



2018 RecycleMania Case Study Competition

Case Study Template

Please focus your case study on one component of your RecycleMania competition. This could be your outreach and marketing strategies, fundraising strategies, techniques to engage key campus stakeholders to ensure success, connecting with off-campus partners, key events or gatherings, incentives for engagement, etc.

Note: Submissions for the 2018 RecycleMania Case Study Competition may be used as a best practice resource on www.recyclemania.org.

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

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2. Focus of Case study

(Summary 25 words or less)

Partnership between UT-Austin leadership skills development program and Resource Recovery to engage on-campus residents in interactive zero waste workshops and expand impact through outreach video.

3. Detailed description of campaign component:

(300 words or less)

The workshop is structured in 3 parts: Introductory, Game, and Reflection.

1. Introductory: Participants enter during a looping graphic displaying landfill proliferation across the U.S. This data visualization aims to bring students into the topic and make it relevant. Students check in to complete video release forms. We launch the workshop by sharing about the purpose of RecycleMania and UT's zero waste goal.
2. Game: Two games discuss waste issues. First, we utilize the online Kahoot platform to reinforce the impact of waste on campus and get participants motivated to action by visualizing data through campus landmarks. For example, "Assuming a longhorn weighs 1200 lbs, how many "Bevo's" do we throw away annually in recyclable goods?" In the second game, we test and inform waste sorting knowledge on the most common mis-sorted items on campus. Participants are grouped into competing teams and each utilize a tri-fold game piece to indicate Recycle, Compost, or Landfill Trash for each item they are shown. To reinforce understanding, an explanation is provided when the correct answer is revealed and the item is also placed by the correct label.



3. Reflection: We close-out the workshop with a guided discussion on what was learned. Follow-up emails are sent out to participants to connect them to Resource Recovery online resources, social media, and share the completed video.

Film from all events is edited to create a video that can be utilized to further peer-to-peer recycle right education in the future.

Pizza and a mixed vegetable tray provided participation incentives. Compostable food service items were utilized to reduce event waste. Although compost is not yet widely available beyond food service locations, a Green Event student organization provided their services so participants could put their new education into practice.

4. Planning steps & timeline to implement:

List out in bullet format each of the steps involved in planning.

October 2017, Project Team and Community Partner Meeting

- ProjectLEAD is a UT project management and leadership development program. In the fall, the project team establishes partnership with UT Resource Recovery.
- The project team and UT Resource Recovery identify project goal: RecycleMania-focused outreach events to increase zero waste and recycle right awareness on campus to help UT achieve its Zero Waste goal. Each team member selected a project role and responsibility.

November 2017

- The project charter is finalized, specifying the scope, risk, limitation, and desired results of the project.

December 2017

- The project team submits 3 event proposals to UT Resource Recovery

January 2018

- The project team and Resource Recovery Zero Waste Coordinator finalize the project direction - a series of interactive workshops to be developed into a video for future use
- The project team defines the target audience of the workshop - cohesive groups, such as residence halls, Greek organizations, or student orgs that will be motivated by their group to attend and comfortable interacting

February 2018

- To reach the target audience, the project team connects with the University Housing and Dining (UHD) Sustainability Coordinator who connected us to Resident Assistants (RA's) to discuss the possibility of hosting workshops. Three events are scheduled with UHD RA's as co-sponsors.
- Workshop materials are gathered and created
- A workshop dress-rehearsal is conducted during UT Resource Recovery's weekly student intern meeting to obtain feedback about how the workshop can be further improved to fulfill its educational and filming purposes.

March 2018

- The project team submits the final script of the workshop to the UT Resource Recovery to apply for funding
- The project team hosts the workshops, assess the process and tweak components to optimize project outcomes

April 2018

- Video is completed



5. Resources and stakeholders involved

Explain what budget or in-kind resources were needed, what if any campus dept's or groups supported the effort, what staff or volunteers were involved.

Resource Recovery was the campus client that supported and sponsored the workshops for our team of 4. A Zero Waste Coordinator was our main link of communication throughout the project. A Resource Recovery Communications intern was our project videographer. Resource Recovery provided our budget and we ultimately spent \$132, or \$44 per workshop, for food. Resource Recovery printed our trifold. Another team of Resource Recovery student interns attended the workshop to support and help answer questions. We collected the quiz items by saving our packaging. University Housing and Dining (UHD) became our key workshop partner. The Sustainability Coordinator helped us with Resident Assistant contacts, reserve spaces, and increase student interest. The 2nd and 3rd workshops were co-sponsored by the RA's who printed and hung flyers, knocked doors, and provided drinks. UHD provided the event space, projector, tables, and chairs for all workshops. We also partnered with student group 'Green Events' to provide compost and recycling at the event and they were able to promote the student services they offer.

