

Getting the message out

*Mini bins and getting everyone to
“TAKE OUT THE TRASH”*



About Us

- Founded in 1968
- 4th largest of the 17 institutions within the UNC system and the largest institution in the Charlotte region.
- Over 27,000 students supported by 4,000 staff and faculty. Approximately 5,000 live on campus, another 5,000 live immediately surrounding the campus.



Building Environmental Services Staff

- 135 positions that are on campus over three shifts.
- For efficiency, the majority of cleaning of the 30 administrative and academic buildings occurs during third shift (80 staff).



Provides day to day feedback contact from their zone

Recycling Staff



- Department created in 1990
- 16 full time staff positions
- Collect recyclables from 2,000+ bins daily
- Nearly 2,000,000 pounds of recyclables were collected in 2013-2014.



- Service 47 buildings
- Immediate feedback
- Recycling Logo on shirts identify team



Previous Operations

- Classrooms:
 - Trash cans in all classrooms (emptied daily by BES)
 - No recycling bins in classrooms
- Offices:
 - Trash cans and recycling bins in all offices
 - BES staff empty trash daily
 - Staff have to empty their own recycling bins

Result:

Much easier to use trash cans than recycling



UNC CHARLOTTE

We needed to change behavior.

From waste audits, we knew that a lot of recycling was going into the trash, but weren't able to make changes.

Conducted a survey of more than 170 students in 2008. The number one reason that they were unlikely to recycle was due to convenience

- Trash bins in the classrooms and recycling bins down the hall – Which is more convenient?



UNC CHARLOTTE

Pilot – July 2009



With support from the **Senior Associate Provost**, we chose two highly used buildings for the summer pilot. **In the week between semesters, BES removed the trash bins and the Recycling staff hung up posters in all the classrooms. For the first few weeks of the semester student staff set up tables and talked to students near the centrally located bins**



Creating new habits

By removing the trash bin from the classroom, a new habit had to be created.

- **First prompt**– no trash can
- **Second prompt** – poster where trash can used to be by the door telling everyone to take it down the hall to the proper bins
- **Third prompt** – student staff – tabling near the paired up recycling and trash bins reminding students and staff to bring it to the bin

And it Worked!

Student and staff did carry both recyclables and trash to the bins in the hallway.



And we were pleasantly surprised that people did NOT leave trash in the classrooms, creating more work for BES.

Success!

Virtually no litter problem in the classrooms

More time for Housekeepers to spend cleaning high-traffic areas like hallways, bathrooms and classrooms

20% - 25% increase in recycling



Now to create another new habit

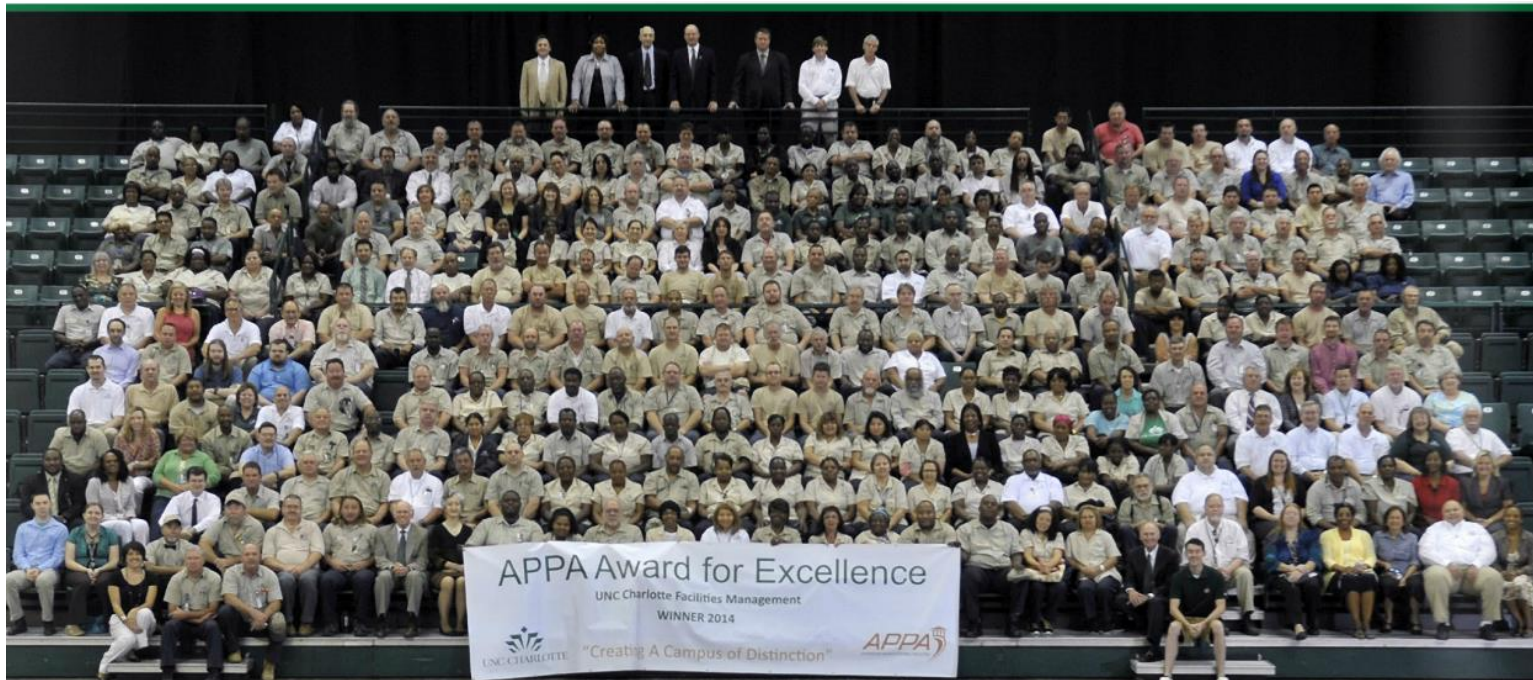
Make the trash bin smaller and attach it to the recycling bin...and require staff to take their trash to a common area, just like recycling.



