



Getting People to Use the Bin:

Case studies in strategic bin placement and messaging that motivates people to recycle

March 13, 2014

Thank You To Our Sponsors

Series Sponsor



A special thank you to Clean River Recycling Solutions and Max-R for their sponsorship of this webinar



Agenda

Welcome & Introduction

Getting People to Use the Bin:

Case studies in strategic bin placement and messaging that motivates people to recycle

Speakers:

- Tom Jones, Director of Custodial, Recycling, Solid Waste and Special Events - Clemson University
- Matthew Hirota, Waste Reduction/Recycling Coordinator - University of California, Merced
- Brenda Pulley, Senior Vice President, Recycling- Keep America Beautiful

Q& A (after the presentation)

Your Hosts!



Thomas Jones



Matthew Hirota



Brenda Pulley



The Science of Getting People to Use the Bin

- *A look at strategic bin placement.*

A fresh look at an old problem.



“If you want small changes, work on your behavior:

If you want quantum-leap changes, work on your paradigms.”

Stephen R. Covey

Why do we make it easy to throw away trash?

Have a vision

Wait for a “Champion”

And while you are waiting ...

Build the foundation

Be ready when the time is right to put all other interest to the side.

Vision

1. Establish a Waste Management Plan Hierarchy



Conservation, Resource Management and Waste Elimination, cont'd
Solid Waste in Landfills Reduction By Maximizing Sustainable Diversion Methods
Americans spend millions of dollars each year mining, harvesting, manufacturing, shipping and selling materials designed to be thrown away. The entire consumer model is based on a model of consumption and the most aggressive economic plans call for an acceleration of consumption as means of stimulating the world economy. The entire convenience driven, disposable products marketing plan is contrary to sustainability.

At Clemson University, we understand that to build a Sustainable Campus, we need to do more than look at our energy consumption. We need to take a fresh look at everything we purchase and determine if it is the best choice for us. Sometimes the lowest price has a hidden cost that must be considered. We have learned that to build a building to be energy efficient may cost a little more during construction, but rewards are reaped for many years to come. That is true in other purchases as well from writing instruments to paper, from vehicles to fuel types and from food to computers.

The University will develop a culture of procurement that asks the important questions and seeks ways to reduce our waste from packaging reduction to life-cycle cost comparisons. What is no longer needed will be reused as a first choice, recycled where possible, researched for alternative energy as the final means of diversion and only buried when necessary.

And be able to defend it!

Education & Research
Energy & Environment
Culture & Leadership



solid green
FOR A BETTER FUTURE

"Solid Green: For a Better Future"
is Clemson's anti-litter and environmental sustainability campaign. Its mission is to promote a "green" campus by coordinating and sponsoring events that further Clemson's commitment to the environment and sustainability. The goals of Solid Green are to raise awareness of littering on campus, recycling, energy and water conservation and other environmental issues; to promote clean-up activities and other events; and to support student groups that promote environmental awareness.

Solid Green is all about taking pride in Clemson's campus, taking responsibility for keeping it clean and taking action to help sustain the environment for a better future.

Build the Foundation

Build your credibility with decision makers / groups.

Build rapport with students outside the environmental / sustainability group.

Housing **Athletics**
FACILITIES PROJECT MANAGERS
Faculty
Dining Services
University
Organizations

“The University will develop a culture of procurement that asks the important questions and seeks ways to reduce our waste from packaging reduction to life-cycle cost comparisons. What is no longer needed will be reused as a first choice, recycled where possible, researched for alternative energy as the final means of diversion and only buried when necessary.”

Vision

2. Design your new collection process to handle the potential volume.

How does trash get removed? Learn from its efficiencies.

Get Custodial involved.

Eliminate “hub and spoke” collection systems.

Blank Slate – what would you do if you just purchased this recycling company and had to make a profit?

Establish route frequencies based on volume.

Put your plan in writing.

And start doing it!

Build the Foundation

Beg, borrow or trade for the right equipment to improve the collection efficiency.



Vision

3. Research and write a building standards that fit your University's style.

Standard bin size, shape and quantities

Collection methods and needs for access and egress

Exterior access and storage requirements

Sample drawings, photos and site plans

Standard equipment dimensions for front loaders, rear loaders and other equipment needed to collect materials.

And be able to defend it!

Build the Foundation

Earn the right to make recommendations to construction standards.

Learn how your university sets these standards and write a “suggested” update.

Get to know the people who make those decisions and ask them how you can help the University be more consistent in this area.

Most Architects forget to design for the waste stream until the last minute. You can help make them look good.

Provide them with data they need and pictures.

A “Champion”

Ours was a Business class student project. They want to do a proposal to put recycling outside near trash cans. I showed them this article and they took it and ran with it.



The Mini Bin



**CleanRiver**
RECYCLING SOLUTIONS
A division of Midpoint International Inc.

Be ready when the time is right to put all other interest to the side.



Strategies to Expand Recycling Efforts

Develop a “Bring Your Own Cup” (BYOC) strategy in our dining halls and meeting rooms.

Expand “Trayless” dining program

- We will convert the remaining dining halls to a plate only dining experience.
- We will market to both current and prospective students the sustainable choice of this program.

Develop a “Need It – Use It” program for office supplies

- Collect unneeded items from across the campus to a convenient location to be shopped by departments.
- Market the program and include incentives for departments to participate.

Expand recycling in all the buildings

Implement current student pilot program removing trash cans from class rooms and offices while retaining the quality of spaces in campus buildings.

- Market the sustainability value of the program.
- Treat all paper documents as secure documents requiring destruction / recycling and prohibiting throwing in waste cans.
- Provide incentives for innovative ways to increase recycling rate.
- Set a goal of 75% recycling rate by 2020.

Enforce the Construction & Demolition recycling plan on all projects.

Raise the goal to 100% recycling rate with 75% as the minimum.

Increase research in composting of food waste.

- Integrate in-vessel compost program with class studies.
- Integrate mushroom compost research with on-campus composting.

Research alternative energy as a means of diverting material not recyclable or compostable.

Bury only the items that cannot be managed by one of the other methods.

Education & Research

Energy & Environment

Culture & Leadership



Photos taken from the recent Lighten Your Load event. We “Reduced, Reused and Recycled” 12 tons of material!

