



Georgia Institute of Technology 2020 RecycleMania Case Study

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

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2. Focus of Case study - This case study focuses on how our office planned and executed a pilot to collect plastic film at Georgia Tech.

3. Detailed description of campaign component:

This idea first started when our Student Government Association Sustainability Committee approached our office about being able to recycle plastic film on campus. Plastic film is a notorious contaminant at recycling facilities across the country. The flimsy nature of the film causes it tangle inside of machinery and wrap around other commodities, making it difficult to sort. To reduce the contamination of our rigid plastic recycling stream and avoid landfilling the material, we decided to launch a pilot to test collecting plastic film. To begin we thought about where the material is present. We wanted to be efficient with our collection location and be somewhere students, faculty and staff could come to deposit it. We landed on the post office in our Student Center, as mailers and air pillows would be prevalent and it is a central place for others to come to drop off items they collected at home. Materials collected included bread bags, grocery bags, bubble wrap, plastic mailers, air pillows, and other materials labeled with the "store drop-off" How to Recycle logo. Once we had the location selected, we contacted the proper stakeholders and set up a way for volunteers to sign up. Since plastic film is a term not everyone is familiar with, we wanted to make sure that there were volunteers to draw attention to the initiative and educate others on how to participate correctly. Once the approvals were complete, we created social media posts, emails, and discussed the event at presentations to drive attention to the initiative. We set up at the Post Office and collected film for 5 days. Once the collection was completed, the OSWM&R crew took the material to CHaRM Atlanta's Center for Hard to Recycle Materials. Where the material will then head to a vendor that produces composite lumber.

4. Planning steps & timeline to implement:

- Discussed the process (2 weeks)
- Decided on a collection location
- Created a collection/transportation plan (1 week)
- Found a vendor/outlet for the material
- Contacted stakeholders (1 week)
- Created promotional material & signage (1 week)
- Reached out to volunteers (2 weeks)
- Began Collecting (5 days)

5. Resources and stakeholders involved

- Collection bin & bags – OSWM&R
- Printed signage – OSWM&R
- Crew collection & transportation to end facility – OSWM&R
- Processing Fee (\$0.35/lb.) – OSWM&R
- Volunteers – SGA
- Social Content & Signage Creation - SGA
- Space Approval – Student Center staff
- Final Destination – Center for Hard to Recycle Materials
- Social Media Promotion – OSMW&R, SGA, Office of Campus Sustainability, Daily Digest

6. Describe the Results of this campaign component

- a. General results (*ex: attracted attention of campus president, campus paper did a news story on the event, etc.*)
Featured on Georgia Tech Daily Digest, email distributed to all students, faculty, & staff.
Created bench-mark to potentially make this a mainstay at our post office or other areas of campus.
- b. Specific measurable impact figures, if applicable (*Ex: Reduced contamination rate 13%, Gathered 316 pledges to recycle more, etc., 250 people engaged, etc.*)
Removed more than 25 pounds of plastic film from the landfill

7. What would you do differently in the future?

I would like to do more to promote to the campus at large. Reach out to more departments to get them running smaller collection drives within their areas and then bringing it to a central location or allocating time to collect from the offices.

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

Make sure you have a proper vendor to take the material to once it is collected. Additionally, be sure to create awareness of the material and why it should not go in the regular recycling.

9. Photos and Graphics



The graphic features a light blue background with three green recycling symbols at the top. Below them, the text reads: "Plastic Film Recycling Project", "PLASTIC FILM INCLUDES: Soft plastics/clean, dry, empty plastic bags/ film packaging/grocery bags", "DISPOSE YOUR SOFT PLASTICS AT STUDENT CENTER POST OFFICE", and "STARTS MARCH 9TH".

sga_susco • Follow

sga_susco Starting on March 9th, you can recycle your plastic film at the Student Center! For more information on what can be recycled check out our highlights :)

5w

23 likes

MARCH 4

Add a comment... Post

Posts on the SGA Sustainability Committee Instagram @SGA_SUSCO



The graphic has a green background with a floral border. The text reads: "Plastic Film Recycling Pilot", "From March 9 to 13, bring your plastic grocery bags, amazon packaging bags, and cling wrap to our plastic film recycling bins at the Student Center Post Office".

sga_susco • Follow

sga_susco Another reminder to bring your plastic film to the student center starting TOMORROW!

5w

Liked by recycle.gatech and 15 others

MARCH 8

Add a comment... Post



The graphic shows a close-up of a recycling bin with a green recycling symbol. The text reads: "Plastic Film Recycling Pilot", "Starting March 9, bring your plastic bags, amazon packaging bags, & cling wrap to our temporary plastic film recycling bin at the Student Center Post Office".

sga_susco • Follow

sga_susco We're just one short weekend away from the beginning of our plastic film pilot!

5w

10 likes

MARCH 6

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@sga_susco



Stories on the SGA Sustainability Committee Instagram

Post from the Office of Campus Sustainability Instagram
@sustainatgatech



sustainatgatech • Follow

sustainatgatech Join the Office of Solid Waste Management & Recycling in collaboration with the SGA Sustainability Committee to collect and recycle plastic film. A temporary collection bin will be located at the Student Center Post Office March 9-13

Drop off:

- Plastic Mailers
- Bubble Wrap
- Grocery Bags
- Bread Bags
- Food Storage Bags
- Air Pillows

4w

recycle.gatech Great photo! Thanks for sharing

4w Reply

♥️ 💬 📌

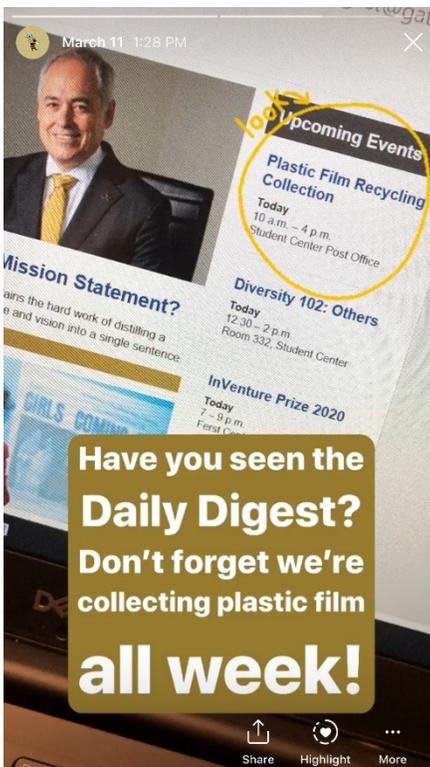
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MARCH 12

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Stories from the OSWM&R Instagram