Getting everyone to Take out the Trash

Pilot 1

Start with the Facilities Management staff



Getting everyone to Take out the Trash

First attempt: messaging was Too Simple

- AVC email telling all FM staff to take their trash along with their recycling to the same central location where they had been taking their recycling,
 - At this pilot we did not have the mini bin, staff emptied their large trash bin
- Participation was low in the beginning

Second message attempt

- Talked with staff and explained the new procedure
- Created new posters stating which materials go into the bins





UNC CHARLOTTE

Good Success for the First Pilot

We found that our trash weights were reduced and recycling increased by about 20%.

Pilot 2: Administration

Repeating what worked

- The Vice Chancellor sent an email to all the staff explaining the new procedure

Added the Mini Bin

- Mini bins were changed out in one night by the BES staff



Pilot 2: Administration

Created new mistakes

- Participation was low in the beginning.
- We had assumed if the VC told you to do it, it would get done.

Learn from mistakes and Go Back again

- We went back to the building and met with staff during their regular staff meetings
- Designed written handouts - emphasis on how with some info on why





UNC CHARLOTTE

Pilot 2: Results

Participation was nearly 60% and again recycling increased by about 20%.

Pilot 3: Grigg Hall



Grigg Hall, home to 14,000 square feet of state-of-the-art laboratory space on the Charlotte Research Institute Campus, houses the Center for Optoelectronics and Optical Communications as well as the Physics Department.

Repeating what worked

- Director sent an email to all the staff explaining the new procedure AND invited them to a short meeting
- Held several short meetings on each floor
 - Gave written instructions on how to use the mini bin and gave a Mini Bin to each participant , staff quickly renamed them the NANO bins
- A specific date was given for the change over
- Mini bins were changed out in one night by BES staff
- During change out, we left written information on every desk on **HOW to use the program**
- We replaced recycling bins where missing



UNC CHARLOTTE

Pilot 3: Results

Participation was nearly 80% and again recycling increase by about 25%.

Pilot 4: Library



UNC Charlotte's J.

Murrey Atkins Library is world renowned for its important collections, expert staff, and innovative services and study spaces.
OPEN 24 hours

Fourth time is the charm

Repeat everything that has worked in the past

- Director sent an email to all the staff explaining the new procedure
- **BES staff and Recycling staff** present on how to use the program at an all employee meeting
- Written instructions are provided to each participant with each Mini Bin
- Posters are strategically placed
- A specific date was given for the change over
- Mini bins were changed out in one night by the BES staff
- During change out, we left written information on every desk on **HOW to use the program**
- We incorporate staff suggestions, bins are moved and **we follow up on all staff ideas**



UNC CHARLOTTE

Pilot 4: Results

Participation was nearly 90%, recycling increased by about 25%. Positive feedback about the program as it is spreading around campus. And fewer recyclables found in trash during waste audits.

Departments start to ask for the mini bins – time to roll it to campus



UNC CHARLOTTE

Going Campus-wide

With consistent results from our pilots, the Chancellor and Board of Trustees approved expanding the program to all offices on campus.