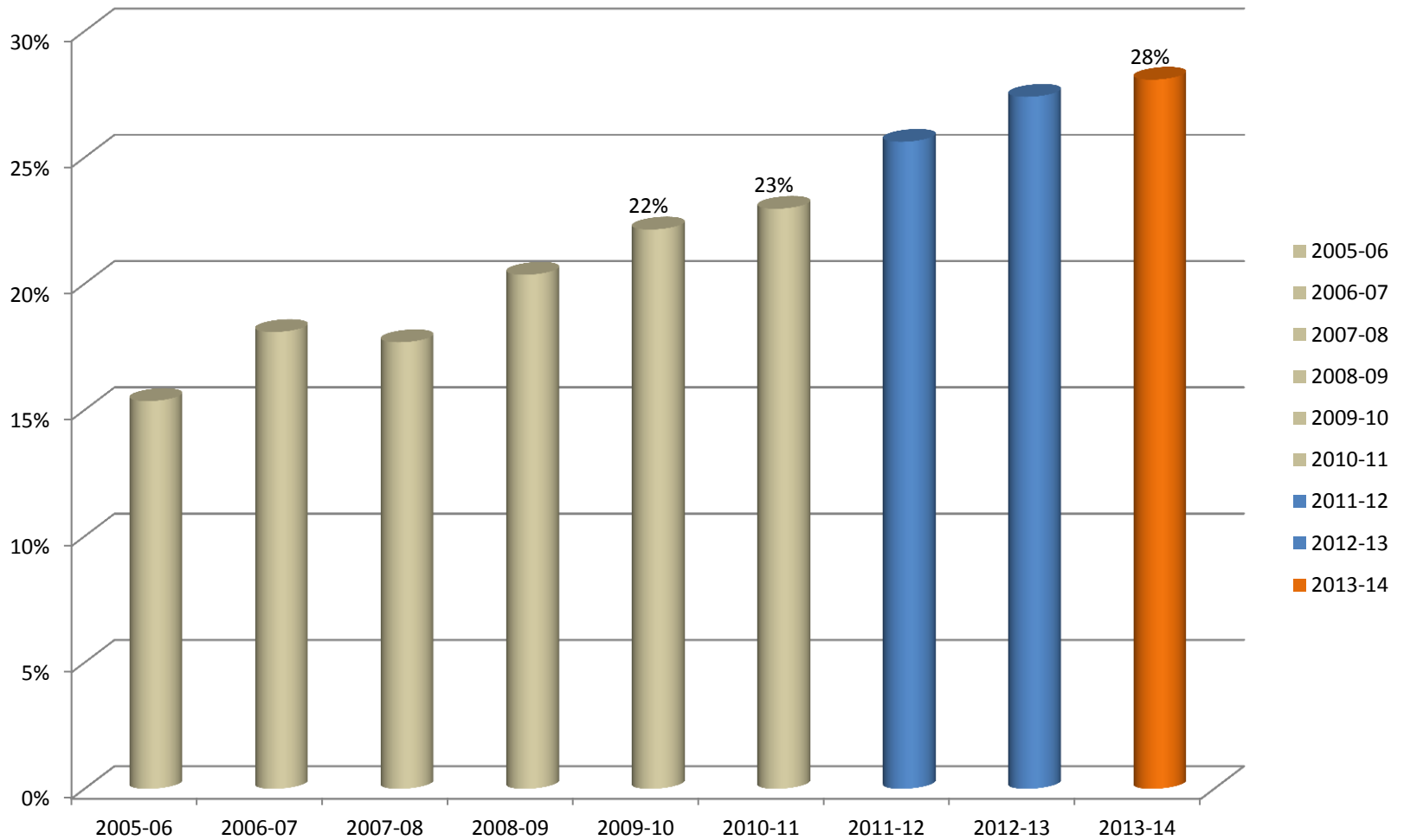
“Expand recycling in all of the buildings
Implement current student pilot program removing
trash cans from class rooms and offices while
retaining the high quality of space in the buildings.”

Clemson University Sustainability Plan (page 32)

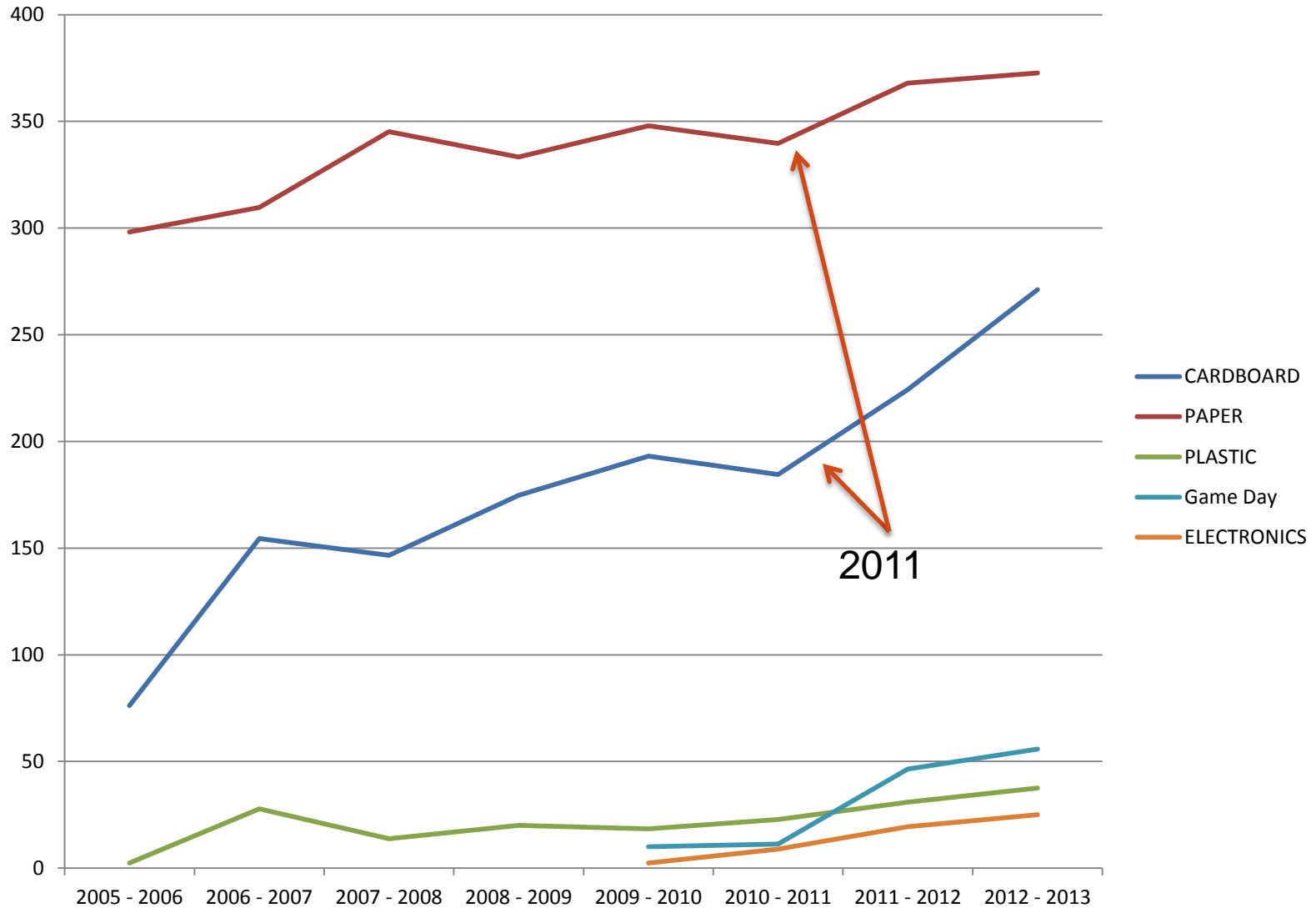
I do not recall giving you permission to put a trash can at every desk. I do not think you need my permission to take them out. You can start with mine.

