition webinar. Even if students aren't at the weekly table, social media is another way to reach them with the information.

9. Photos and Graphics

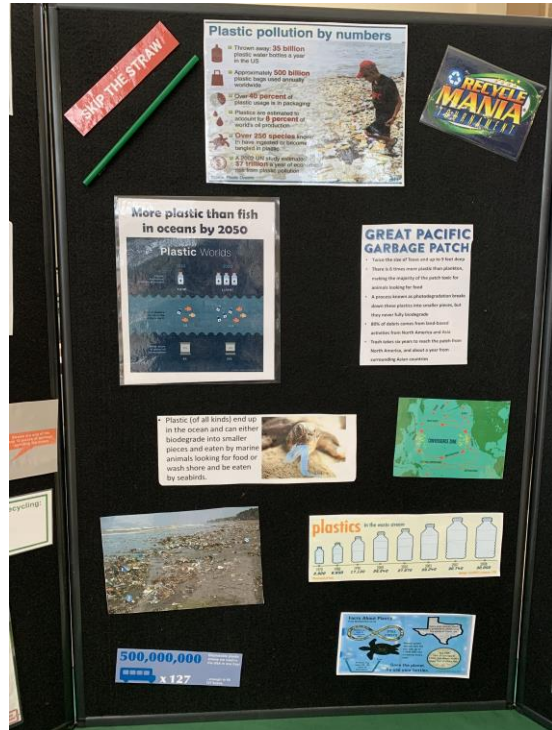
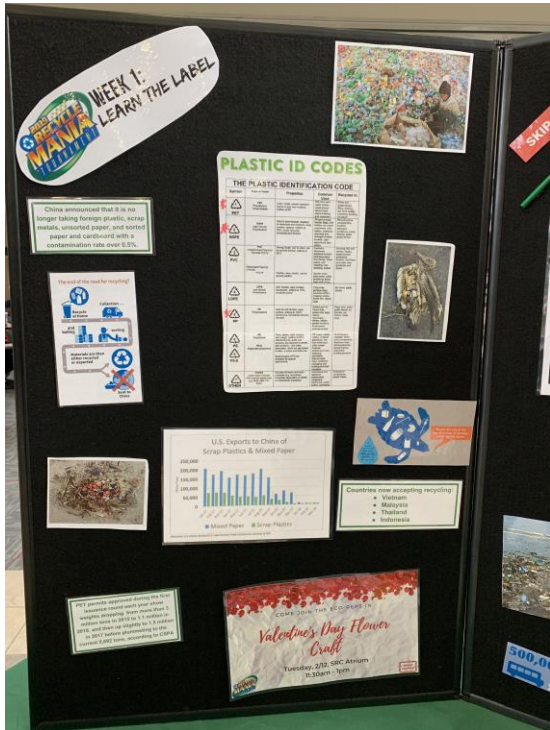
The Rider News Articles related to RecycleMania topics:

<http://www.theridernews.com/green-corner-the-urgent-call-for-change-to-prevent-a-plastic-earth/>

<http://www.theridernews.com/green-corner-recyclemania-rider-turns-competition-into-educational-tool/>



Photos and Advertisement Materials:



**Week 1: Plastics – Learn the Label**

Board display about plastic waste and recycling

Photo Credit: Melissa Greenberg





**Week 1: Plastics – Learn the Label**  
Talking to students about the plastic recycling rules on campus, discussing what common items can and cannot be recycled

