

**KEEP AMERICA
BEAUTIFUL**

Making Recycling Matter: Educate, Motivate and Activate

College and University Recycling Coalition
October 10, 2016



Objectives

- Share some education and behavior change strategies
- Share how to incorporate in your programming
- Discuss some of the tools and resources available

Who We Are



Keep America Beautiful **inspires and educates** people to take action every day to **improve and beautify** their community environment.

We envision a country where every community is a **clean, green and beautiful** place to live.

We provide the **expertise, programs and resources** to help people:

- **End Littering;**
- **Improve Recycling;**
- **Beautify communities in America.**

Our collective action champions **environmentally healthy, socially connected and economically sound** communities.

Strategic Impact Goals (2025)

End
Littering

END LITTERING IN AMERICA

Reduce litter by 35% in Keep America Beautiful affiliate service areas

Improve
Recycling

IMPROVE RECYCLING IN AMERICA

Improve recycling attitudes and behavior by 20% and quality by 15%;
Provide 5 million individuals with on the go recycling

Beautify
Communities

BEAUTIFY AMERICA'S COMMUNITIES

Improve, restore and maintain 1 million public spaces

Improve Recycling: 2015 Actions & Impact

Raising Awareness:

National public service advertising campaign that has over \$118 million in donated media and 3.8 million website visitors.



\$118
MILLION
in donated media
to date.

Pledge to Recycle:



215,000+
individuals have taken the
"Be Recycled" pledge.
Since 2011

Support Public Space Recycling:



1 Million +
people provided with daily
access to on-the-go recycling.
Since 2010

Recycling Ambassadors:

Work with and provide resources to



6,000+
educators to unify,
simplify and amplify
recycling messaging
and approaches.

Research to Identify Successful Strategies:

First-of-its-kind research regarding recycling bin configuration and communications, improving recycling by



20%↑
in office settings.

Collected Items for Recycling & Reusing:



262+
MILLION LBS.

through America Recycles Day,
Recycle-Bowl, RecycleMania
and the Great American
Cleanup.

Greenhouse gas emissions avoided

equivalent to



87,827

cars removed from the
road for a year based on
CO2 equivalent reductions
from recyclables.

K-12/College Students:

Through our competition programs,
we annually engage



5.5
MILLION students.

Data based on 2015 Keep America Beautiful reporting unless otherwise noted.

Improve Recycling



Educate, motivate, activate individuals to recycle

Individuals &
Consumers



Workplace



College



K-12

America
Recycles
Day

"I Want
To Be
Recycled"
PSA

Recycling
on the Go

Recycling
@Work

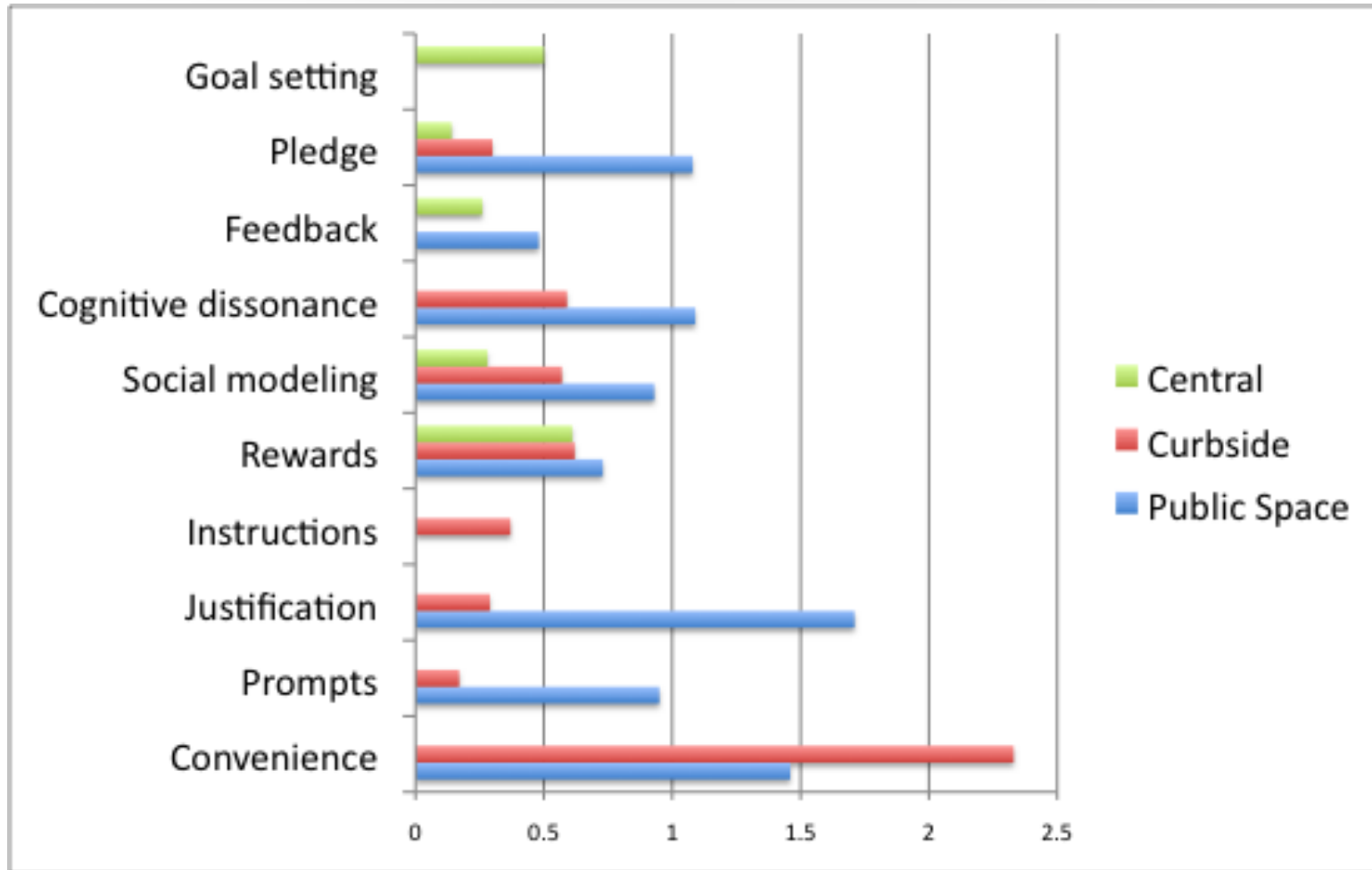
Recycle
Mania

Recycle-
Bowl

Do people care about recycling?



