



## 2017 RecycleMania Case Study Competition

### Campus Engagement – Awareness Campaign Submission Template

1. Contact info

Sara-Katherine Coxon, Sustainability Coordinator, Office of Sustainability

[skcoxon@stanford.edu](mailto:skcoxon@stanford.edu)

650-725-4522

327 Bonair Siding, Stanford, CA 94305

2. Focus of campaign

*(25 words or less. Ex: support of RecycleMania participation; Explain what can be recycled / reduce contamination; Encourage reusable mug use, etc.)*

Educate and engage the campus on waste reduction with a focus on increasing composting, improving sorting, and reducing waste to reach 75% diversion by 2020

3. Type of engagement / awareness campaign *(Check all that Apply)*

a. Activity / Event

b. Social media / mobile app

c. Poster, banner, other print display

d. Communication outreach (print, radio, email, etc)

e. Video

f. Other

4. General description of the engagement / awareness campaign:

With a state target of 75% waste diversion by 2020 and a current campus diversion rate of 65%, Stanford used RecycleMania as a platform to encourage the campus community to "Be the Difference" in achieving the 10% to meet the state's diversion target. At Stanford, composting offers one of the greatest opportunities to reduce waste. With this in mind, outreach efforts focused on increasing compost rates and encouraging waste reduction through a combination of tabling events, student-led initiatives, Game Day Challenges, training sessions, and compost/recycling facility tours. A social media campaign featuring snapshots of campus compost and recycling locations was also used throughout the campaign, utilizing the hashtag #thisiswhereIcompost.

Graphics (see below) were designed to show the results of nearly 30 campus waste audits, and were used to encourage waste sorting through several initiatives:

- **Five lunchtime tabling sessions in high-traffic areas contributed to over 581 pledges to reduce waste from the Stanford community.** Participants had the opportunity to play a waste sorting game (placing common



disposable items into the proper landfill, recycling, or compost bin) and pledge to reduce waste for RecycleMania in exchange for a prize (a reusable set of bamboo utensils).

- **Stanford's Office of Sustainability worked strategically with Students for a Sustainable Stanford (SSS) to kick off RecycleMania with a student-led Zero Waste campaign. Students collected over 100 pledges to produce no waste for one week**, using informational emails, events co-hosted with Stanford's Women's Community Center, and small prizes donated by the Office of Sustainability to engage students in waste-free living. The campaign culminated with a dinner to celebrate those who participated.
- Over 15 student volunteers and six staff members participated in two RecycleMania Game Day Challenges, with a goal of directly reducing the amount of waste produced at each game. The team placed signage on all landfill/recycling/composting bins, designed posters, encouraged game attendees to properly sort waste, collected student pledges, and cheered for campus waste reduction during half-time announcements. The Department of Athletics, Physical Education, and Recreation supported efforts by increasing composting infrastructure for the game, including increasing compostable materials at Stanford Concessions, having the basketball team take a photo with the RecycleMania banner, and engaging fans with in-game trivia. **These efforts helped us increase our diversion rate to 28.32% from 17.65% in 2016 for the women's basketball game, and 36.06% from 28.32% in 2016 for the men's basketball game.** This was complemented by students who worked with Stanford Concessions to donate excess food to local organizations in need.



- Tours of Stanford's on-campus Recycling Center and off-campus compost facility were offered as part of the campaign.





- **Ten waste trainings were held during RecycleMania to educate staff on sorting.** Nearly 250 people attended the sessions, which provided in-depth training on compostable, recyclable, and disposable materials on campus, as well as simple ways to reduce waste in the office and at home.
- A student intern developed a video for social media to educate people on the recipe for waste diversion at Stanford.

