



St. Louis College of Pharmacy - 2019 RecycleMania Case Study

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

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2. Focus of Case study

Education and awareness was practiced and assessed in initiating recycling on campus based on outreach and marketing strategies between the student body, administration, and faculty.

3. Detailed description of campaign component:

Sustainability had always fallen to a small team of administrators in the recent history of St. Louis College of Pharmacy. This changed in Spring 2018 when a group of 12 professional year students came together to form a Sustainability organization on campus. Because the organization was new and had not established its footing, RecycleMania was used as a platform to educate and administer changes on campus that reduced waste and garnered interest in the organization. This was done via marketing on video boards around campus, social media, and by recruiting volunteers to actively monitor collection on a weekly basis. Incentives were used to recruit volunteers, to reward sustainable behavior, and to create loyalty to the organization.



4. Planning steps & timeline to implement:

- Recycling practices and campaigning began in October 2018 to outline goals and parameters of competition
- Recycling Drop-Off events were utilized so that students could bring their paper and plastic waste to us so that we can award them and educate the student body on why recycling matters.
- Promoted the RecycleMania event on video boards around campus, on social media (Facebook, Instagram, Snapchat), and word of mouth as well as at smaller events hosted by the organization 2 weeks prior to the beginning of RecycleMania.
- Because the labor budget was a barrier in administering regular recycling on campus, we organized volunteers to pick up recycling bins per week through a sign up sheet (2 volunteers per week for 7 weeks)
 - Assigned 2 students to monitor the recycling bins in each lobby for 1 week
 - The volunteers took pictures of full bins and sent them to the Sustainable STLCOP Gmail account for record keeping
 - Volunteers Rolled recycling bins to a secluded space in RAS for disposal
 - The next week the 2 newly assigned students would bring the bins back to the appropriate building.
- Social media campaigns were started Week 4 to encourage reduction in total waste by the student body
 - Mug Shot- We celebrated students staff and faculty for reusing mugs and bottles by posting pictures on the Facebook page, the 3 most "Liked" mugs won prizes like a reusable straw and a reusable multi-purpose mug
 - What's in your bin? - We highlighted waste that could have been recycled but instead was thrown out around campus
- The residential halls are a big source of waste on campus and we worked with RA's and housing to organize a recycling drop off in Week 7 where students could bring their recyclable waste down to the lobby in exchange for some pizza and sustainable raffles.
- We ended RecycleMania in Week 8 by hosting a recycling drop-off and working with administration to establish a continuing recycling system across campus.



- The weekend after RecycleMania, we celebrated our volunteers by visiting the Missouri Botanical Gardens

5. Resources and stakeholders involved

The recycling bins and physical resources were provided by College Services and the department worked with us each step of the way in securing a plan for the collection and establishing an achievable timeline as well. Our organization advisor, Dr. Kami Hancock worked closely with Staff Council to disseminate information and bridged the divide between student and staff. Eric Knoll, Vice president of College Services and Operations and Kristine Bryant of College Services worked to bridge the divide between our student organization and administration and faculty. Because we were a new organization, we didn't have a large budget. Eric Knoll and his team worked with us to overcome the barrier of cost and by our organization offering manual labor in terms of 16 volunteers rolling over the bins to the collection center, we were reducing labor costs for the College as well.

6. Describe the Results of this campaign component

a. General results

As a new organization we promoted and advocated for sustainable changes around campus consistently over the year. Because of our involvement with RecycleMania we were able to engage with a community larger than our own and were nominated for two awards in St Louis College of Pharmacy's 2019 Leadership Awards. We won best Student-Interest Organization and made the campus paper and the organization was acknowledged by the College president as well. We also were able to launch a website blog that celebrates the achievements we had in our first year of operation.

b. Specific measurable impact figures, if applicable

We began our organization in Fall 2018 with 12 members and outreached to 70 before RecycleMania. After RecycleMania our membership number were around 110 members so we had a growth of about 57%.