What Works: Different Types of Recycling



KAB Behavior Change System

- Integrated Approach
 - 5 Step Management Process
 - 4 Behavior Strategies
- Created by Behavior Scientists and Experts
- Field-Tested



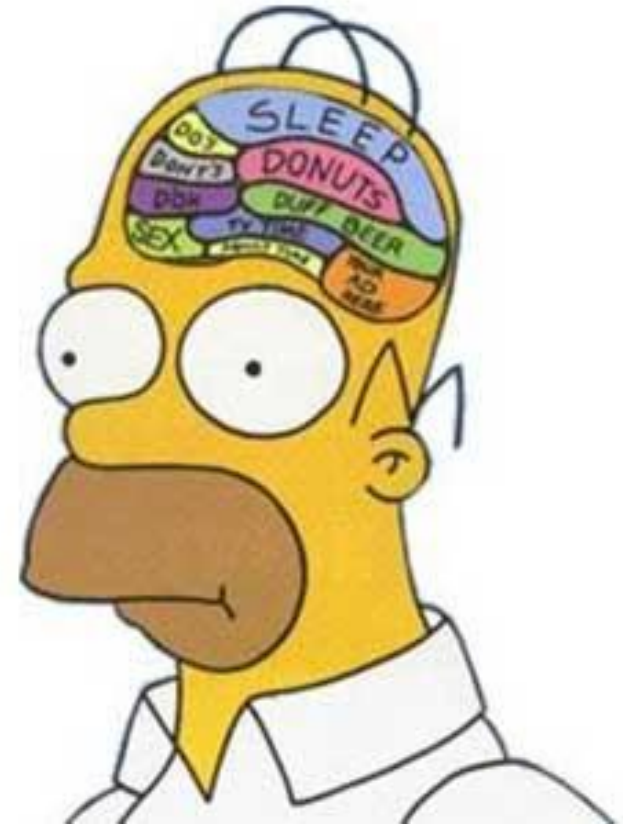
Getting People To Recycle

Behavior Change Strategies:

- Commitment
- Social Norming
- Removing Barriers
- Communication
- Competition

The Homer Principle:

- Recycling isn't focus of their attention
- All bins are "waste" bins at first glance



Commitment: Literature Review

KEEP AMERICA BEAUTIFUL

The Role of Commitment in Promoting Behavior Change A Strategy Guide for America Recycles Day

P. Wesley Schultz, Ph.D.
California State University

Key findings. In the academic research literature, there are more than 100 studies of commitment. Among these are 32 studies that have studied commitment strategies in the specific area of pro-environmental behaviors, such as recycling. The following quotes from reviews of the research underscore the potential for commitments to induce change:

“The findings indicate that commitment techniques have considerable impact in motivating individuals to recycle and that they may be able to overcome some of the limitations encountered by incentive-based programs in promoting resource conservation” (Katzev & Pardini, 1987).

“...commitment... strategies were generally most effective in encouraging environmentally responsible behavior” (Dwyer et al., 1993)

“Taken together, the results suggest that making a commitment to engage in a behavior increases the likelihood of doing it” (Schultz & Kaiser, 2011)

America Recycles Day Commitment

JOIN US IN RECYCLING MORE.

For America Recycles Day 2016, I pledge to:



Learn

I will find out what materials are collected for recycling in my community.



Act

Reduce my personal waste by recycling. Within the next month, I will recycle more and I will buy products made with recycled content.



Share

In the next month, I will encourage one family member or one friend to take the #BeRecycled pledge.

TAKE THE #BERECYCLED PLEDGE

66,259

PEOPLE HAVE SIGNED THIS PLEDGE.

BE THE 66,260TH!



America Recycles Day Commitment Impact

- Response rate: 10%
- Report knowing more: 32%
- Report more committed to act: 34%
- Encourage others: 32%



- **Pledge Impact (survey conducted 2013)**

How it has been used on campuses



Carlsbad Inn Beach Resort



Original Towel Messaging



Old Message:

Help us
conserve our
national
resources!

Revised Towel Messaging

New Message:

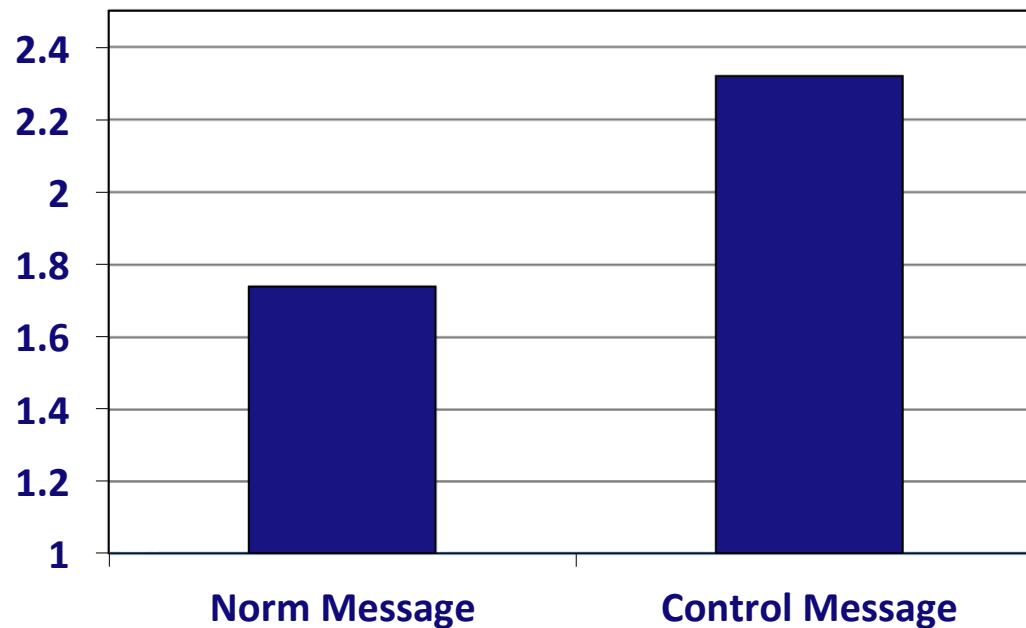
Many of our guests have expressed to us their approval of conserving energy. When given the opportunity nearly 75% of hotel guests choose to reuse their towels each day.