President Barker

Recycling Rate



The Science of Getting People to Use the Bin



Remember: People Do Things For Their Reasons, Not Yours!



Our Typical Recycling Stations

Trash / Paper / Glass / Plastic / Aluminum

Or

Trash / Paper / Bottles/ Cans

Or

Trash / Compost / Bottles/ Cans



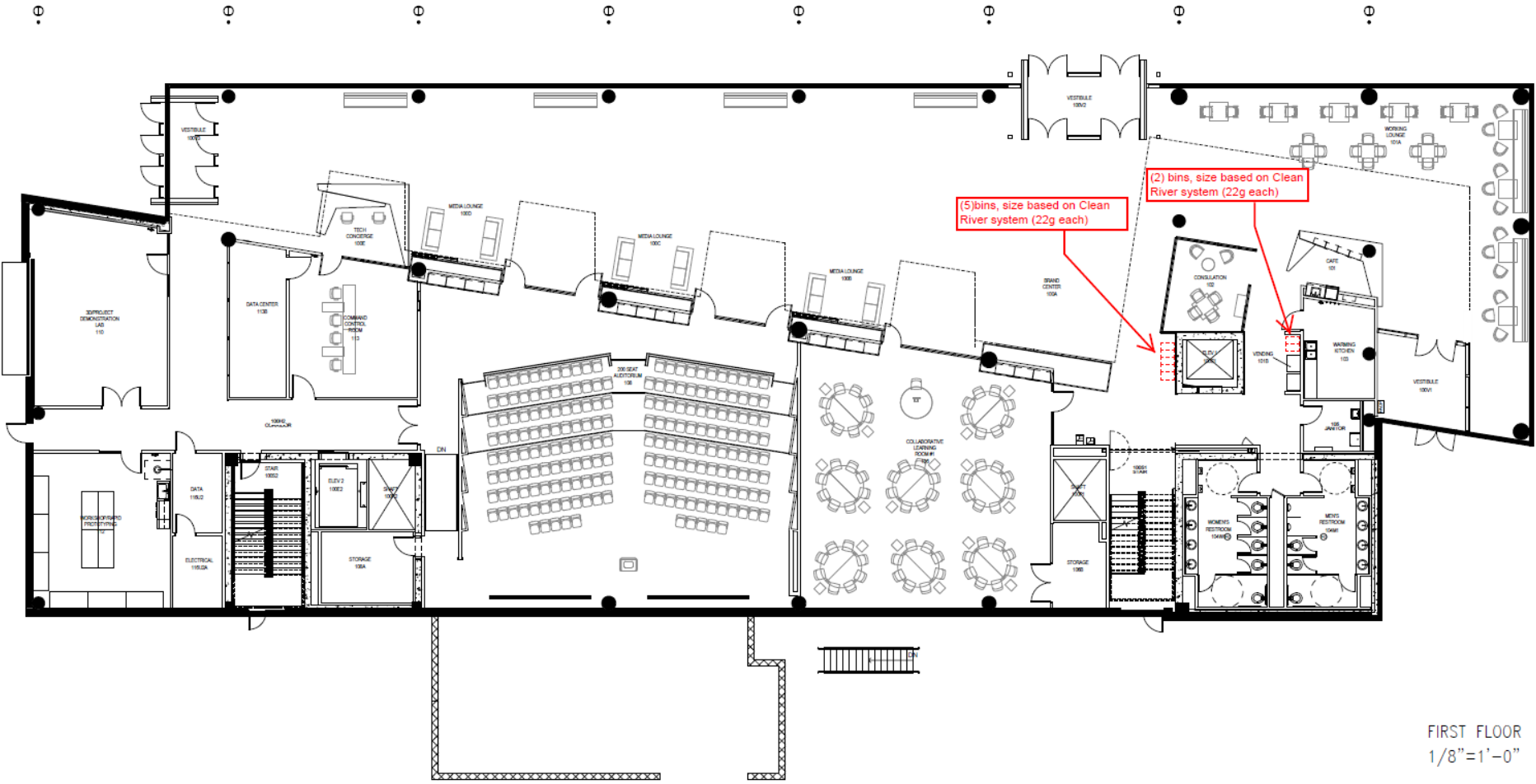
R2 Front Loading Recycling Station



Our Guidelines for Recycling Station Placement

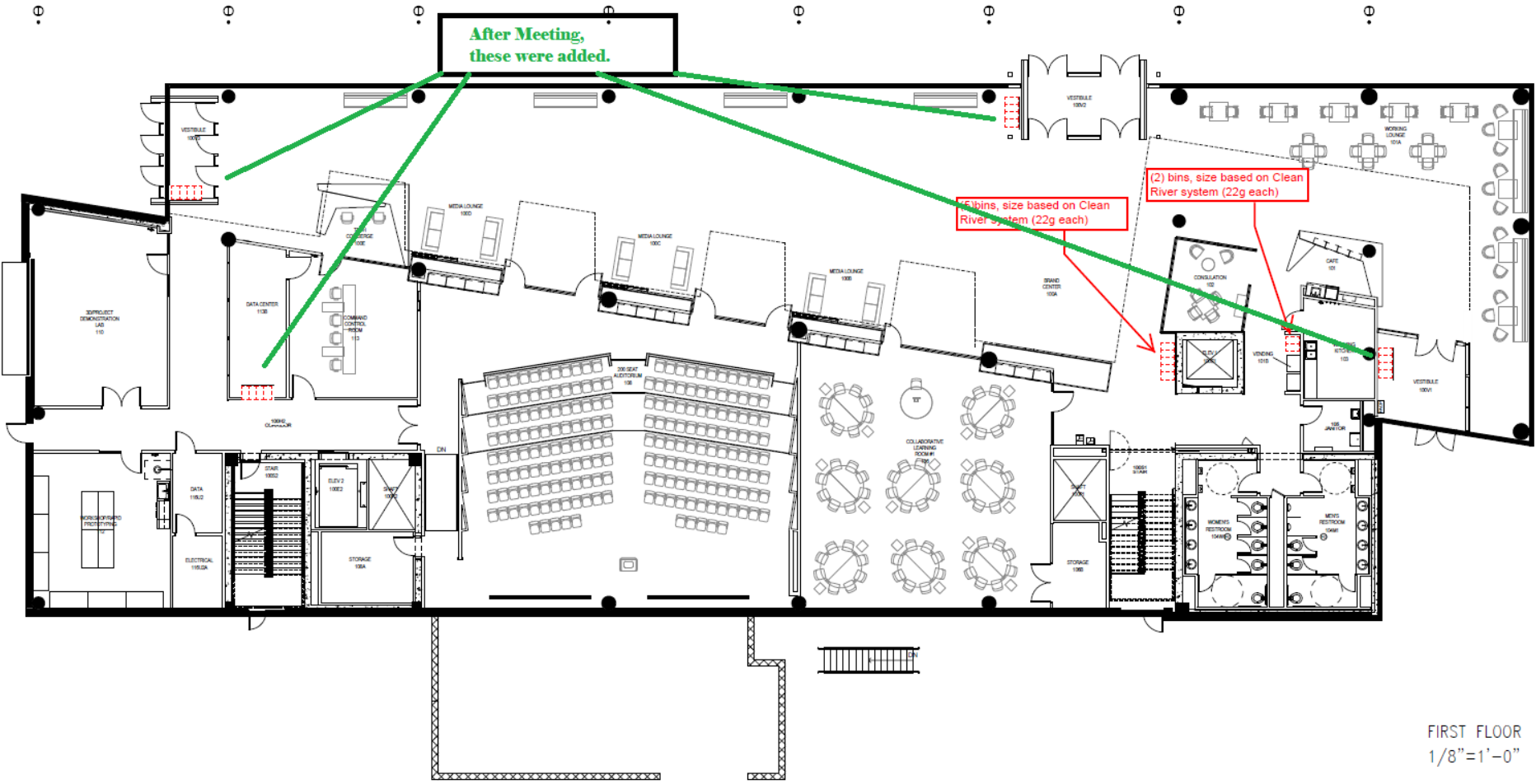
- Look at traffic patterns
 - Between major congregating areas and exits
 - Near main entrance/exit
 - Complete Recycling Stations – The only place we allow a Trash Can without a full Recycling station is Rest Rooms
 - Break rooms are adjusted based on utilization
 - Paper Recycling Bin by every printing station
-
- Not in stairs
 - Not in closets

The Science of Getting People to Use the Bin



FIRST FLOOR
1/8" = 1'-0"

The Science of Getting People to Use the Bin



FIRST FLOOR
1/8" = 1'-0"



Recycling is Sound Business

How Can We Get People To Recycle More?

Find their key motivation

Because it is the right thing to do ...

Give them more access.

Because it is easy ...

Find ways to make it easier.

Because it is required...

Apply more peer pressure.

Because it make business sense ...

Provide more information and statistics.



Can We Ever Expect That Everyone Will “Get On-Board”?