- Create an education / information plan based on our results from the pilot
- Develop new housekeeping procedures and processes
- Set a date for the changeover

Repeating our Success

Repeat everything that has worked in the past and add to it

- **Introduce the program**

- **The email**

- The Chancellor asked all the Department Heads and Director to send an email to all their staff explaining the new procedure, inviting them to an informational meeting, providing the start date and contact information

- **The newsletter article**

- The success of the pilots helped us get public

- **FACE TO FACE MEETING**

- **“HOW TO USE THE Program” materials**

- **And the follow up**



UNC CHARLOTTE

The Face to Face Meeting



BES staff and Recycling staff presented programs throughout the campus for the entire month of July (prior to Fall semester starting)



The Face to Face Meeting

- **BES staff and Recycling staff** presented programs throughout the campus for the entire month of July (prior to Fall semester starting)
 - Worked with building liaisons to set up education sessions for faculty and staff in each building over summer.
 - Sessions scheduled twice per day for about a month
 - Sessions lasted from 20 to 30 minutes
 - Covered the program with them and explained the new processes for collecting trash and office cleaning
 - Went in detail about what materials could be recycled
 - Addressed any current concerns that they had (some not related to the program)
 - Provided posters and other recycling information
 - Gave away aluminum recycling mugs to champions of the program

“HOW TO USE THE Program” materials

- Posters are strategically placed
- written information is left on computer keyboards on **HOW to use the program**, after the trash bins is switched in the office.
- Follow up on all staff issues and suggestions

Some exciting changes took place this summer and they happened right in your office. Each staff person is now better equipped to do their part in **GREENING** the campus.

In your space, you now have a blue bin for paper recycling, and a small black bin for trash. In the past, office employees took their recycling to a "common" area where the larger recycling bins were placed, while Housekeeping collected trash from offices three times per week. Now, with the approval of Chancellor Dubois and his Cabinet, employees will continue to take their recycling to the nearest recycling collection site, and *also* dump their trash from their "mini bin" into the nearest common area trash can. Common area trash cans will remain in places such as conference rooms, reception areas, restrooms, and lobbies and will be emptied daily by Housekeeping.

Beginning Wednesday August, 10th, Housekeeping will clean offices once per week on Wednesday nights only. We will: Detail vacuum, high and low dust horizontal and vertical surfaces, dust blinds and wipe your phone and door handle with disinfectant. Housekeeping will not empty trash from individual offices or cubicles after August 10, 2011. Our housekeepers are trained to not move your things, so if you wish for your desk or floor to be cleaned, please ensure that the area is clear before you leave your office on Wednesday.

Why are we doing this? 1. We have been tasked by the UNC Board of Governors to work toward zero waste. In our pilot programs, we have seen an increase of recycling by 20%-25%. 2. Due to a lean budget, we are aiming to do more with less. By cleaning offices only on Wednesdays, we can now direct our focus toward maintaining common areas, floors in high traffic areas, and restrooms. 3. By using the new mini bin, we will save more than \$13,000 per year on trash liners and avoid sending plastic trash liners to the landfill. The mini bins cost about 40% less than a typical trash can.

Thanks for your participation in this program. For Housekeeping questions, contact Michele Kohan at mkohan@uncc.edu or 7-0603 and for recycling questions, contact Devin Hatley at dlhatley@uncc.edu or 7-0606.

In the Paper bin



We accept paper, chipboard and cardboard. Please break down cardboard and leave it by the indoor bins.

Two different kinds of paper

We ask that employees separate their paper into two blends, office blend (white and colored computer paper, manila folders) and news blend (newspapers, magazines, slick paper). In addition, transparencies, and batteries are recycled in some areas of the campus. Please contact us for a battery container if needed. We will collect these items on a call-in basis.

It is the staff's responsibility to empty their own bins in the building's common area which is usually located in a break room or closet.

In the Bottle Bin



We accept bottles and jars, juice containers, plastic bottles and jugs. Juice containers should go in the bottle bin. Please rinse materials before putting them in the bin. **We accept ALL plastics except #6.** Please look on the plastic material to identify the number.



We also accept aluminum and tin cans.

Education Plan

One of the benefits of the program was to increase housekeeping efficiency in buildings.


- Introduced service card to inform employees about what was being done in offices.

Date: _____ Service provided by: _____

Building: _____

UNC CHARLOTTE

- Detail vacuumed entire floor
- High and Low dusted horizontal surfaces
- Dusted blinds
- Wiped phone and door handle with disinfectant

 *I have completed the above work. If you have questions or concerns, please call. Thank you.*

Facilities Management Housekeeping: 7-0503

Comments:

UNC CHARLOTTE

Return to Facilities Management room 144.



UNC CHARLOTTE

The Rollout

We placed 5,000 mini bins over three days.

During the process, we found over 800 recycling bins that were missing and needed to be replaced.





UNC CHARLOTTE

Results & Benefits

- **NEARLY 100% participation from campus staff**
- **Increased recycling by about 20% in offices**
- More efficient cleaning process, which lets us focus on our true customers – Students
- Put emphasis on recycling rather than waste
- Opportunity to provide face to face customer service and recycling education to the campus community



UNC CHARLOTTE

Contact Us:

Brian Guns

Director, Building Environmental Services & Recycling

bjguns@uncc.edu

Shannon Caveny-Cox

Recycling Coordinator

sccaveny@uncc.edu