Carlsbad Inn Beach Resort

Results

Number of towels taken out of the room on the first towel replacement day.



Findings: A 25% reduction in the number of towels used!

Competition Research and Strategies

Research: A literature review recommended how to use feedback, prompts, positive emotional states, extrinsic motivation and social norms.

RecycleMania Strategies:

- Feedback (weekly)
- Prompts (posters)
- Positive emotional states
- Norms

The screenshot shows the RecycleMania website interface. At the top is a yellow navigation bar with links: ABOUT, PARTICIPATE, SCHOOLS, SPONSORS, NEWS, and a search bar. Below the navigation bar is a sidebar with links: VISIT OUR STORE, DONATE, and a list of categories: PARTICIPATING SCHOOLS (with sub-links List, Map, 2013 RESULTS, PAST RESULTS), 2013 RESULTS, and PAST RESULTS. The main content area is titled 'Participating Schools' and features buttons for Custom Results, Current Ranking, School Profile, and Participating Schools. Below this, a table provides general information for Duke University, including its location (Durham, NC), athletic conference (Atlantic Coast Conference (ACC)), and website. A 'Weekly Results' table follows, showing recycling rates for various categories across eight weeks. At the bottom, a 'Cumulative GHG Reductions' section highlights a total reduction of 2,728 metric tons of CO2 equivalent, equivalent to 535 cars off the road or the energy consumption of 236 households.

Participating Schools

Participating schools are listed as they register for 2013 RecycleMania.

View Custom School Rankings

General Information

School Name:	Duke University
Location:	Durham, NC
Athletic Conference:	Atlantic Coast Conference (ACC)
Public or Private School:	Private
Web Site:	http://fend.duke.edu/waste_reduction/index.php
Commuter vs. Residential Profile:	Predominantly On-Campus Housing

Weekly Results

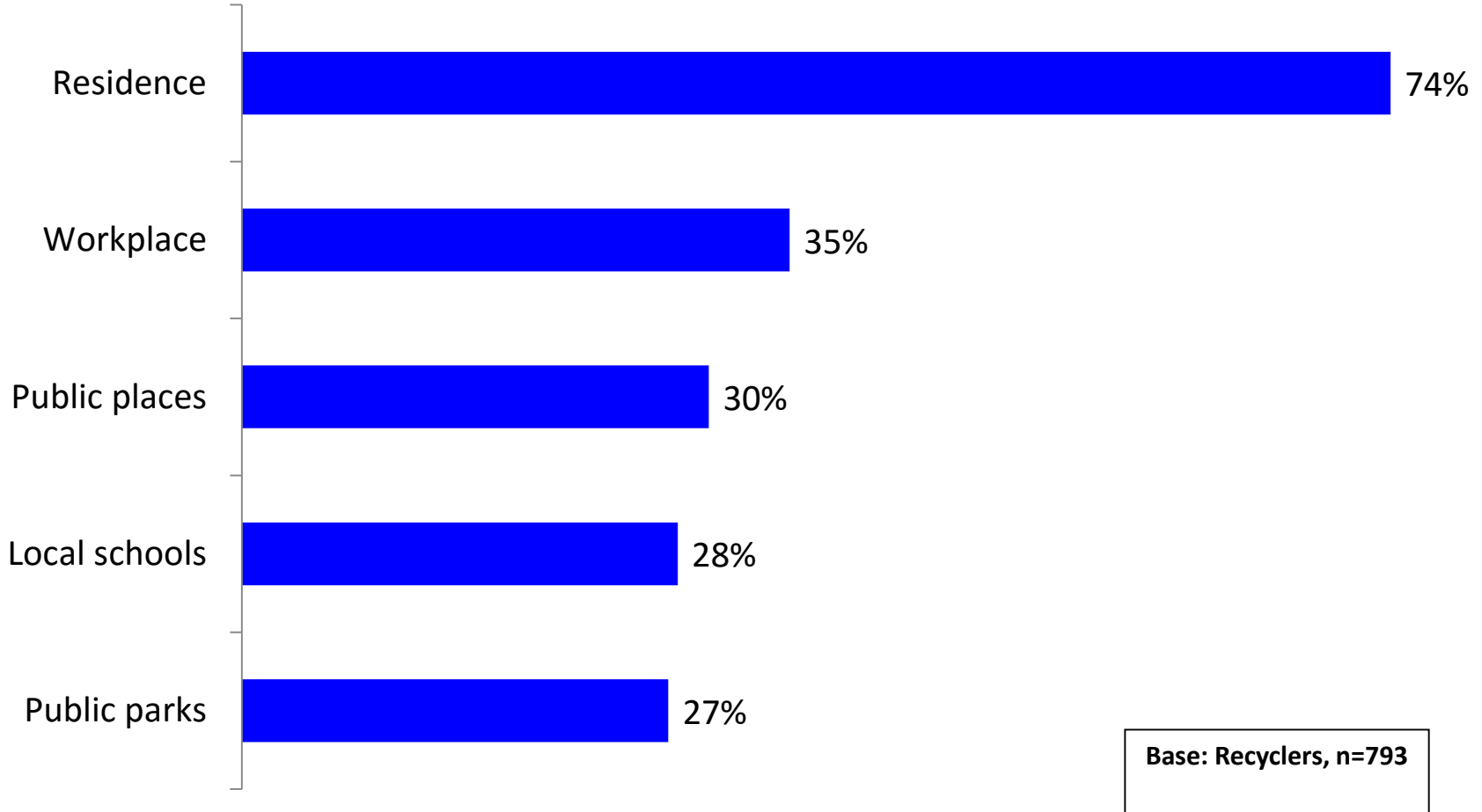
	Year	Preseason Week (Not Cumulative)		Regular Season Week (Cumulative)							
		1	2	1	2	3	4	5	6	7	8
Grand Champion weekly recycling rate (%)	2013	33.70%		28.95%	28.43%	28.05%	28.30%	29.77%	30.72%	32.57%	33.56%
Per Capita Classic Recycling	2013	4.11		3.22	6.69	10.17	13.34	17.79	21.67	26.07	30.14
Gorilla lbs	2013	183,047		143,888	298,016	452,964	594,572	792,852	965,472	1,161,712	1,343,032
Paper Recycling	2013	3.29		2.25	4.92	7.68	9.94	13.35	16.26	19.64	22.89
Corrugated Cardboard Recycling	2013	0.68		0.82	1.49	2.03	2.81	3.43	4.05	4.74	5.23
Bottles & Cans Recycling	2013	0.14		0.15	0.28	0.40	0.60	1.02	1.36	1.69	2.02
Food Service Organics Recycling	2013	0.40		0.51	1.01	1.52	2.02	2.43	2.85	3.26	3.67