Stop relying on “Feel Good” motivation.

Design it into our daily process, just like someone did many years ago putting trash cans in every office regardless of need or utilization.

Build a “Back Stop.”



What Will The Waste Management Plan Look Like At Clemson University In The Future?

More Emphases On Avoiding Waste

More Education On Source Separation

More Composting

Better Game Day Sorting

Develop a “Back Stop” Solution

Find New Alternatives To Landfilling





If you have any questions please contact:

Dave VanDeventer at dvand@clemson.edu or 656.4219
or

Tom Jones at twjones@clemson.edu or 656.4940

Questions

triple ^{UC MERCED} zero

zero net energy. **zero** landfill waste.
zero net greenhouse gas emissions.





Recycle







Landfill





PAPER RECYCLING

keep them clean and dry



All Paper That Tears



Cardboard Packaging



**EXTRA CREDIT:
Plastic Bags & Bubble Wraps**

* unique to Stanford



NO Contact with Food or Liquid



NO Corrugated Cardboard

* these should go in their own bin



NO Napkins, Facial Tissue or Toilet Paper

THANK YOU FOR RECYCLING!
For a complete guide to recycling, visit <http://recycling.stanford.edu>

This bin and its contents are property of
Peregrine Sanitary Services, Inc. / Stanford Recycling Center
650.323.4236 recycling@pssi.stanford.edu