*Photo Credit: Melissa Greenberg*



**Week 2: Paper & Cardboard**  
Event advertisement banner

*Photo Credit: Sasha Terekhova*



**Week 2: Paper & Cardboard**

Rider Eco-Reps at the Valentine's Day Flower Craft event

*Photo Credit: Alison Fisher*



**Week 2: Paper & Cardboard**

Valentine's Day Flower Craft event advertisement photo for social media

*Photo Credit: Sasha Terekhova*





**Week 3: Food & Organics**  
Event advertisement banner

*Photo Credit: Lauren Margel & Sasha Terekhova*

**FOOD WASTE IN THE U.S. IS...**

**EXCESSIVE**

**40%**  
OF ALL FOOD PRODUCED IN THE U.S. IS WASTED

**133 BILLION POUNDS**  
Food wasted per year. That represents 1,249 calories per person, per day.

**EXPENSIVE**

**\$161 BILLION**  
Uneaten food at retailers, restaurants, and homes costs \$161 billion annually

**\$1,500**  
Per capita, this amounts to over \$1,500 for a family of four

**ENVIRONMENTALLY HARMFUL**

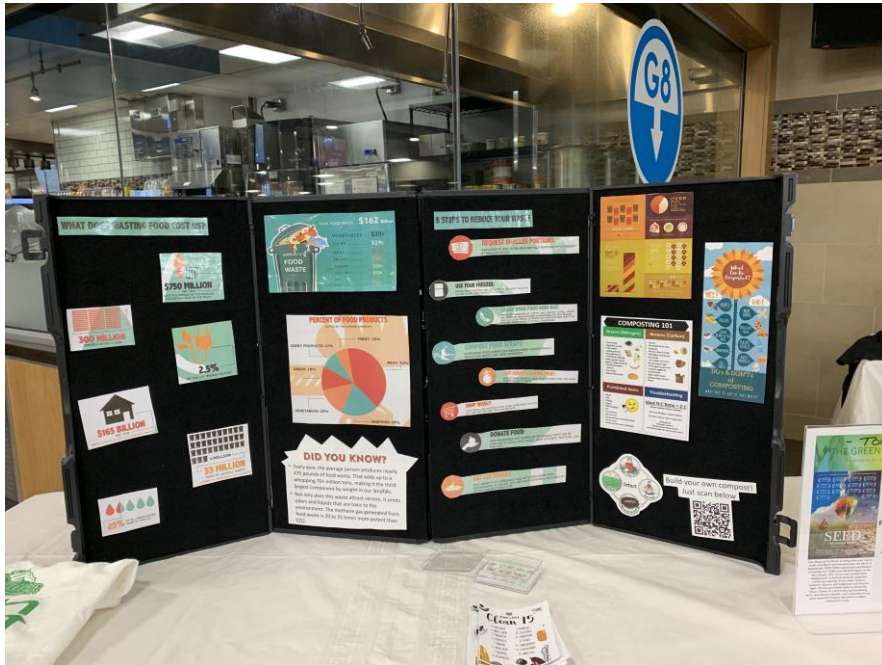
Food makes up 20% of landfill weight—the single largest municipal waste source

**CH<sub>4</sub> CO<sub>2</sub>**  
The methane released by food is a greenhouse gas 21 times more powerful than carbon dioxide

**TODAY WE WEIGH THE WASTE**  
Do your part by filling your plate with only what you will eat.

**Week 3: Food & Organics**  
Infographic about food waste in the US for social media

*Photo Credit: <https://pingree.house.gov/foodwaste/>*



**Week 3: Food & Organics**

Board display about food waste statistics, organics, and clean fifteen/dirty dozen during Weigh the Waste event

*Photo Credit: Melissa Greenberg*



**Week 3: Food & Organics**

Rider Eco-Reps separating food waste during lunch period and talking to students about food waste issues

*Photo Credit: Melissa Greenberg*





**Week 3: Food & Organics**  
Rider Eco-Reps and the Sustainability Manager during Weigh the Waste event

*Photo Credit: Melissa Greenberg*



**Week 3: Food & Organics**  
Rider Eco-Reps having a good time during Weigh the Waste event

*Photo Credit: Melissa Greenberg*



#### Week 4: Glass & Aluminum

Advertisement image for social media of the Sustainability Trivia Night event poster and giveaways

*Photo Credit: Sasha Terekhova*



#### Week 5: E-Waste

The Eco-Rep team during the E-Waste collection drive

*Photo Credit: Melissa Greenberg*





**FABRIC RECYCLING**

MARCH 14th  
11:30am - 7pm BLC LOBBY  
6:30 - 8:00pm DALY'S

Bring your unwanted clothes to recycle - everything from bras to jeans and beyond - and get entered into a raffle to win a gift card!

BRONCS GO GREEN

The banner features a background of light blue denim jeans. It includes a blue recycling symbol, a blue icon of a pair of pants, and the event logo. The text is in a mix of blue and black fonts, with some handwritten-style text for the date and times.

**Week 6: Fabrics**

Event advertisement banner

*Photo Credit: Emma Harris*

OFFICE OF SUSTAINABILITY

#OOTD THRIFT EDITION

Take a snap of yourself, 3/11-3/15, wearing clothing that you purchased from a thrift store, tag @broncsgogreen, and be entered into a raffle to win a \$20 gift card to Plato's Closet!

The announcement features a woman in a red beanie and blue denim jacket holding a camera. The text is white and red on a dark background. A small "BRONCS GO GREEN" logo is in the bottom right corner.

**Week 6: Fabrics**

Outfit of the Day Instagram contest announcement

*Photo Credit: Lauren Margel*





**Week 8: Sustainable Service**

Mugs giveaway during Green Day of Service

*Photo Credit: Lauren Margel*



**Week 8: Sustainable Service**

Students enjoying their new mugs and taking mug shots

*Photo Credit: Melissa Greenberg*



**Week 8: Sustainable Service**  
Students making plarn with the service fraternity – Alpha Phi Omega

*Photo Credit: Melissa Greenberg*



**Week 8: Sustainable Service**  
Mercer County Park Commission representative at the Green Day of Service event

*Photo Credit: Melissa Greenberg*