Cumulative GHG Reductions

2,728 Metric Tons of CO2 Equivalent, or
535 cars off the road, or
the energy consumption of 236 households

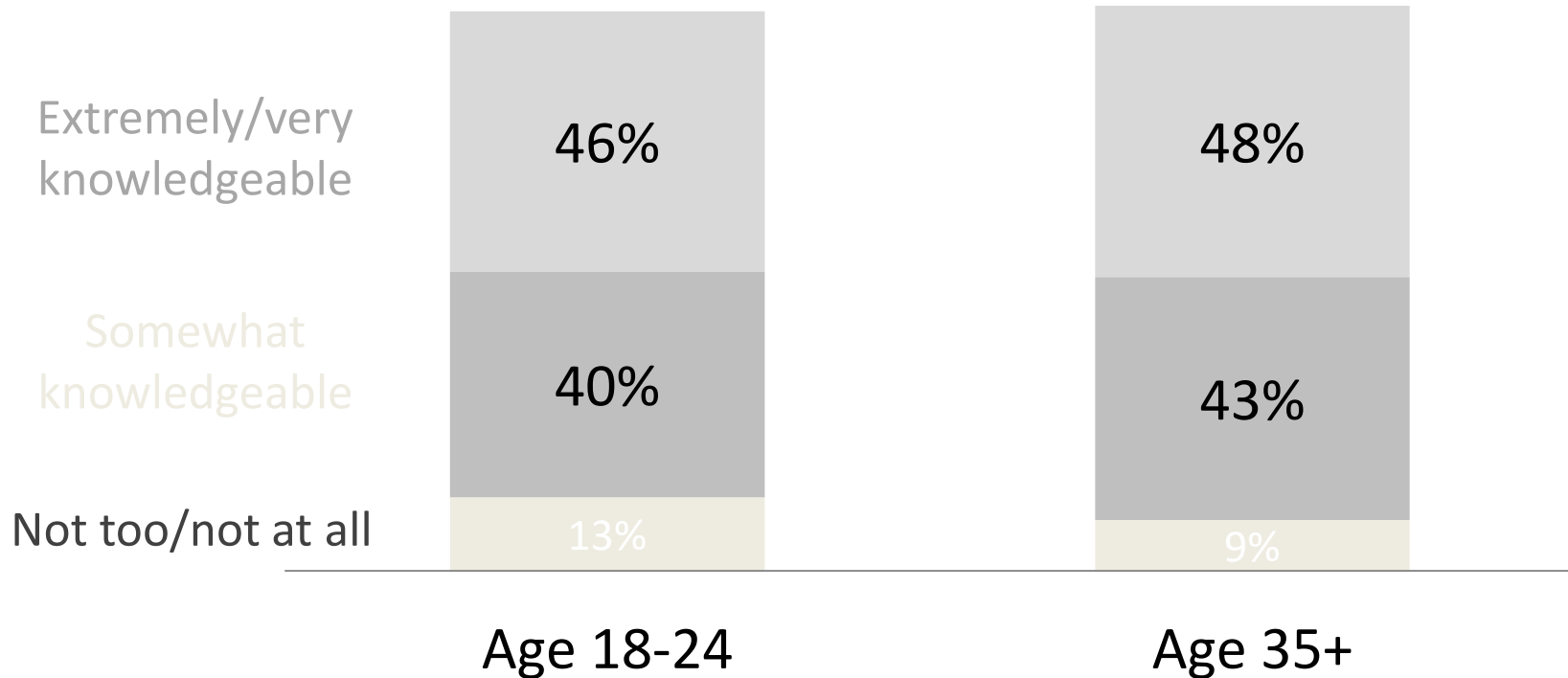
Ease of Recycling by Location

Recyclers find it easiest to recycle in their own residence.



Knowledge of Recycling

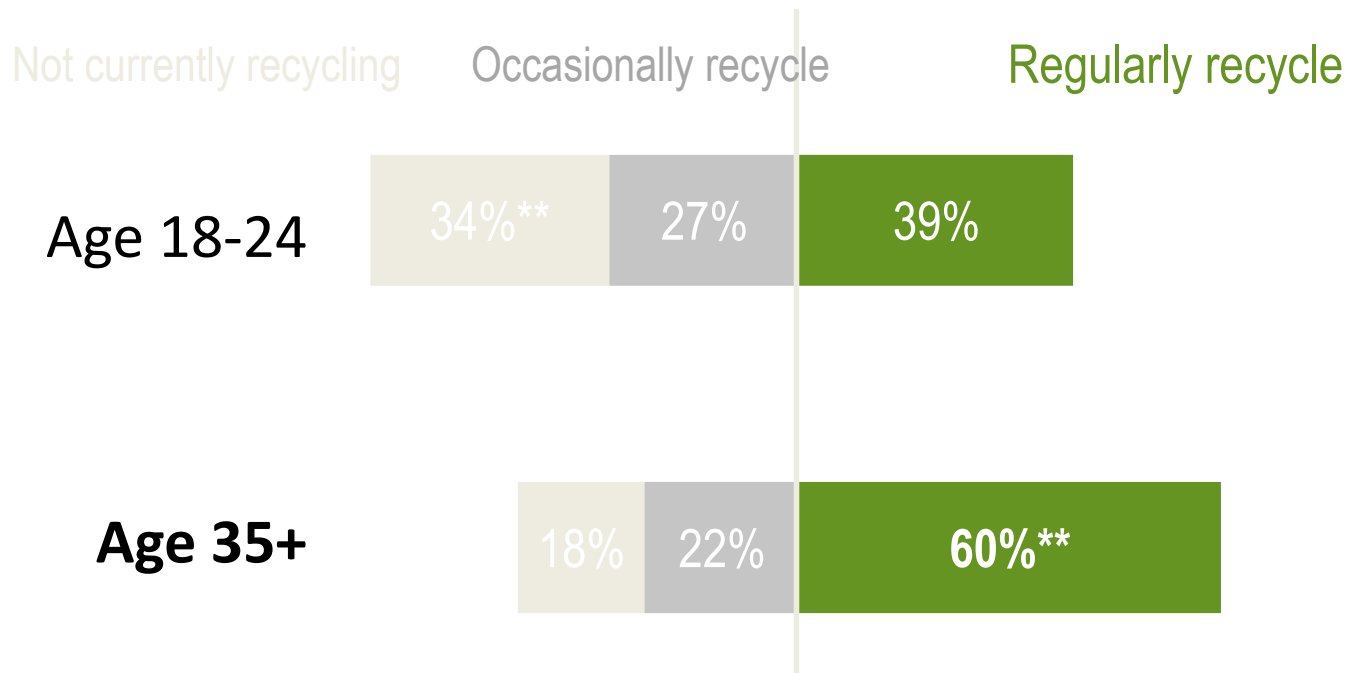
There is no significant difference in how knowledgeable college-aged adults vs. adults 35+ are about recycling