In terms of our collection data we compiled some statistics and figures below:

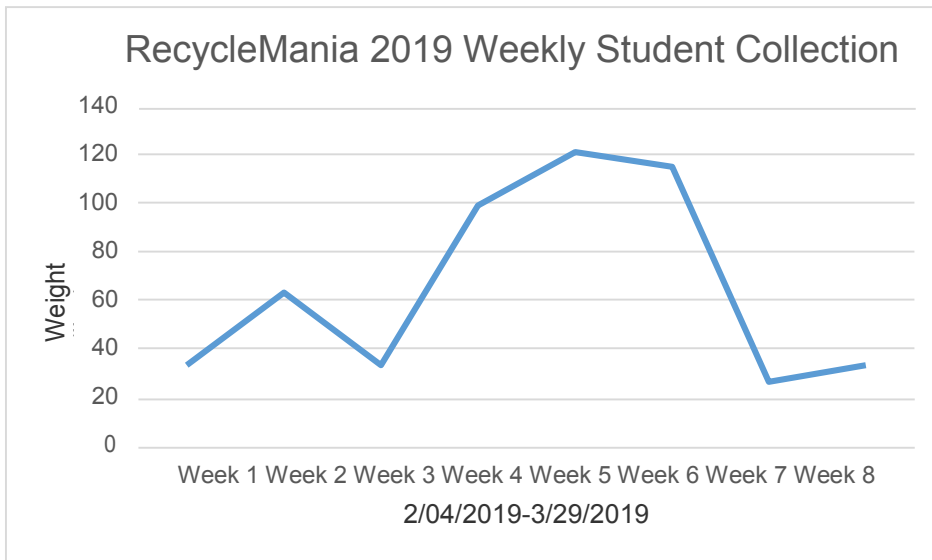


Figure 1: Trends of waste diverted per week of competition

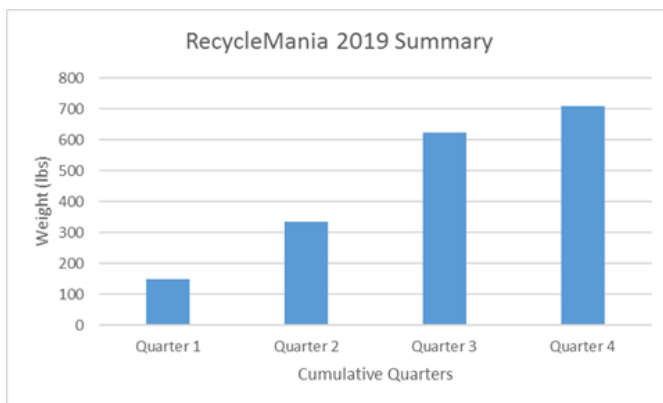


Figure 2: Overall trend per quarter of competition

Weekly pickup weights were evaluated based on the percent of their contents and the amount of bins collected. The largest fraction unanimously in the bins was paper and paper products. The average weekly collection was 65.4 lbs. We also had large amounts of cardboard material from week two. Weeks 4-6 showed the highest volume and rate of collection. Trends moved up every quarter. The slope was an increase in a change of 196 lbs. per week. The average quarterly collection was 454.25 lbs. per 2 weeks of collection.



While collection consistently increased we saw the greatest growth in collection between quarters two and three then the growth tapered off again. The trend indicates that the measures that were taken to increase education and awareness (drop off days, video boards, and social media campaigns) worked on campus. The collection was 8 weeks long and during the 7th week of competition students were on Spring Break; this would explain the downward shift in collection in Figure 1. Overall we see that despite the slowed rate of growth the collections the students were making continued to increase all the way through Quarter four. The change in collection over the weeks could be attributed to campus habits and traffic like maybe in week two a paper was graded and returned and we had a surge in collection. Other factors that could skew data include if the bins dragged to the collection site were unfit for recycling, we did a brief check in the bins to make sure they were free of non-recyclables but may have missed some.

