



San Diego State University - 2019 RecycleMania Case Study

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

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2. Focus of Case study

Recycling is Beautiful (RiB) is an awareness campaign and art project where students create artwork that is printed and wrapped around our concrete recycling bins.

3. Detailed description of campaign component:

The RiB campaign is intended to increase diversion rates, enhance awareness, and beautify campus. A student, Travis Freeman, was inspired by festival recycle bin art and wanted to adopt it for SDSU to promote recycling, display student artwork, and to enhance look of the concrete recycling bins on campus. Sustainable SDSU advertised RiB as a contest to the entire campus for designs. We only received one design submission, but it was fantastic. We printed two sets of her four-design series which focused on "Women Who Change the Earth". After this, we partnered with a graphic design class where they earned credit in their class for designing recycling based artistic wraps for RiB. We selected three winners who have their four design series currently displayed on recycling bins throughout campus. While campus funded the initial series, the most recent print of 12 wraps was funded by our waste hauler, EDCO, along with a small stipend for the student winners. The themes of the winning entries include landscapes, comic strips, and abstract patterns using recyclables.

4. Planning steps & timeline to implement:

Fall 2017 - Student intern develops concept
January 2018 - Received approval from campus architect to proceed
February 2018 - Developed printing method and specifications with Facilities Graphics
March 2018 - Launched campus wide competition
April 2018 - Selected winner

August 2018 - Printed and placed pilot wraps

Fall 2018 - Worked with graphic design class to develop design options

November 2018 - Selected winners

February 2019 - Printed and placed new wraps

5. Resources and stakeholders involved

Each bin wrap costs \$300. The Facilities Services department paid for the initial batch of 8 bins at a cost of \$2,400. For the student contest, our waste hauler (EDCO) paid for the 12 bins and a \$300 stipend to each of the three student winners. This second phase of the project cost \$4,500 in total, which was all covered by our waste hauler. Volunteers spent their time to promote the initial contest. Ten students spent hours creating their designs, three of which were selected. These three students put additional time into incorporating our feedback.

6. Describe the Results of this campaign component

a. General results

These bins increased the vibrancy of the campus environment. We did get the campus paper to cover the pilot and are working with them for a follow-up.

b. Specific measurable impact figures, if applicable

Wrapped 20 recycling bins in the most high traffic areas of campus

7. What would you do differently in the future?

Our pilot only received one design submission, despite our outreach efforts. We quickly pivoted to working with a graphic design class, which was a tremendous success. In the future, we would like to work more closely with our Arts Alive organization on campus.

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

Make sure to collaborate with a graphic design class. Look for partners who are willing to fund the bin wraps; consider acknowledging them on the wraps themselves.

9. Photos and Graphics

All designs are available here:

<https://sustainable.sdsu.edu/resources/files/recycling-is-beautiful-fall-2018.pdf>

We selected designs #4, 9 and 10

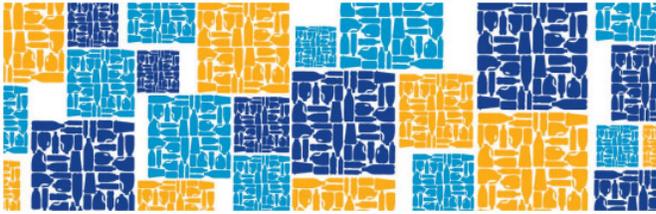
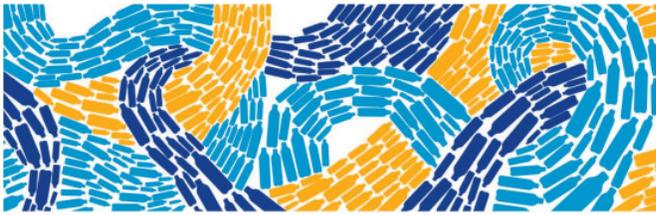
Tessa Wiley:

<p>WOMEN WHO CHANGE THE EARTH @TESSANWILEY</p>	 <p>WANGARI MAATHAI PROFESSOR NOBEL PEACE PRIZE WINNER POLITICAL ACTIVIST</p> <p>“It's the little things citizens do. That's what will make the difference. My little thing is planting trees.”</p>
<p>WOMEN WHO CHANGE THE EARTH @TESSANWILEY</p>	 <p>JANE GOODALL PRIMATOLOGIST ANTHROPOLOGIST EDUCATOR</p> <p>“Only if we understand, will we care. Only if we care, will we help. Only if we help shall all be saved.”</p>
<p>WOMEN WHO CHANGE THE EARTH @TESSANWILEY</p>	 <p>RACHEL CARSON BIOLOGIST CONSERVATIONIST NATURE WRITER</p> <p>“In every outthrust headland, in every curving beach, in every grain of sand there is the story of the earth.”</p>
<p>WOMEN WHO CHANGE THE EARTH @TESSANWILEY</p>	 <p>WINONA LADUKE ENVIRONMENTALIST GRASSROOTS ORGANIZER POLITICIAN</p> <p>“Whether you have feet, wings, fins, or roots, we are all in it together.”</p>

Lorenzo Bondoc:



Christopher Floyd:



Douglas Quan:





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sustainablesdsu Recycling IS beautiful! Have you noticed these around campus?

Just wanted to give a quick shoutout to the 4 incredible artists whose art is drawing attention to environmental consciousness and sustainability.

Don't forget it is @recyclemaniacs season! So be sure to be doing your best and refer to our guidelines if you're confused! Also please keep in mind that reducing and reusing should come first!

#sustainable#recycle#recyclemania#art#ecoart#sdsu

Liked by nick_posey and 108 others

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frijolesconcebollaycilantro Yay!:-)
39w Reply

tcmose @jennabisla @emmasumitomo
39w Reply

londonboatrentals 🙌
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(Photo Credits: Tom Abram)

<https://thedailyaztec.com/90402/uncategorized/artistic-recycling-bin-campaign-launches-across-campus/>