



**Environmental Leader Organization
Academic
Louisiana State University (LSU):
Project: Get Caught Green Handed**



Pollution Prevention Project / Program Summary

Year Submitted: 2016

Process: Waste Reduction & Recycling

School: Louisiana State University (LSU)

Wastes Reduced: Solid Waste

Equipment: Recycling Bins, Bags, Litter Grabbers, LED Signs

Location: LSU Baton Rouge Campus (Tiger Stadium and Surrounding Area)

No. of Students Involved in Project/Program: 30

Contact: Tammy Millican, Assistant Director of Campus Sustainability

Phone: 225-578-6968

Description: LSU won first place in the nation and in the SEC in the GameDay Recycling Challenge by recycling over 84,000 pounds of waste from the LSU vs. Arkansas game in a campaign entitled “Get Caught Green Handed”. Campus Sustainability implemented an extensive marketing and educational campaign targeting tailgaters and tailgaters on how to recycle and the benefits of recycling. The Get Caught **Green Handed** campaign encouraged game attendees to upload a photo of themselves recycling on social media and a randomly selected winner received a signed football from LSU football head coach Les Miles. In addition, more than 30 volunteers were recruited for post-game clean-up.

P2 Application: Pollution Prevention via Waste Reduction

Environmental Benefits: Landfill space was conserved, and materials recycled avoided the emissions of greenhouse gas emissions. In addition, thousands of tailgaters received educational information on the benefits of recycling.

Details of Reductions: 86,400 pounds (43.2 tons) of solid waste generated before, during and after the LSU vs. Arkansas football game was recycled. In recycling this waste and avoiding the landfill, LSU prevented the release of an estimated 3,650 metric tons of carbon dioxide equivalent, which is equivalent to eliminating the annual

greenhouse gas emissions from 768 passenger vehicles, or the emissions produced by the annual electricity use of 333 households.

Pollution Prevention Award Entry Form

Title of Project: Get Caught Green Handed (GameDay Recycling Competition)
Name of Organization: Louisiana State University (LSU)
President/Director: King Alexander, President
Contact Name, Title: Tammy Millican, Assistant Director of Campus Sustainability
Address LSU, Office of Facility Services, Baton Rouge, LA 70808
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E-mail Address tmillic@lsu.edu

Organization type: ☐ Primary School ☐ Secondary School ☐ Trade School ☐ College ☒ University

Please provide a summary of your project. (See attached sheet.) Please attach the summary to the front of your project submittal.

Please limit your entry to no more than five (5) pages and **include all four elements described below:**

- Project Description:** LSU Campus Sustainability participated in the GameDay Recycling Competition for the 2015 football season in an attempt to recycle as much game day waste as possible (and hopefully win the competition). The GameDay Recycling Challenge is a friendly competition for colleges and universities to promote waste reduction at their football games, and is sponsored by the Environmental Protection Agency (EPA), Keep America Beautiful (KAB), RecycleMania, and the College & University Recycling Coalition (CURC). We selected the LSU vs. Arkansas game as we expected a very high turnout and ticket sales. We launched a **"Get Caught Green Handed"** campaign for the LSU campus to participate in the GameDay competition. **"Get Caught Green Handed"** included a vast, extensive marketing campaign encouraging game attendees to recycle and educating them on how and why to recycle. The campaign also included a competition on social media to upload photos of contestants recycling, with the prize being a football signed by LSU head football coach Les Miles given to a randomly selected winner. There were more than 75 entries into the contest. Lastly, the campaign included an aggressive post-game clean-up/recycling effort with student volunteers. Our motivation for the project was to increase LSU's recycling rate (Campus Sustainability has set a goal for the campus to have a 50% or higher recycling rate each month), to educate the LSU community about recycling, and to further LSU's commitment to sustainability and pollution prevention.

2. **Environmental Improvements:** 86,400 pounds (43.2 tons) of solid waste generated before, during and after the LSU vs. Arkansas football game was recycled. In diverting this waste from the landfill, LSU prevented the release of an estimated 3,650 metric tons of carbon dioxide equivalent, which is equivalent to eliminating the annual greenhouse gas emissions from 768 passenger vehicles, or the emissions produced by the annual electricity use of 333 households. This effort supports LSU's commitment to sustainability and pollution prevention in everyday activities, as well as special events such as football games.
3. **Project Innovations:** LSU implemented a wide variety of innovative strategies to accomplish this, including social media, traditional media, as well as and planning and organization efforts. A summary of project innovations includes:
 - **Branding and Marketing.** By giving the project a name, **"Get Caught Green Handed"**, we were able to market this effort in a memorable way for football game attendees and the LSU community at large. We created a logo and digital flyer that was posted on the LSU Campus Sustainability website, the internal website for employees (MyLSU), multiple times on social media (Facebook, Instagram and Twitter), in the Daily Reveille (the school newspaper), and also in the special game day edition of the Daily Reveille (on the back page in color) distributed on Game Day.
 - **Large Electronic Signs.** A large LED sign encouraging tailgaters to recycle was placed on the LSU Parade Ground, and a recycling message was put on the stadium JumboTron during the football game so that game attendees could learn about the campaign and receive information on how and why to recycle.
 - **Volunteers.** More than 30 student volunteers were recruited to participate in a large-scale post-game clean-up (photos attached below). Volunteers filled more than 55 bags and 60 large (95-gallon) containers with recycling from the Parade Ground and surrounding areas.
 - **Incentive through Friendly Competition.** The **"Get Caught Green Handed"** competition awarded a football signed by LSU head football coach Les Miles to a randomly selected game attendee who uploaded photos of themselves recycling to social media-there were more than 75 entries to this contest.
4. **Waste Management Hierarchy:** Part of our social media marketing campaign encouraged tailgaters to bring their own containers and re-use those drink containers if possible, thus reducing the number of disposable cups and the need to recycle larger amounts of trash. They were also asked to recycle any items that could be recycled instead of throwing them in the trash are on the campus grounds. The task of getting thousands of tailgaters to recycle is very challenging, so we knew encouraging people to RE-USE if possible was also key to not generating as much waste in the first place.