7. What would you do differently in the future?

- Because the pick-ups were volunteer based, communication could be more streamlined in the future
- We should send out campus wide emails updating the campus week to week how we've done.
- Pickups could be performed in a timelier fashion

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

I think the hardest part for us was getting started, we had a small group of students that were passionate about recycling and discussed this for a long time. It just took us forever to get around to it, some advice that we would have benefitted from is that if you have a goal, just start it. Find the right people to talk to and begin doing it. Even it's on a small scale, maybe just the residential hall or just one building, you would still be making a huge difference!

9. Photos and Graphics

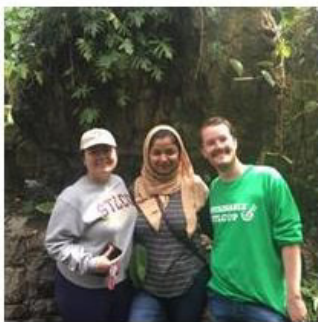
The images attached below are grouped as the following:

1. The event that were hosted: Between recycling drop offs, student meet-ups, general body meetings, and our award
2. Social media campaign and education we outreached with, a lot of students were recycling inappropriately before these signs
3. "Tip of the week" graphics that were weekly circulated around campus on video boards and some social media campaigns and raffles (i.e. Mug shots)



Botanical Gardens 2019

Updated about a month ago





Drop-Off Daze

Hosted by SustainableSTLCOP

Clean out your cluttered Office/Bookbag of paper materials* and bring to the **Gym Lobby 1st floor RAS** **October 5th (This Friday) 9-1p**
 Grab a Free Snack** & Learn What & Where You Can Recycle on Campus
 *We cannot accept materials containing protected HIPAA information
 **while supplies last

Sustainable STLCOP presents

DROP-OFF DAZE

Clean out your office/bookbag and learn what & where you can recycle at STLCOP
 Bring your paper with, for recycling on the fifth!

JOIN US ON OCTOBER 5TH
 9-1P GYM LOBBY, 1ST FLOOR RAS

Sustainable STLCOP

General Body Meeting
Tuesday, October 2nd
12 p.m.
ARB 223

SAINT LOUIS CITY RECYCLES **RECYCLING 101**

WHAT GOES IN YOUR BLUE BIN

- Paper
- Flattened Cardboard
- Plastic Bottles & Containers
- Glass Bottles & Jars
- Metal Food & Beverage Cans
- Food & Beverage Containers

Keep items loose, clean & dry. Always flatten your cardboard.

AND WHAT DOESN'T

- Plastic Bags & Film
- Styrofoam
- Sharps & Needles
- Food Waste

Recycle@stlouis-mo.gov www.STLCityRecycles.com #GoBlue #RecycleForTheLou

COORDINATED BY **SUSTAINABLE STLCOP**

Using fair and friendly competition, RecycleMania provides tools and opportunities that inspire, empower, and mobilize colleges and universities to improve efforts to reduce or eliminate waste.

WHAT

The 8-week tournament begins **February 4th - March 30th**
 (Results announced 4/18)
 Follow us on Facebook for more info/events

WHEN

WHERE One Blue Bin will be stationed in each First Floor Lobbies on Campus

HOW Recycle Plastic & Glass Bottles, Paper, and flattened boxes in designated bins. **DO NOT** place Styrofoam, Plastic Bags, Plastic film, plastic utensils, straws, food candy wrappers, or batteries.

SEE A FULL BIN EMAIL: SUSTAINABLESTLCOP@GMAIL.COM

2019 RECYCLE MANIA TOURNAMENT

RECYCLE MANIA TOURNAMENT TIP OF THE WEEK



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RecycleMania 2019 Mug Shot Contest

Enter by posting a photo of your reusable cup/bottle/mug on Facebook or Instagram with #STLCOPMugShot! The "mug" with the most reactions will WIN a new Sustainable STLCOP reusable mug. Contest ends on Earth Day (April 22nd)! The purpose of this contest is to promote the use of reusable mugs as a normative behavior for students and staff to emulate. Updated about a month ago. Taken at St. Louis College of Pharmacy.

