



University of New Haven - 2019 RecycleMania Case Study

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

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2. Focus of Case study

The Office of Facilities collaborated with several on-campus offices and organizations to spread information and increase knowledge about the RecycleMania competition and proper campus recycling procedures.

3. Detailed description of campaign component:

The Office of Facilities at the University of New Haven focused on improving knowledge of on-campus recycling procedures to increase recycling rates and reduce contamination levels. This was accomplished by creating and disseminating communications about the competition and general recycling information and offering opportunities for students to get involved in recycling and sustainability. There were also efforts to engage with faculty staff and students through focus groups designed to identify some of the common misconceptions and barriers to increasing recycling. Knowing that so many students engage with social media on campus we conducted an Instagram campaign using general and campus-specific recycling facts posted twice each week for the duration of the RecycleMania competition. To further engage with students we met with a staff writer from the student newspaper known as the 'Charger Bulletin', who published an article focusing on sustainability initiatives and highlighted the RecycleMania contest. The Office of Residential Life also assisted in the promotion of information and collaborated with the Office of Facilities on a recycling program put on by Resident Assistants in one of the larger campus residence halls. At the same time, other Resident Assistants and members of the Office of Residential Life conducted recycling competitions in the residence halls and put up bulletin boards that provided recycling education information. The Office of Facilities also collaborated with a student organization on campus, called the 'Marine Conservation Society', who earlier in the semester had administered a recycling survey to reach out to students and assess knowledge about recycling on campus. This group helped with tabling to promote RecycleMania and raise awareness with many students on campus in our main student activity center. These combined efforts increased the University's recycling rate from approximately 9% before the competition to 17.472% at the end of the competition.

4. Planning steps & timeline to implement:

- Created Instagram posts
- Contacted Charger Bulletin about article
- Met with Marine Conservation Society
- Researched activities for collaborative Residential Life Program
- Assisted with tabling for Residential Life Program

5. Resources and stakeholders involved

This campaign was overall low cost. The free website Canva was used in creation of all Instagram posts and flyers. The programs held used collected recyclables and a recycling bin, and the collaborative program only had a small expense as there were giveaway items purchased by the Office of Residential Life, as is common in residential programs. The tabling efforts used Google forms to conduct the survey and a few printed flyers with information.

6. Describe the Results of this campaign component

a. General results - The number of likes per post increased from approximately 6-12 likes per post at the beginning of the competition to consistently 10+ likes per post at the end of the competition.

b. Specific measurable impact figures, if applicable - The recycling rate increased from 9% before the beginning of the competition to 17.472% at the end of Recycle Mania, almost doubling.

7. What would you do differently in the future?

Future efforts will include more programming and tabling as students on campus are currently working to establish a sustainability club. This would allow more opportunities for students to get involved and give the office another organization to connect and network with in creating and promoting events for RecycleMania. More recycling workshops will also be incorporated into programming during the contest.

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

Get an early start on planning and make sure to connect with Residential Life as they can provide access and opportunities in most of the buildings on campus. Planning often occurs on multiple levels, so you may need to have multiple meetings with anyone from upper-level staff to resident assistants.

9. Photos and Graphics



Supplemental Links:

Charger Bulletin Article: <https://chargerbulletin.com/finding-ways-to-make-a-more-sustainable-campus/>

Instagram: <https://www.instagram.com/unehavensustainability/>