Q: How knowledgeable are you about recycling in terms of knowing how and what to recycle.

Frequency: Opportunity for College-Aged to recycle more

Adults 35+ report that they **regularly recycle** significantly more than college-aged adults.



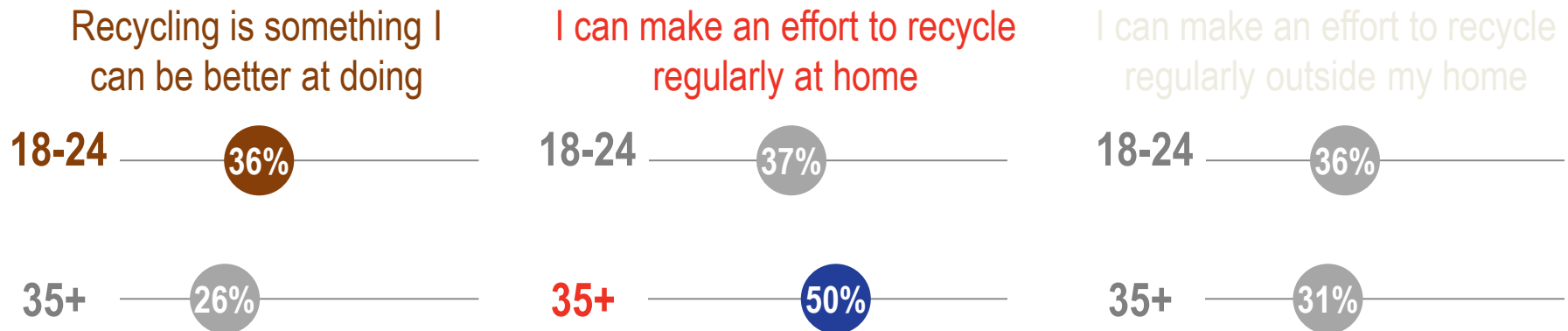
Significant at 95% (**) confidence

Q: Frequency of recycling.

Attitudes about Recycling

More **college-aged adults** say that recycling is something they can be better at doing

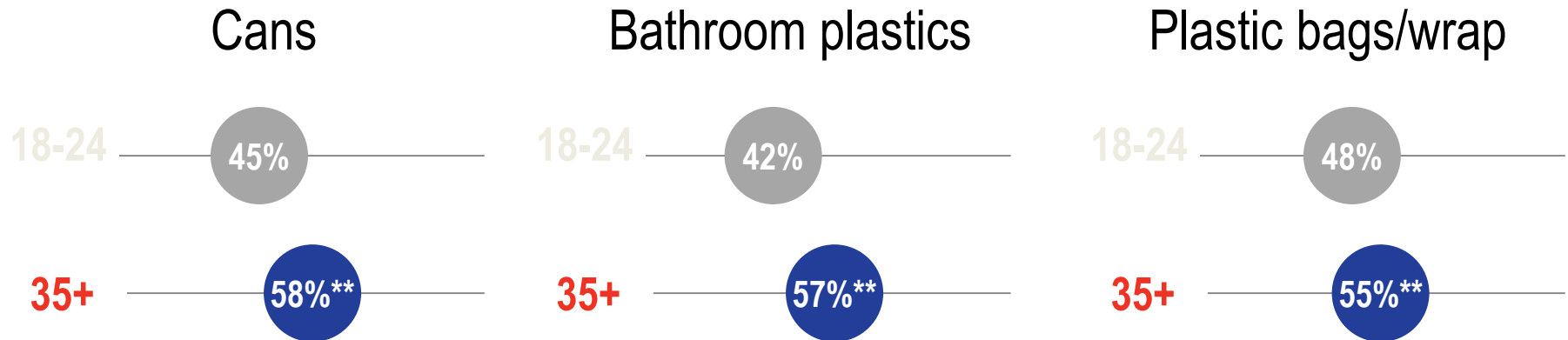
Adults 35+ more often report that recycling is something they can make an effort to do regularly at home



Significant at 95% (**) confidence

Cans, Bathroom Plastics and Bags

Adults 35+ recycle cans, bathroom plastics, and plastic bags/wrap significantly more than college-aged adults



Significant at 95% (**) confidence

Recycling@Work Research

Objectives:

- Test the impact of recycling and trash bin configurations on recycling in the workplace.
- Metrics
 - Increase recycling
 - Reduce trash in the recycling bins
 - Reduce recyclables in the trash bins



Four Set-ups Tested

- 1) Little trash bin with desk sized recycling bin
- 2) Equal size trash and recycling
- 3) Recycling bin only
- 4) Information only