No Signs



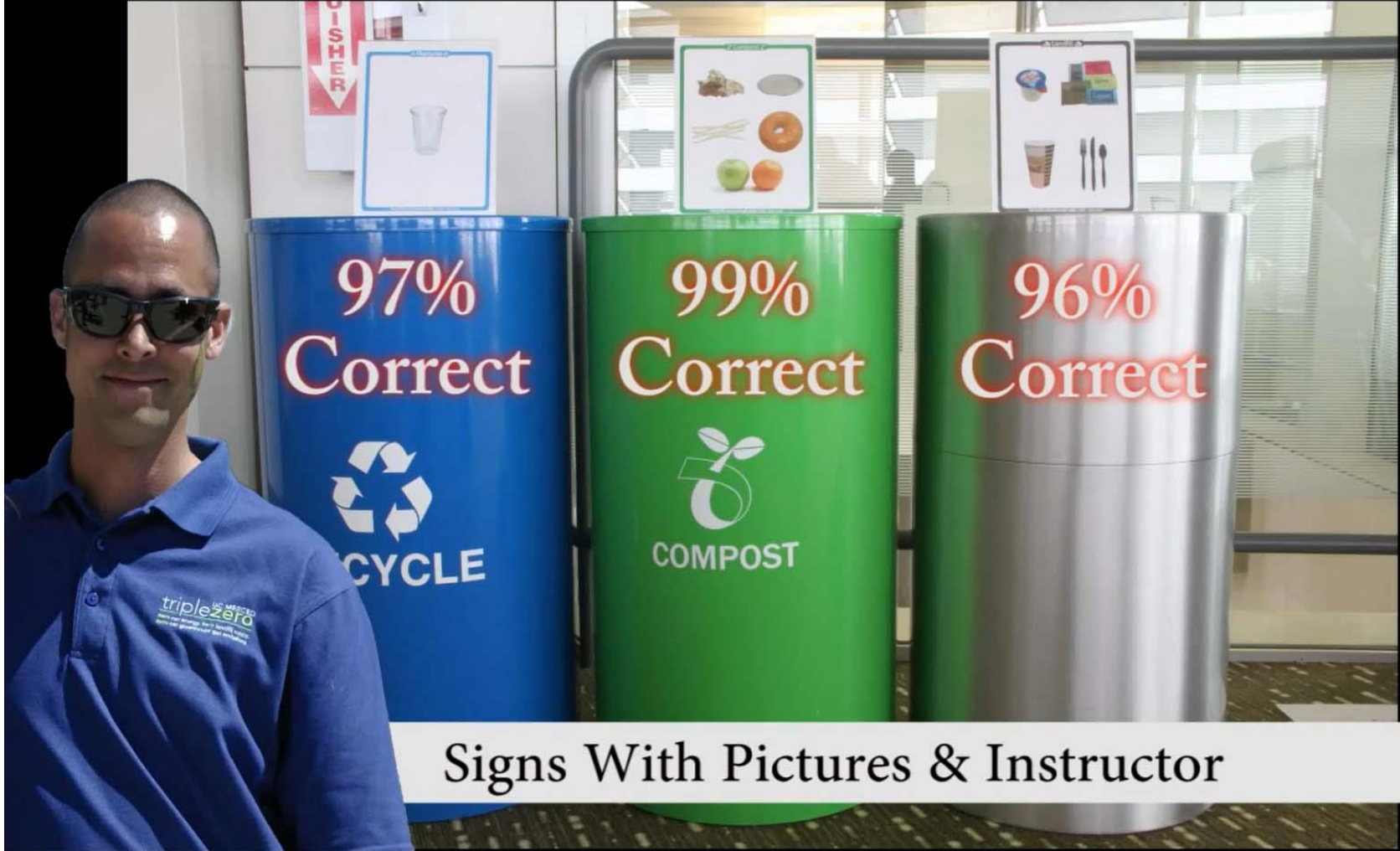
89%
Correct

93%
Correct

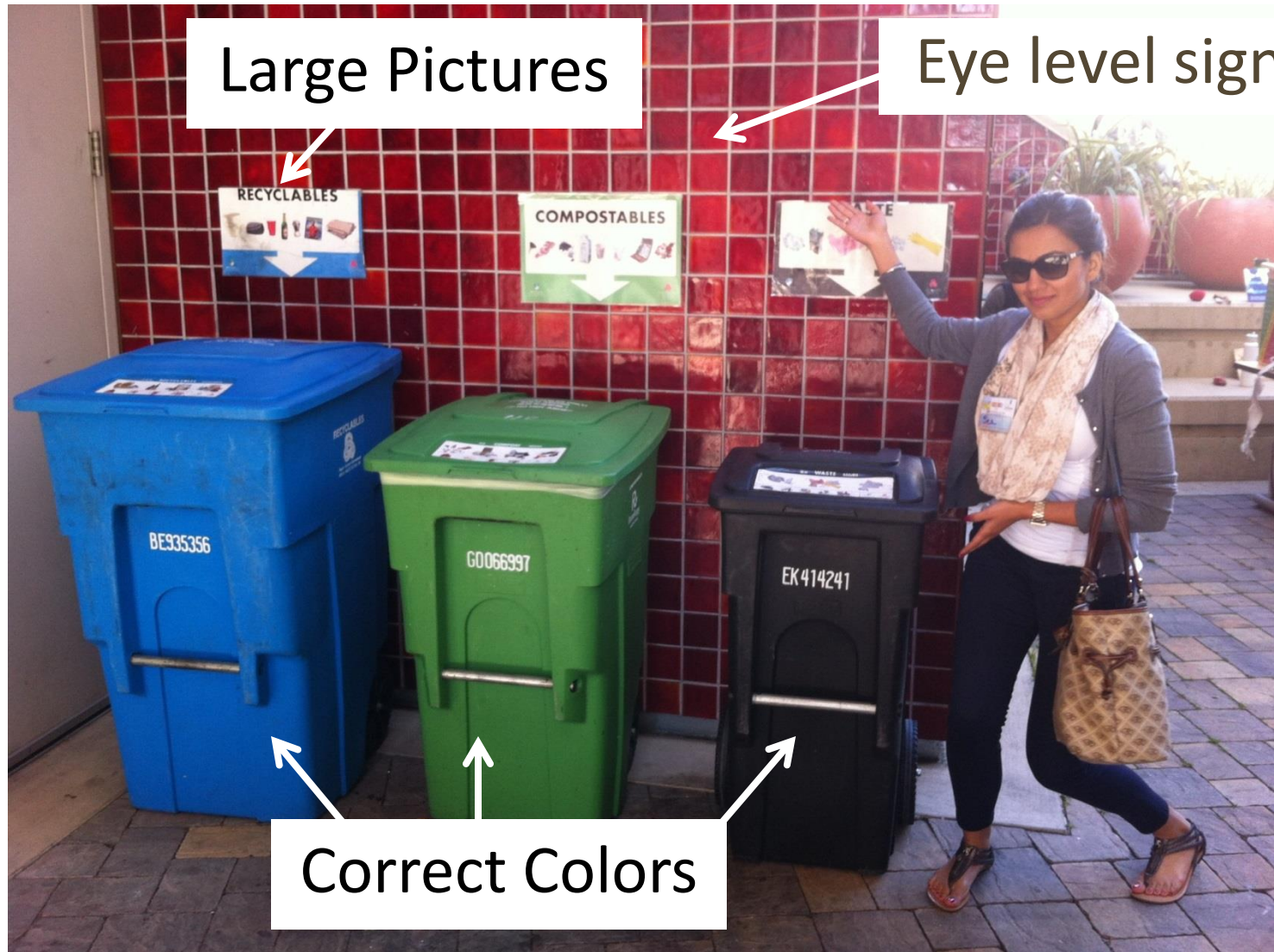
84%
Correct

Signs With Pictures





Signs With Pictures & Instructor



Large Pictures

Eye level signs

Correct Colors

Do a Waste Audit



Top 5 to 7 items go on the signs

Recycle

Bottles, Cans, Plastic Cups



Plastic Bags

Plastic Containers



Paper & Cardboard



Please Flatten :)

