

**KEEP AMERICA
BEAUTIFUL**

KAB Update

CURC Zero Waste Workshop
University of Minnesota
October 25, 2015



Our Goal: Increase Recycling Participation

Environmental Behavior Change Strategies

- Commitment
- Competition
- Removing Barriers
- Communication



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

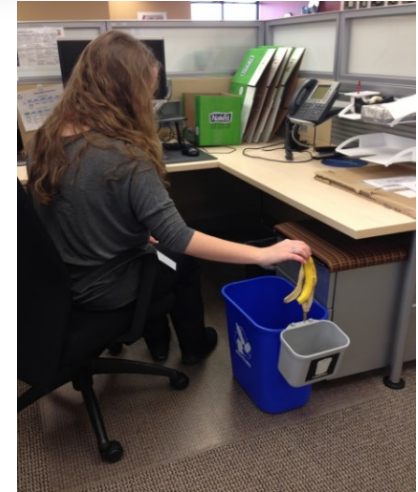


Recycling@Work Research

Conclusion:

Little trash, large recycling most successful

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

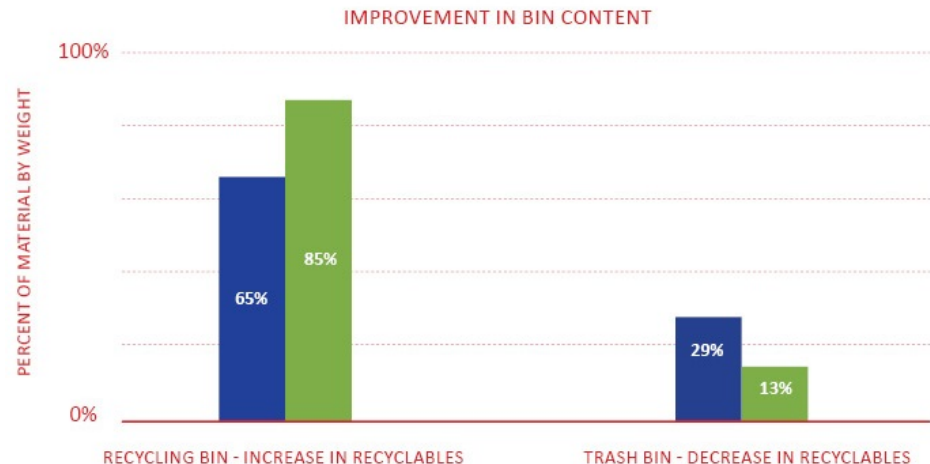


Recommendations:

1. Make recycling easy.
2. Use effective placement.
3. Be consistent.

Fact sheet and other resources

<http://recyclingatwork.org>



Research: Recycling Messaging

Objective: Impact of signage/messaging to influence proper recycling behavior

- Lab work: Summer/Fall 2015
 - Baseline knowledge of recyclability
 - Influence of Distance to bin
- Field work:
 - Test messaging in academic buildings
- Final report: December 2016



Research Leads:

Dr. Kip Williams, Professor, Department of Psychological Sciences, Purdue Univ.

Dr. Torsten Reimer, Associate Professor, School of Communication, Purdue Univ.

Public Space Recycling

Designing Effective Recycling Bin Infrastructure

- Form vs function
- Anticipate real-world user behavior
- Goal: correct usage
- Key is instant recognition of:
 - Recycling vs trash bin
 - What is accepted



Building Public Space Recycling Infrastructure

Objective: Make recycling convenient & automatic

Public Space Infrastructure Grants since 2007:

- Placed **170,636** recycling bins
- **1,147** grants to all 50 states
- www.bingrant.org

Best Practice Resources:

- Guide: *Ten Tips For Designing Public Space Recycling*
- Case studies, studies and other planning tools
- Available at www.americarecyclesday.org



The Coca-Cola Company

Public Service Ad Campaign

Objective

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

Target

- All Americans, particularly sporadic recyclers.

Call to Action

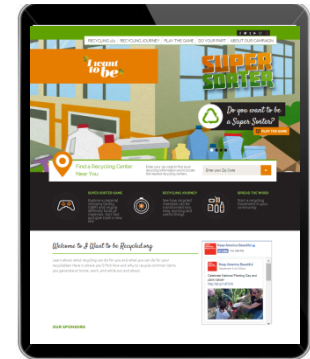
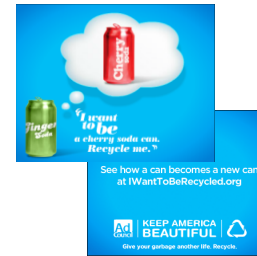
- Give your garbage another life.



*I want
to be*”



Integrated Campaign



I want to be



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

Activate the PSAs Locally

Ads available for free use:

- Campus TV monitors
- Game day score board
- Bus stops
- Campus-owned TV, radio stations
- Online
- Social media

Guideline: Ads must run in donated media

To access broadcast-quality TV files, visit

www.iwanttoberecycled.org



America Recycles (November 15 and beyond)

- **Awareness and activation initiative**
 - Game day tailgate
 - Tabling events
 - Urge students to Pledge
 - Online & mobile platform
- **Online Resources**
 - Go-to planning guide
 - Logo
 - Case studies
- **Register Your Event!**



Resources

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



2016 Preview

Traditional Categories

- Grand Champion
- Per Capita Classic
- Waste Minimization
- Gorilla Prize
- Targeted Materials
- “E-cycleMania”
- Game Day Basketball



New for 2016:

- Most Improved Category
- Student club planning toolkit
- Coca Cola – local engagement



Calendar

- November 19 101 RM Orientation Webinar
- January 24 Pre-season starts
- February 7 Official 2015 Kickoff
- April 2 End of Competition
- Mid-April 2016 Results Announced



Organizers

RecycleMania, Inc.

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TV Commercials



TV Commercials