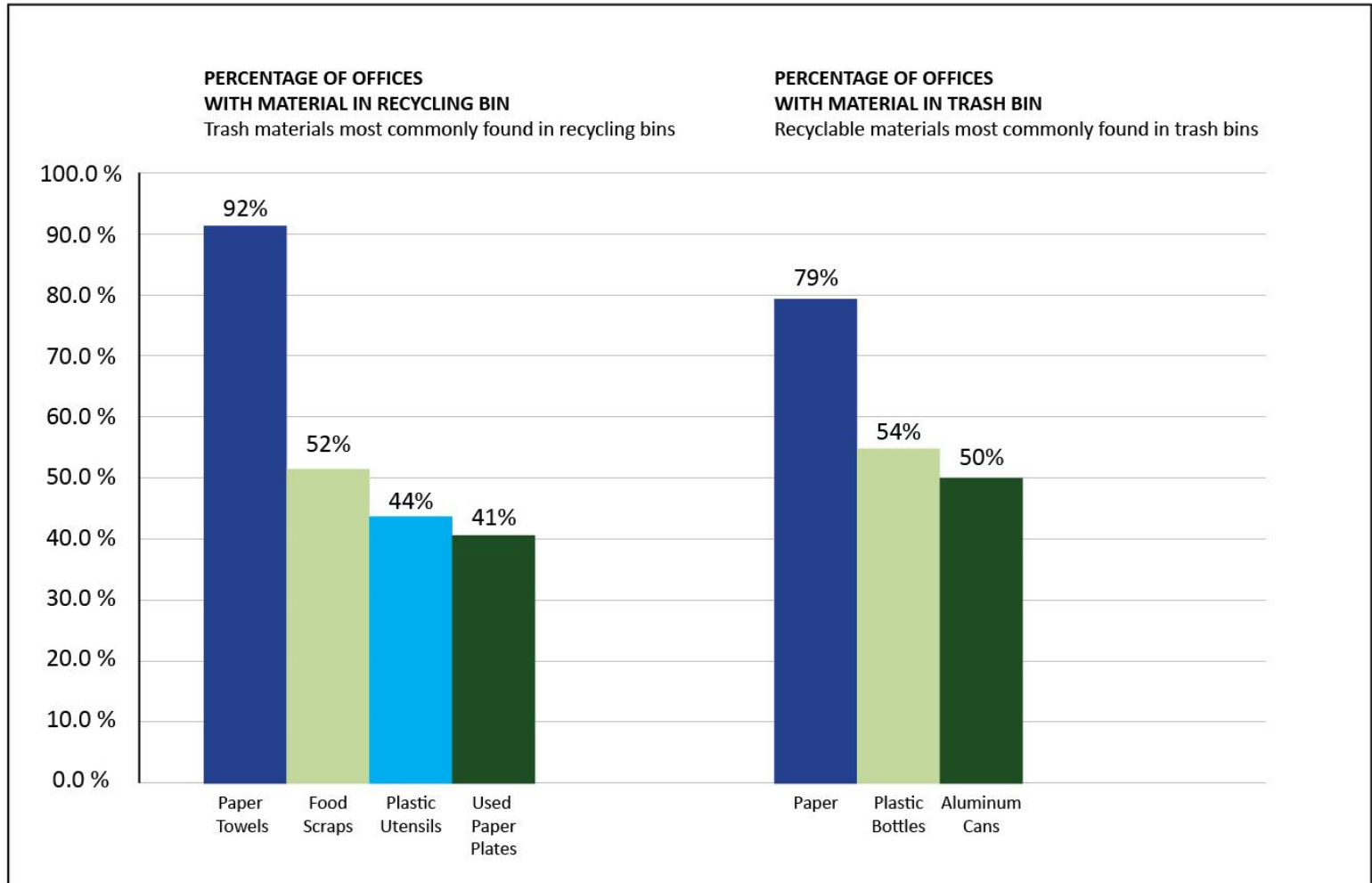
Common Area Bins and Signage



RECYCLING	LANDFILL
<p>These are some common <u>recyclable</u> items in your office.</p> <p>Please put these items in a <i>recycling</i> bin:</p>	<p>These are some common <u>non-recyclable</u> items in your office.</p> <p>Please put these items in a <i>landfill</i> bin:</p>
 <p>Office Paper</p>	 <p>Food Scraps</p>
 <p>Plastic Beverage Bottles</p>	 <p>Bubble Wrap</p>
 <p>Aluminum Beverage Cans</p>	 <p>Plastic Eating Utensils</p>
 <p>Frozen Dinner Boxes</p>	 <p>Used Paper Plates</p>
 <p>Soup Cans</p>	 <p>Paper Towels</p>

****Please note that these are some common items. For a more comprehensive list of recyclable and non-recyclable items see your building manager, or your waste hauler's website.**

Frequency of Incorrect Disposal



Conclusions and Recommendations

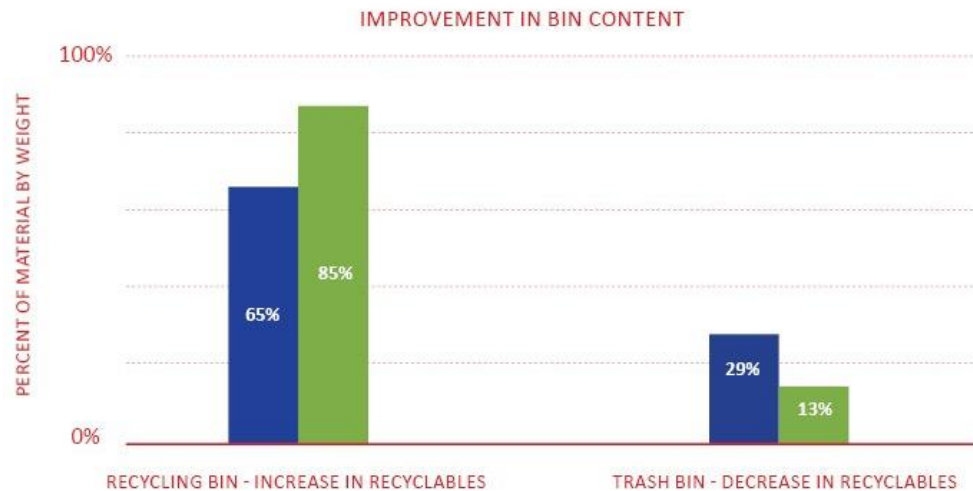


Conclusion: Little Trash Most Successful

- Increased correct disposals
- Decreased recyclables in the trash from 29% to 13%
- Decreased recycling bin contamination by 20%

Positive experience

One thing I particularly liked about the Recycling at Work was: *“different sized bins really helped.”*



Equal Size - Fairly Successful

Some desirable changes:

- Kept trash out of the recycling
- No significant decrease in recyclables in the trash
- No significant change in the weight of paper in trash
- Decreased recycling bin contamination 17%



Positive experience

The thing I did differently because of Recycling at Work was... *"I recycled more often and with more confidence since I now have a better understanding of what to recycle and what not to [recycle]."*

Recycling Only-Least Successful

Poor results

- Undesirable or neutral audit results
- 14% increase in recyclables in the trash
- No change in weight of office paper in the trash
- No change in recyclables in the recycling



Neutral to Negative experience

One thing I would change about Recycling at Work is: “[I] need to have both trash cans in my office, not just a recycle bin. For example, I eat a banana every day and having to walk the peel to the kitchen room is a nuisance.”