recycle.ucmerced.edu (209) 228-4161

Compost

Paper Towels/ Napkins



ALL Food & Coffee Grounds



Wax Cups



Paper Take Out



recycle.ucmerced.edu (209) 228-4161

Landfill

Coffee Cups



Chip Bags, Candy Wrappers



Plastic Utensils



recycle.ucmerced.edu (209) 228-4161

Single use **MUST** be Compostable or...



Recyclable



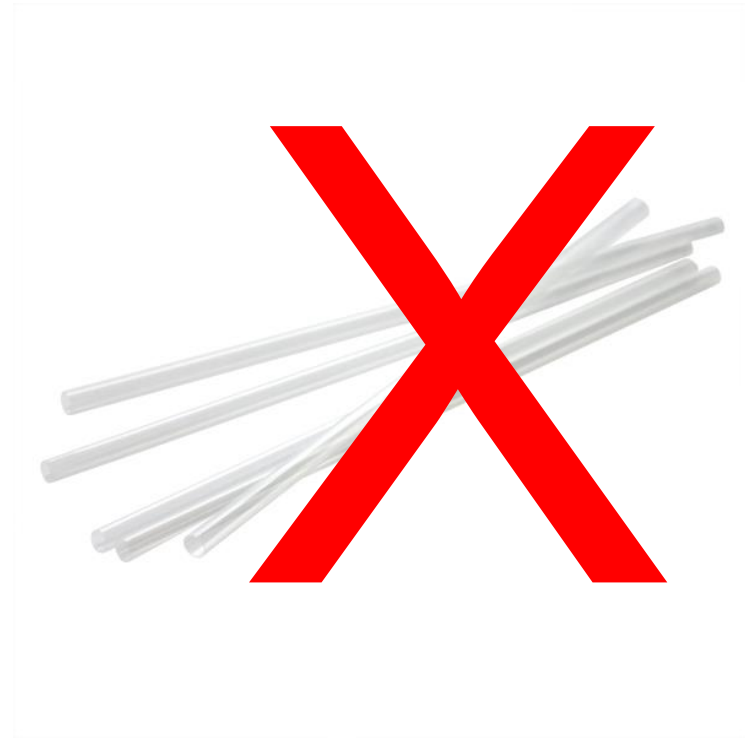
NO Bioplastics

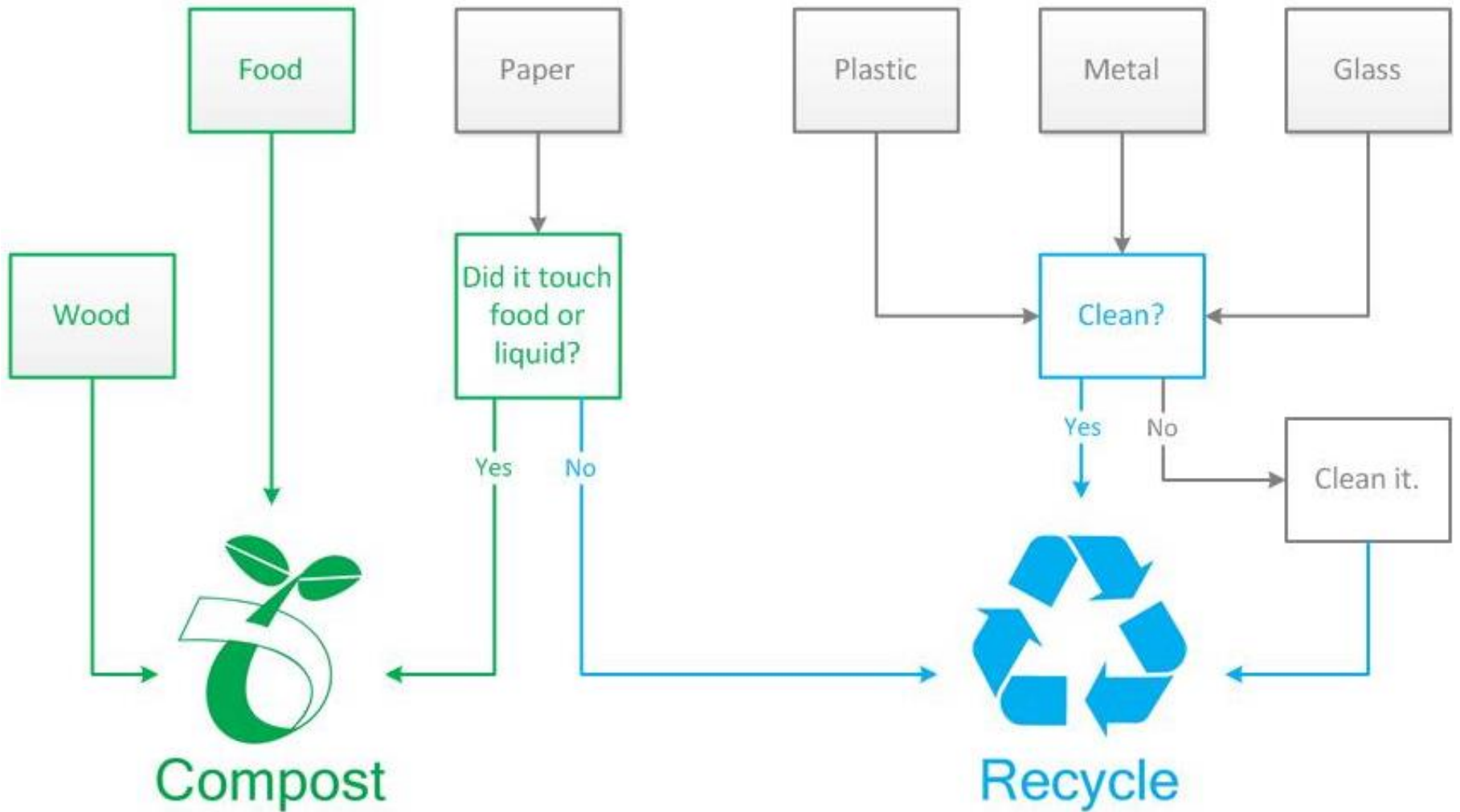


Pumps not Packets



Eliminate Lids and Straws





Education is Better Than any Sign

- **Recycling Education K-12**
- **New Employees**
- **New Students**

Reusing is Better



Questions

**KEEP AMERICA
BEAUTIFUL**

KAB Recycling Initiatives

**CURC Webinar
March 13, 2014**

Campaign Goal

- Increase participation rates nationwide by creating strong passion and reason to believe in recycling.