Photos & Documentation of Project



Student Volunteers Take a Break from Cleaning and Recycling



Trash on the LSU Parade Grounds Before Volunteers Arrived



AT THE LSU VS. ARKANSAS GAME ON 11/14

**TAKE A SELFIE WHILE RECYCLING BEFORE, DURING
OR AFTER THE GAME: TAG @LSU_SUSTAINABILITY ON
INSTAGRAM OR @SUSTAINABLE_LSU ON TWITTER FOR
A CHANCE TO WIN A FOOTBALL SIGNED BY LES MILES!**



**HELP LSU WIN THE EPA
GAMEDAY CHALLENGE
AND BE #1 IN THE SEC
IN RECYCLING!**



**VOLUNTEER TO HELP WITH RECYCLING
DURING THE GAME FOR CHANCE TO WIN
A \$50 BACKPACKER GIFT CARD**

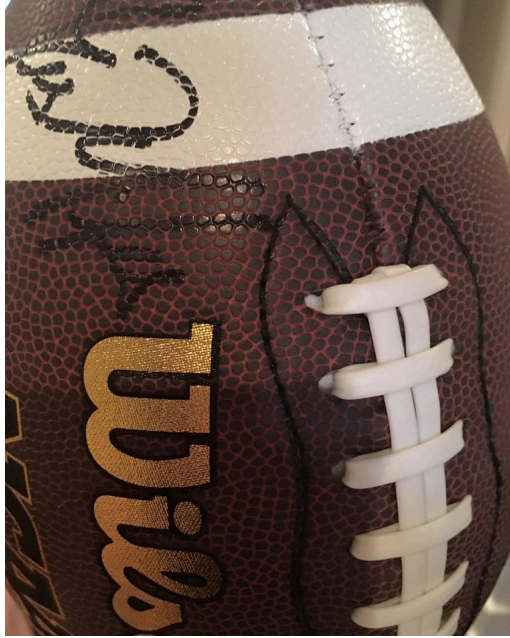


@LSU_SUSTAINABILITY

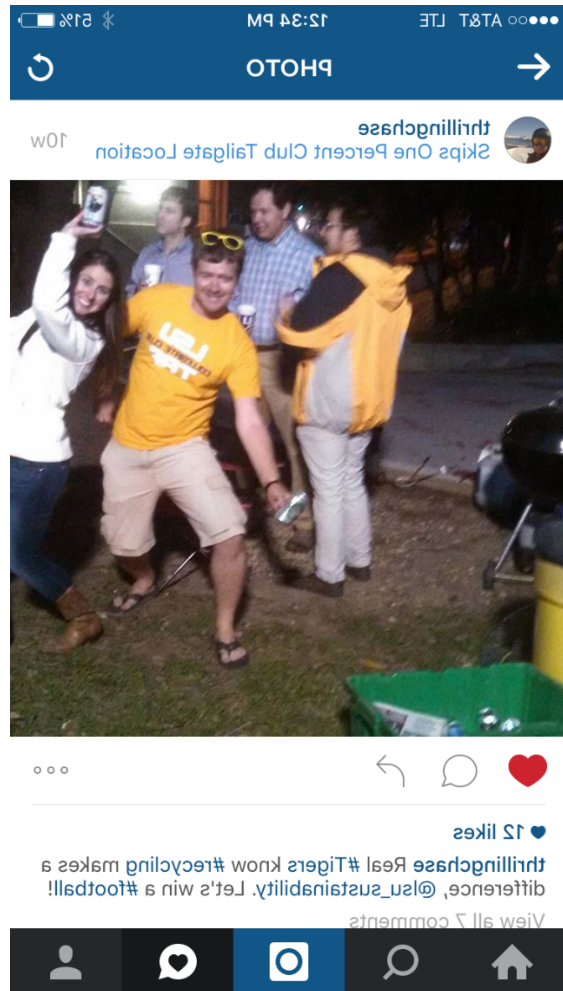


@SUSTAINABLE_LSU

Digital Flyer for our Get Caught Green Handed Campaign



Football Signed by LSU Head Football Coach Les Miles (the prize)



Students upload photos of themselves recycling for the GameDay Challenge and “Get Caught Green Handed” competition.