Information only

- No behavioral changes
- Some changes in knowledge
- Insufficient to change behavior
 - Necessary to go beyond



Resources

- See <http://recyclingatwork.org> for more information, tools, report and fact sheet



National Recycling PSA Campaign

Increase recycling
participation by creating
strong **passion** and **reason** to
believe in recycling



Strategic Territories

Five creatively driven strategic territories:

[illegible]

THE EARTH WANTS YOU TO RECYCLE.

LEARN.

Recycling is part of everyone. We get our food, water, air, and shelter from it. Out of the entire earth system, it's the only place where we don't have to dig. It's the Earth that provides the raw materials, it's only right that we agree to help out. Especially when there's something as easy as this to do: recycling. Sorting garbage and recycling doesn't look much, either, at all, and even though recycling takes a little know-how, with a little effort it's really so simple. We make sure the Earth gets it, so we can get the materials people need to do its recycle and manage and conserve them for when we need it the most. Basically, if Earth wants to do any recycling, that's you. So, what are you, 100% pretty please?

THE OVERALL MESSAGE IS:

THE IDEA BEHIND THIS:

THINK:

FEEL:

DO:



The collage features several images: a large central photo of a person in a field, a smaller photo of a group of people, a photo of a globe, a photo of a sunset, and a large photo of the words 'LOVE EARTH DAY' made of flowers and leaves.

**NOT RECYCLING IS
NOT COOL.**

IDEA:

Critics. While not trying to be mean here, but recycling isn't dead. By no means is it an act, and recycles in another. The only reason we can't talk of the not recycling our families is just being a kid. When people are unaware not waste, we want them to stop and think. "Recycling?" has a meaning we should recycling and getting a better, and telling our friends about our families. It's not to make recycling a bad word. It's time to realize that a little bit of recycling is not bad. It's time to stand up and be a leader. "Don't be a kid. Recycle."

THE JOURNAL MESSAGE IS:

THE IDEA MAKES ME:

THINK:
FEEL:
DO:

THE POTENTIAL OF TRASH

IDEA:

When you look at it closely, what do you see? Do you see trash or a treasure of potential? Because when you look at one of the things on display in the landfill next to her house, Courtney said she couldn't even imagine this as an average Chinese person. A person who had never thought about the way she wastes things. When you see the world through the eyes of a resident, potential is everywhere. Suddenly recycling seems possible. Cars could become recycling plants, bottles could end up as beautiful, colorful glass. It's all a matter of getting to where recycling is the winning game.
















THE OVERALL MESSAGE IS:

THE IDEA BRINGS ME:

NAME: _____

EMAIL: _____

NO. _____

YOUR TRASH TALKS

IDEA:
 Your best sales pitch about you. What you consume, what you're willing to spend on (they agree). How much you make and whether you're willing to work that (they agree) (step of choosing). You could probably put a pretty accurate picture of a person by offering things they "consume". Here are some ideas to make sure they'll be as prepared to what you know you, by looking through what people consume and eating people in a lot of different categories like, or even if they agree for their best can speak quickly.

THE OVERALL MESSAGE IS:

THE IDEA MAKES ONE:
 TITLE: _____
 PITCH: _____
 OR: _____

Campaign Goals

- **Increase** recycling participation
- **Educate** and **motivate** people to recycle more
- **Transform** recycling into a daily social norm
- **Provide** tools to inform people how & where to make recycling happen

Call to Action

- Give your garbage another life.



PSA: Journey



Do you have a recycling bin in your ...



Superhero :30



Campaign Results Overview

\$125M

Total campaign
donated media

Exposure

38%

Have seen/heard the campaign

Awareness

3.8M+

Visitors to Website

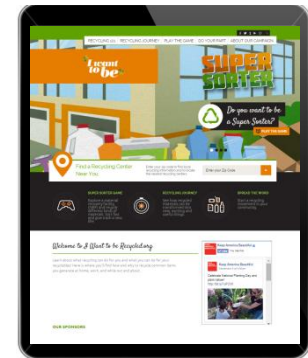
Engagement

*"I want
to be
a bike.
Recycle me."*



KEEP AMERICA
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Integrated Campaign



I want to be



Mobile • Social • Outdoor • Partnership • TV • Online • Radio

Purdue

KAB – GWU Recycling Association Survey

Objective:

– What do people associate with recycling: shape, color, wording

- Partnered with George Washington University
- 2014 on-line survey of 750 people

– Key take-aways:

- Blue = recycling – 79%
- Green or Brown for composting (41%/51%)
- Square bin = recycling, round = trash
- Messaging:
 - “Mixed Recycling” works (77%)
 - “Single Stream” Doesn’t (11%)
 - Icons + words – potential for confusion – in the field study underway

RECYCLE HERE

•Cans



•Paper



•Bottles



Conclusions

- Behavioral strategies can make a difference
- Proven through research, testing and evaluation
- Key Approaches:
 - Convenience
 - Communication
 - Model Behavior
 - Be positive
 - Keep it simple
 - Consistency



Theme: #BeRecycled

- “#BeRecycled” invites individuals to actively live a recycled lifestyle.
- We encourage everyone to commit to the “Reduce. Reuse. Recycle,” mantra in every aspect of their lives – at home, at work/school, and on-the-go.
- And, it doesn’t have to stop there. There is an abundance of consumer products for purchase that are made from recycled content – make a pledge to buy those items over the traditional versions.



America Recycles Day Tools & Resources

- AmericaRecyclesDay.org provides event organizers with a wide variety of tools and resources to make event organizing easy and successful.