The Challenge

- **Lack of access or inconvenience**

Many do not have access to curbside programs

- **Lack of awareness or understanding**

Confusion around what, where, and how to recycle

- **Lack of motivation**

Curbside programs are offered to approx. 70% of communities, but only half participate

- **Unemotional brand**

The recycling brand feels “old school” and needs to be modernized



Reasons for not recycling

The most common reason reported for not always recycling is inconvenience, followed by lack of information.

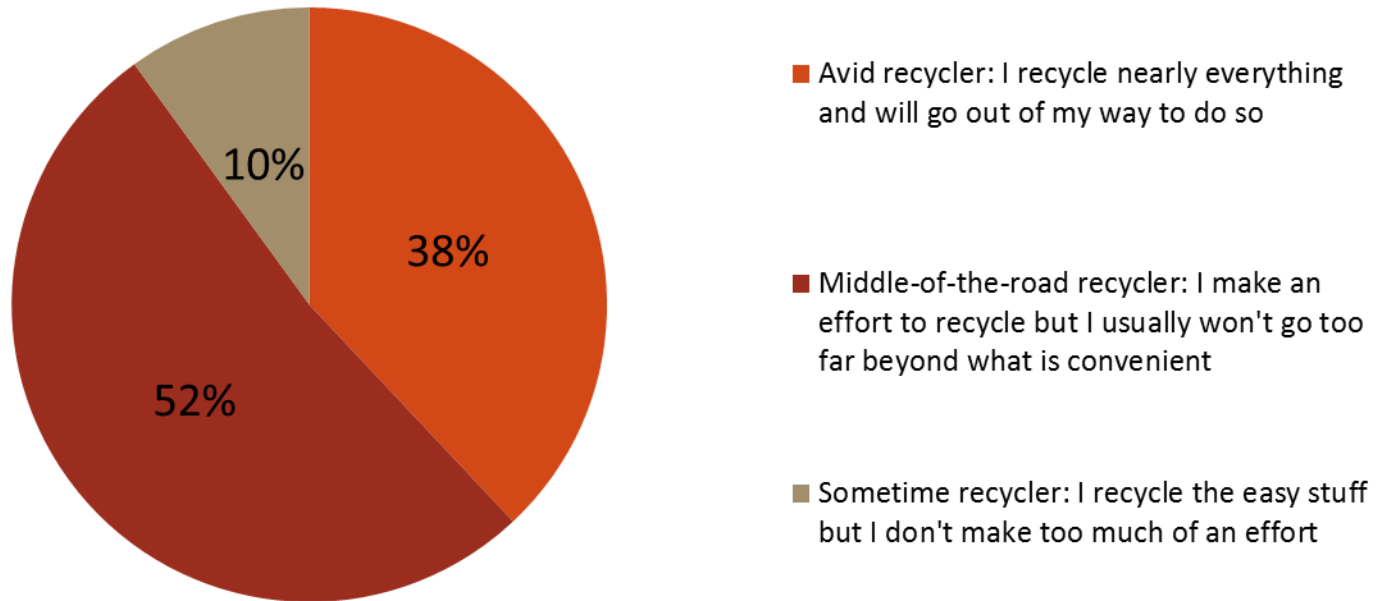
Net category	Specific Responses	
Inconvenient 26%	It is a hassle	16%
	I have to pay for service	10%
	I'm too busy to take the time	9%
Not enough information 19%	Not enough info about what materials are recyclable	12%
	Not enough info about where to recycle in community	11%
Not encouraged in community 17%	Community does not encourage recycling	13%
	Recycling not offered in community	9%
Recycling doesn't make a difference 8%	Don't have confidence recycled materials are put to good use	5%
	Don't believe recycling makes much difference	4%
None of these reasons		53%

Q: Many people do not recycle all of the time, for many different reasons. Do any of these statements describe you?

Base: n = 999

Recycling habits

When current recyclers were asked about their behavior, about half (52%) of respondents described themselves as middle-of-the-road recyclers.



Q: Which of these statements best describes your current recycling habits?

Base: Recyclers,
n = 793

Strategic Territories

RECYCLING 101

IDEA: Everyone's heard of recycling. And most people don't mind leaving their cans and bottles out the door for when it's convenient. But recycling isn't always self-explanatory. Whether it's avoiding the vast swarms of animal droppings out of the air in visiting your favorite cafe or in your neighborhood, most people don't know all the how-tos of recycling. That's where we come in. We want to educate people on the basics. We get it. Sorting bottles and cans will usually drive some commuters, but with the right engaging characters and simple, easy-to-use tools, maybe it can be. Maybe learning about recycling can be fun and to inspire.

THE OVERALL MESSAGE IS:

THE IDEA MAKES ME:

THINK: _____

FEEL: _____

DO: _____



THE EARTH WANTS YOU TO RECYCLE.

IDEA: The Earth is sort of important. We get our food, water, air, and shelter from it. One of the ways we depend on it is the way planet earth's about 7 billion people are living on it. So if the Earth wants a little love from us, it's only right that we agree to help out. Especially when that love is something as easy to do as recycling. Sorting bottles and cans isn't exactly heart-warming, after all. And even though recycling takes a little know-how, with a little effort it's easy to master. We want to say to the Earth: it's a character that inspires people when they try to recycle and encourage, and indicates those who need a little help. Basically, all Earth wants is for us to recycle. That's not too much to ask, is it? Pretty please?


THE OVERALL MESSAGE IS:

THE IDEA MAKES ME:

THINK: _____

FEEL: _____

DO: _____



NOT RECYCLING IS NOT COOL.