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.*)

We put on a series of workshops and created a video that will continue to serve as a guide for students to learn about recycling on campus. We informed students about the university's Zero Waste by 2020 goal and what they can do as Longhorns to help. They learned about the RecycleMania competition that UT participates in each year and were able to see how they contribute to the waste on campus. The reactions of the students throughout the workshop conveyed to us that they will now think twice about where they place their disposables.

We documented the process of organizing and publicizing the workshops. Future interns can easily replicate our work.

We also made great connections with UT Housing and Dining which can lead to the creation of greater projects in the future.

Following each workshop, the attendees received a Thank You email with additional campus resources - the UT Resource Recovery website and Facebook page where they can further their learning and stay in touch, and the Campus Environmental Center website – campus's sustainability student org that also runs the 'Green Events' program.

ProjectLEAD shared this project across campus through several presentations that will create a broad diversity of awareness for future initiatives – at the April Resource Recovery 2017-2018 Intern Presentations to Facilities Services leadership, at the ProjectLEAD Final Showcase to all Community Partners and Student Affairs leadership, and through a poster session at the Office of Sustainability Student Sustainability Showcase open to the general campus.

b. Specific measurable impact figures, if applicable (*Ex: Reduced contamination rate 13%, Gathered 316 pledges to recycle more, etc., 250 people engaged, etc.*)

- We put on 3 workshops, each in a different campus residence hall.



- 43 students engaged, primarily underclassmen who have more years remaining on campus
- 3 minutes of educational and entertaining video created
- The video has the opportunity to reach incoming freshman and transfer students at our sustainability session from amongst the 8,000 that attend summer orientation.
- 3 presentations on the project to campus leadership and community
- All the pizza slices were eaten

7. What would you do differently in the future?

Our project team was limited by our program schedule in which active project work could not be started until the spring semester, making it harder to find student organizations that had time for our workshop in their already planned schedules. While we now have a strong connection with UHD, we would like to expand to more organizations and departments. We suggest beginning this coordination much earlier in order to get on their calendars before they are finalized. Additionally, we recognize that we could utilize social media to create a broader outreach and advertisement campaign.

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

We recommend finding organizations and departments for whom the workshops are mutually beneficial, such as our co-hosting with UHD who could utilize our workshop to fulfill sustainability learning outcomes. Once you have reliable contacts and prove the quality of your event, scheduling future workshops or events is much easier. We took the opportunity between workshops to reflect and assess and tweak components and the script for the best outcomes.

9. Photos and Graphics

Please include photos and other visuals below, examples could include social media posts, posters or other graphics related to the project. Include captions where necessary.



Publicity



Maria Celeste Rodriguez shared a link.



March 26 at 11:01am · Austin

Hello everyone!

The RecycleMania Trivia workshop is tomorrow! Everyone is invited to attend and feel free to bring a friend. It will include fun activities about recycling on campus and pizza will be provided at the end. The workshop will be recorded for future use by UT Resource Recovery in orientation sustainability sessions.

Date: Tuesday March 27th, 2018

Time: 8:00 p.m.

Location: SSB Glenn Maloney G1.310 (Ground Floor)

Please RSVP at: <https://goo.gl/forms/M8VnIcfBdkEQ62Jl3>

Thank you,

Jun, Maggie, Spencer, Maria

UT Resource Recovery Project Team

A flyer for the RecycleMania Trivia Workshop. The top section has a teal header with the title "RecycleMania Trivia Workshop". Below the title, it lists the date and time: "March 27, 2018 8:00 PM" and the location: "SSB Glenn Maloney G1.310 (Ground Floor)". The main body of the flyer features a graphic with a globe, a recycling symbol, and the text "LET'S TALK TRASH" in pink. There is also a "ZERO WASTE" logo. The bottom section of the flyer has a white background with the title "RecycleMania Trivia Workshop", the date and time "March 27, 2018 8:00 PM SSB Glenn Maloney G1.310 (Ground Floor)", and the URL "DOCS.GOOGLE.COM".



Clare Crotty, Maggie McCoy Chapman and 4 others

Seen by 16



Sample Event Flyer



RECYCLEMANIA TRIVIA

MARCH 27, GLENN MALONEY G.1.310 (GROUND FLOOR) 8-9PM	PIZZA PROVIDED!!!
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FILMING: SESSION WILL BE RECORDED
FOR FUTURE USE



Event Photos



Event photo credit: Thi Vu and Ashley Montgomery

Video:

Attached to email

*Please email completed template form and supplemental documents (photos, newspaper articles, website links, etc. to helpline@recyclemaniacs.org with "RecycleMania Case Study submission-Campus Engagement – Awareness Campaign" in the subject line. **Case study submissions are due no later than Friday, May 11, 2018.***