REGISTER YOUR EVENT

ORGANIZE AN EVENT

ATTEND AN EVENT

TAKE THE PLEDGE

FIND RECYCLING



10 IN THE BIN



Go To Guides



How To Recycle



Posters and Signage

Resources

- **America Recycles Day** - <http://americarecyclesday.org/>
 - **Public Space Infrastructure BMPs**
- **Recycle-Bowl** - <http://www.recycle-bowl.org/>
- **Recycling @Work** - <http://recycle@work.org>
- **National PSA Campaign** - www.iwanttoberecycled.org

QUESTIONS?



Recycling Department



Brenda Pulley
Senior Vice President,
Recycling



Alec Cooley
Director,
Recycling Programs



Tyler Orton
Manager,
Recycling Programs

Giulia Manno
Program Coordinator,
Recycling Programs



Emily White
Marketing Manager,
Programs

UNIFY, SIMPLIFY AND AMPLIFY

WHAT CAN I RECYCLE?

TOP 10 IN THE BIN

1. CARDBOARD
2. PAPER
3. FOOD BOXES
4. MAIL
5. BEVERAGE CANS
6. FOOD CANS
7. GLASS BOTTLES
8. JARS (GLASS & PLASTIC)
9. JUGS
10. PLASTIC BOTTLES AND CAPS

ALSO RECYCLABLE BUT NOT IN CURBSIDE BIN

- PLASTIC BAGS AND WRAPS
- ELECTRONICS
- TEXTILES

Find out about your local recycling options here: www.iwanttoberecycled.org

America Recycles Day NOVEMBER 15

What can I recycle?

FIND OUT ABOUT YOUR LOCAL RECYCLING OPTIONS: americarecyclesday.org

- ☒ Check Here
 - ☐ Bottles & Cans
 - Beverage cans
 - Food cans
 - Glass bottles and jars
 - ☐ Paper
 - Cardboard boxes
 - Magazines
 - Newspaper
 - Paper Bags
 - Paper Towel roll
 - Unwanted mail
 - ☐ Plastics
 - Laundry Detergent bottles
 - Milk and juice jugs
 - Mouthwash bottles
 - Plastic bottles and caps
 - Shampoo bottles
 - ☐ Check Locally
 - Cartons (Juice and milk)
 - Flammable
 - Plastic Tubs

Take to Retailers

- Plastic bags and film
- Dry cleaner bags
- Newspaper bags
- Plastic bags

KEEP AMERICA BEAUTIFUL

My Recycling Day is: _____

America Recycles Day NOVEMBER 15

I ♻️

My Recycling Day is: _____

What can I recycle?

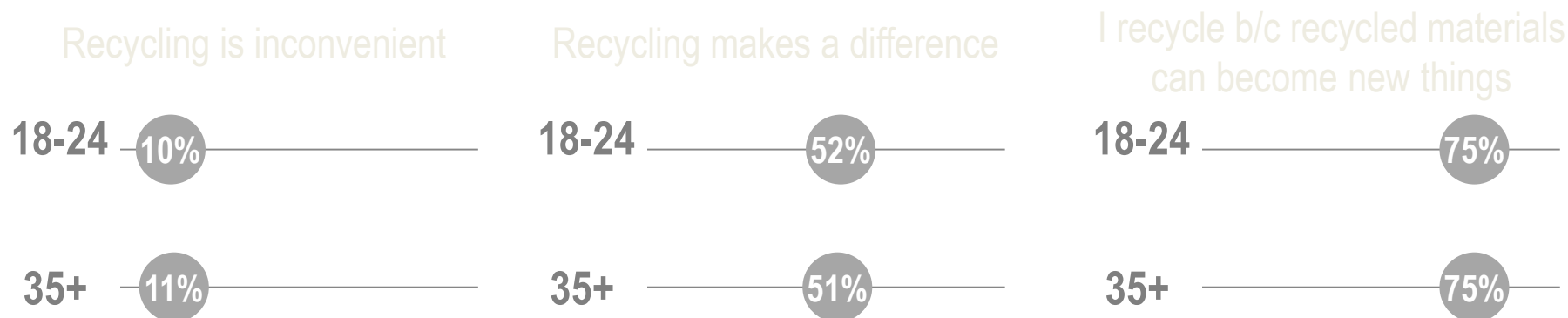
- ☒ **Plastics**
 - Bottles and Caps
 - Tubs
- ☒ **Paper**
 - Cardboard
 - Magazines
 - Newspaper
 - Office Paper
 - Phone Books
 - Unwanted Mail
- ☒ **Metal**
 - Aluminum Cans
 - Steel Cans
- ☒ **Glass**
 - Bottles
 - Jars

FIND OUT ABOUT YOUR LOCAL RECYCLING OPTIONS FOR THESE AND OTHER ITEMS: americarecyclesday.org

KEEP AMERICA BEAUTIFUL

Attitudes about recycling

There is no significant difference between college-aged adults vs. adults 35+ in terms of attitudes about recycling



Q: How much do you agree or disagree with various statements about recycling.

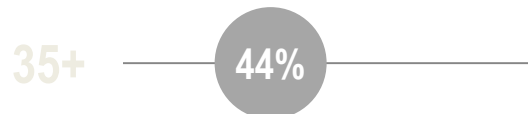
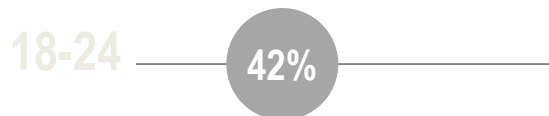
Recycling in the Bathroom

More **adults 35+** report that they consistently **recycle in the bathroom** than college-aged adults.

At home - Kitchen



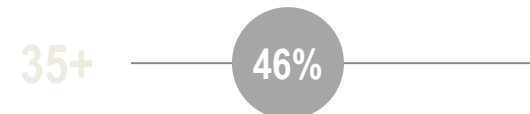
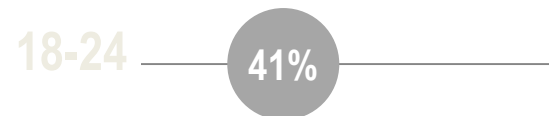
Office/workplace



At home - Bathroom



Public places



Barriers and Benefits

■ Barrier: *Anything that **reduces** the probability of a person engaging in the target behavior*

- Structural: difficulty, lack of access, lack of knowledge or awareness ...

■ Benefits: *Anything that **increases** the probability of a person engaging in the target behavior*

- Structural: lack of motivation, saving money, improve property value, safer, more beautiful ...