IDEA: Look, there are things to love here. But recycling isn't the best. You just have to see our, and ourselves in another. The only reason we can think of for not recycling is because we just don't want to. When people see someone not recycle, we want them to stop and think, "Really?" This is something we should be talking about, talking to Twitter, and telling our friends about our passions. It's time to make recycling a social norm. It's time to people to find a little fun in talking to not doing it. It's time to stand up and tell people, "That's not a dick. Really."

THE OVERALL MESSAGE IS:

THE IDEA MAKES ME:

THINK: _____

FEEL: _____

DO: _____



THE POTENTIAL OF TRASH

IDEA: When you look at a landfill, what do you see? An ocean of trash or a mountain of potential? Because when we look, we see all the things the garbage in that landfill could have been. Cardboard that could have been recycled into an awesome Christmas present. A soda can that might have had it's way into a laptop computer. When you see the world through the eyes of a recycle potential is everywhere. Suddenly anything seems possible. Cars could become designer jewelry, bottles could end up as beautiful stained glass. It's our goal to get people to rethink recycling. It's not empty trash. It's building new life out of resources.

THE OVERALL MESSAGE IS:

THE IDEA MAKES ME:

THINK: _____

FEEL: _____

DO: _____



YOUR TRASH TALKS

IDEA: Your trash says a lot about you. What you consume, what you're willing to spend on, how you spend, how much you waste, and whether you're willing to take that little extra step of recycling. You could probably paint a pretty accurate picture of a person by what they throw away. When you realize this, you're more likely to pay attention to what you throw away. By looking through their people's trash and catching people in the act of recycling potential, we want to show people that their trash can speak volumes.


THE OVERALL MESSAGE IS:

THE IDEA MAKES ME:

THINK: _____

FEEL: _____

DO: _____



Poll Question

Research Results

- Most respondents found “*The Potential of Trash*” the most eye-opening territory.
 - The strategic concept reframed recycling in a more impactful, imaginative way.

Everything can become something new and amazing, opposed to just sitting in a landfill, wasting away.

- There was a strong desire for a well-organized, easy-to-access set of recycling tools.
 - People agreed that this information likely already existed, but wanted a more engaging and user-friendly source.

THE IDEA MAKES ME:

*THINK: We need more public education on recycling. Start in elementary school and develop the mindset.
FEEL: Like we've got a long way to go still.
DO: Share info and ideas with others.*

David, Baltimore Group 2

The Creative Brief

Objective

- Educate and motivate people to recycle more, turning recycling into a daily social norm

Target

- All Americans, particularly sporadic recyclers

Key Insight

- Give your garbage another life

Call to Action

- Visit IWantToBeRecycled.org



*I want
to be*



TV – www.Iwanttoberecycled.org

MATERIALS FOR CAMPAIGN FUNDERS



Find a Recycling
Center Near You:

Enter your zip code to find local recycling information and to locate the nearest recycling centers.

Enter your ZIP Code




TELEVISION PSAS

Journey :60



Outdoor – Bench



 IWantToBeRecycled.org

 | KEEP AMERICA BEAUTIFUL



COLLEGE & UNIVERSITY
RECYCLING COALITION

Out of Home (billboards, bus stations)



Outdoor – Bike



 IWantToBeRecycled.org

 | KEEP AMERICA BEAUTIFUL


COLLEGE & UNIVERSITY
RECYCLING COALITION

Web Banners



A green **Finger Soda** can is shown at the bottom left. A thought bubble above it contains a red **Cherry Soda** can. The text reads: *"I want to be a cherry soda can. Recycle me."*

See how a can becomes a new can at IWantToBeRecycled.org

Ad Council | **KEEP AMERICA BEAUTIFUL** | 

Give your garbage another life. Recycle.



The text reads: *"I want to be a bike. Recycle me."* A silver can is shown on the left, and a thought bubble above it contains a bicycle.

See how a can becomes a bike at IWantToBeRecycled.org

Ad Council | **KEEP AMERICA BEAUTIFUL** | 

Give your garbage another life. Recycle.

IWantToBeRecycled.org

I want to be

RECYCLING 101 / RECYCLING JOURNEY / DO YOUR PART / ABOUT OUR CAMPAIGN

*I used to be a steel can.
Now I blaze trails all day.*

LEARN MORE

Find a Recycling Center Near You:

Enter your zip code to find local recycling information and to locate the nearest recycling centers.

Enter your Zip Code **▶**

RECYCLING MYTHS
Learn the ins and outs of recycling and impress your family and friends.

RECYCLING JOURNEY
See how recycled materials can be transformed into new, exciting and useful things.

SPREAD THE WORD
Start a recycling movement in your community.

Campaign Social Media Touch Points



Campaign Sponsors



Donated Media to Date

- Over \$13.7 M in donated media through January (preliminary data only from October – January)
- 51% of local broadcast placements are during peak dayparts (Early Fringe, Prime Time & Late Fringe)
- 68% of radio placements are in the top 25 DMAs
- OOH (through Jan.) approximately 2,250 placements
- High level placements include the following:
 - Today
 - Modern Family
 - The Ellen DeGeneres Show
 - Late Show with David Letterman
 - The Voice
 - Jimmy Kimmel Live
 - The Dr. Oz Show
 - CSI: Miami



Featured Branding Placements



Activate the “I Want To Be Recycled” National PSA Campaign

- Place the ads on recycling bins, campus shuttles, shuttle stations etc.
- Add the banner ad and link from your website.
- Like Keep America Beautiful on Facebook and Twitter and share fun recycling facts and tips.



Guideline: Ads must run in donated media
To access broadcast-quality TV files, visit
www.PSACentral.org.

Help us spread the message of Recycling on your campus.

- Invite your campus **TV and** radio stations to play the PSA's.
- **Invite your campus newspaper to print the ads.**
- Ask your athletic department to play the 15 second “Stadium” television PSA during halftime.
- **Play the “Journey” ad at your Student Union or the movie theater**



Questions

Contact Information

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A special thank you to Clean River Recycling Solutions and Max-R for their sponsorship of this webinar





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**KEEP AMERICA
BEAUTIFUL**



Join us for Future CURC webinars:

Taking Your Recycling Program to the Next Level

Thursday, May 15

1 PM – 2:30 PM ET

A Different Look at Game Day and Special Event Recycling

Thursday, July 10

1PM – 2:30 PM ET

A Deep Dive into Food Waste Program Design

Thursday, September 11

1PM – 2:30 PM ET

Creating a Leaner and Meaner Waste Management Program

Thursday, November 13

1PM – 2:30 PM ET