5. Planning steps & timeline to implement:

*List out in bullet format each of the steps involved in planning. Example: Requesting special funding, recruiting volunteers, administrative permissions required, Building displays.*

- Brainstormed campaign focus and engagement pathways (trainings, tabling, games) with PSSI/Stanford Recycling and other Office of Sustainability outreach staff
- Scheduled staff waste trainings, tabling sessions in popular campus cafés, and worked with Stanford’s Athletics department to plan engagement opportunities for two basketball games for Recyclemania Game Day Challenges
- Hosted student kick-off with pizza and documentary viewing (*Trashed*), to collect Game Day Challenge volunteers and brainstorm pathways for student engagement
- Designed campaign banner (which was hung for the duration of the campaign in different locations around campus), and several graphics for social media, outreach emails, and print
- Officially launched campaign in January campus newsletter, email outreach lists to student housing, departments, and campus groups, and on social media continually throughout the campaign

6. Resources and stakeholders involved

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

Item	Budget
20 \$50 gift cards for taking the pledge to reduce waste (raffle)	\$1000
2 \$250 gift cards for signing up for a voluntary composting program (raffle)	\$500
2 \$500 rewards toward building budget for signing up for customer-funded composting program (raffle)	\$1000
Vinyl Recyclemania banner	\$150

**Departmental and Group Support:**

- PSSI/Stanford Recycling
- Students for a Sustainable Stanford
- Office of Sustainability



- Graduate Life Office
- Stanford Project on Hunger (SPOON)
- Stanford Department of Athletics & Recreation
- Women's Community Center
- Civil and Environmental Engineering
- Earth Systems
- Haas Center for Public Service
- TomKat Center for Sustainable Energy
- Graduate School of Education
- Humanities and Sciences
- Physics
- School of Medicine
- Law School
- Mechanical Engineering
- Electrical Engineering
- Bio Engineering
- Chemical Engineering
- Material Science
- Political Sciences
- Custodial Services
- Over 25 student volunteers

7. How was this effort new or different from similar campaigns at others schools?

We built on the success of tried-and-true strategies such as developing a social media campaign, tabling at popular student and staff venues, and encouraging the campus community to pledge to reduce waste. In an effort to appeal to Stanford's data-driven students, the campaign encouraged the campus to "Be the Difference" so as to enable friendly competition in bridging the gap between Stanford's current waste diversion rate and California's 2020 waste diversion goal. In this vein, we incorporated statistics from nearly 30 campus waste audits to develop key campaign graphics showing the amount of compostable and recyclable items thrown away on campus (below)

8. Describe the Results of the Initiative

- a. General results of the initiative (*ex: attracted attention of campus president, campus paper did a news story on the event, etc.*)
  - Article in main campus student newsletter, the Stanford Daily: [Stanford joins RecycleMania initiative to reduce waste](#)
  - Feature on sustainability in primary campus news outlet, the Stanford Report, covers reuse and waste initiatives at Stanford: [Waste Feature](#)



- b. Specific measurable impact figures (Ex: Reduced contamination rate 13%, Gathered 316 pledges to recycle more, etc)
- 1300 pledges to reduce waste collected, both online and in-person
  - Nearly 250 people attended ten waste reduction trainings
  - More than 200 people signed up for voluntary composting (small bins for office kitchens, emptied at central composting locations by volunteers)
  - Four people signed up for customer-funded composting (serviced common area bins managed by Stanford Recycling)

9. What would you do differently in the future?

The social media campaign wasn't met with many responses, as participants seemed to engage more with in-person games such as waste sortings, trainings, and tours. In the future, we hope capitalize on this with more regular opportunities to engage directly, student training opportunities, and increased opportunities for tours. In future years, we hope to encourage a student-led competition to reduce waste, as that has led to high engagement in other campaigns.


10. What advice would give to another college that wanted to do a similar project?

Unlike energy, waste is highly physical and difficult to ignore – take advantage of this by getting the community engaged *in-person* with waste, recycling, and composting efforts around campus! Conduct a waste audit, host a field trip to the recycling facility, encourage others to sort their waste into proper bins for a prize, or hold a waste training with physical examples of commonly mis-sorted materials.

11. Photos, Screen Shots, Graphics

Please copy and paste photos, examples of social media posts, posters or other graphics related to the project. Include captions where necessary.








65% current diversion rate at Stanford  
75% state waste diversion target  
Help us bridge the gap.

Be the *Difference*.

pledge your support today:  
[sustainable.stanford.edu/recyclemania](http://sustainable.stanford.edu/recyclemania)

RECYCLEMANIA Competition  
February-March



Please email completed template form and supplemental documents (photos, newspaper articles, website links, etc. to [helpline@recyclemaniacs.org](mailto: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 12, 2017.**