

ASUCLA Team Final Report May 31, 2013 Action Research Program

Danielle Griffin Ashley Verhines Elizabeth Ficara Nathan Kersey-Wilson Mario Sanchez

> Stakeholder: Karen Noh ASUCLA Special Projects Director



Table of Contents

1. Abstract	p. 1
2. Executive Summary	p. 1
3. Objectives	p. 2
4. Significance/Background	p. 3
5. Initial Conditions	p. 3
6. Research Methodology	p. 4
7. Data/Cost Analysis	p. 13
8. Key Findings	p. 16
9. Recommendations	p. 18
10. Conclusion	p. 18
11. References	p. 19
12. Appendices	p. 19

1. Abstract

Over the course of more than twenty weeks in winter and spring quarter, the ASUCLA Team has worked in collaboration with stakeholder Karen Noh, Special Projects Director of Associated Students UCLA to educate students on proper waste disposal practices, particularly with respect to recycling. Through extensive surveying, waste audits, student feedback, meetings with Athens Services and more, the ASUCLA Team has gathered data about the effectiveness of various waste disposal signs to be displayed in ASUCLA eateries, the campus climate regarding trash sorting, and the necessity for composting infrastructure in the near future in order to achieve the UC-wide policy of zero waste.

2. Executive Summary

The goal of the ASUCLA Team has been to achieve a higher level of sustainability within ASUCLA eateries by improving waste disposal practices, thereby reducing waste. Reducing ASUCLA's waste is a necessary component for compliance with the UC-wide Zero Waste Policy, which requires that 98% of waste be diverted from landfills by 2020.

In Winter Quarter we conducted a survey to gauge students' understanding of recycling practices, did waste audits in Lu Valle to see how properly materials were being disposed, and met with the Sustainability Manager at UCLA Housing & Hospitality Services and Sustainability Programs Manager for the UCLA Health System, and representatives from Athens, our waste hauler, to educate ourselves on how waste is and can be handled. We then conducted waste audits and surveyed students at Lu Valle to learn about how they recycle. In Spring Quarter we continued to pursue our objectives by tabling at the Earth Day Fair, tabling at Lu Valle, facilitating a Clothing Swap at Ecoachella, collecting student input on how to improve signage on campus, and creating an inventory of what at ASUCLA eateries is recyclable and what is not

on the ASUCLA website. By increasing students knowledge of recycling we have helped foster a more sustainable environment at UCLA.

Some of our key findings include that most item that are recyclable are not recycled by Athens due there not being a market for them and that most of the trash is compostable. Additionally, we discovered that most things that the majority of students recycle and would like to see clearer signage at ASUCLA eateries and that students will participate in clothing swaps.

As a result of our experiences, we have accumulated some tips. First, we recommend that the the wording and coloring of the ASUCLA recycle/trash signs be adjusted to be more pleasing and informative to the students. Second, free items such as t-shirts are a great way to increase awareness a project. Third, Lu Valle Commons is not the best place to to recycling oriented programs. Lastly, if a composting pilot is possible, do it at the South Campus Student Center.

3. Objectives

From the start of Winter Quarter, the goal of the ASUCLA Team has been to achieve a higher level of sustainability within ASUCLA eateries by improving waste disposal practices, thereby reducing waste. Reducing ASUCLA's waste is a necessary component for compliance with the UC-wide Zero Waste Policy, which requires that 98% of waste be diverted from landfills by 2020. Due to monetary and logistical restraints (ASUCLA could not just start using only compostable or recyclable materials), we thought it best to approach our goal through education. All our programs throughout the project focused on increasing student awareness and knowledge of recycling.

4. Background/Significance

ASUCLA currently has recycling and trash bins. Since it costs too much to implement composting, they have been trying to increase recyclable materials and are interested in

improving signage. As for students' general knowledge and practice of recycling, we discovered in a survey we conducted Winter Quarter that most students recycle, but that they felt ASUCLA could help them recycle better by improving signage.

Our team contributions to the UCLA community boil down to increasing awareness and knowledge of recycling. At our booth at the Earth Day Fair, for instance, we handed out t-shirts depicting what it and is not recyclable. We also gave out library mugs, encouraging that less plastic go to landfill, and posed trivia that dealt with all levels of sustainability (water, transportation, and energy, etc), educating guests. At our Clothing Swap at Ecoachella, the UCLA community benefited by being able recycle their old clothes for new ones. Lastly, by getting students' opinions about trash and recycle bin signage through our surveying in Ackerman, we can make sure ASUCLA produces signage that is relevant to and effective on UCLA students. By increasing students knowledge of recycling we have helped foster a more sustainable environment at UCLA.

5. Initial Conditions

Our research team began as the ASUCLA Composting Team, but by the end of the quarter we had dropped composting efforts nearly altogether, and refocused our efforts on recycling education. Our initial meetings with Karen became a process of finding common ground on our goals for the Winter and Spring quarters. As a group, we wanted to put in motion a composting pilot program to gauge the potential success of a composting system at ASUCLA campus eateries. Karen had previous knowledge of the campus climate regarding recycling, and thought it would be best to educate the campus population on better recycling practices rather than jumping into a composting pilot program. Following Karen's advice proved to be the better path, as we learned through our surveys that people who frequent Lu Valle Commons find the

recycling process on campus to be confusing, which can deter them from recycling. As a result, we realize we need to help educate UCLA on better recycling practices, rather than wholly disregarding the lack of proper student recycling for the sake of beginning a composting program. That being said, we are maintaining efforts to implement a composting pilot program on campus next quarter concurrently with our recycling education outreach efforts.

After deciding to focus on the promotion of better recycling practices this quarter, we proceeded to brainstorm on a plan of action albeit somewhat late into the quarter. Our slow start proved to be a disadvantage, as we couldn't acquire the team shirt we designed in time for the survey part of our plan. Without shirts, we were apprehensive to begin surveying as we lacked a group identity that made us appear official. Regardless, we moved on with the survey process and were glad to have acquired an adequate amount of responses.

6. Research Methodology

In order to gauge necessary educational initiatives, we first had to identify current waste disposal practices on campus. We decided to start small-scale, focusing on post-consumer waste at Lu Valle Commons. With the approval of Karen Noh, the Special Projects Director for ASUCLA and our stakeholder, we conducted surveys in Lu Valle Commons to gauge student knowledge of proper recycling procedures, as well as what students believe will enable them to be better recyclers. In addition, we conducted waste audits from trash collected at Lu Valle Commons. This gave us concrete data about how much waste can be diverted from landfill through proper recycling, and eventually, composting.

Recycling Survey

Since we decided to change the focus of our team from composting to waste in general, Karen suggested we survey people eating lunch at Lu Valle Commons in order to gauge this particular demographic's existing knowledge of recycling and their attitudes towards it. We designed a nine-question survey that tested student's knowledge of recycling practices as well as asked about their current waste disposal habits and satisfaction with current campus recycling programs. Ideally, we hoped the results would give us ideas about how we should focus our actions next quarter.

Two of the questions on the survey were designed to test knowledge of recyclables, with the intent that if we found any trending misconceptions about what was recyclable, we could focus on those in our education campaign in the Spring. One of these questions was:

"Which of the following are recyclable? (Check all that apply.)

_Plastic straws and lids

_food

_Paper products

_Plastic grocery bags

_Used soda cans with liquid poured out

We surveyed between noon and 2pm on Monday 2/25, Wednesday 2/27, and Friday 2/29. We used iPads provided by Karen to conduct the survey. Our survey response numbers were limited on the first day because we had technical troubles getting the internet to work on all but one of the iPads, so we improvised using two phones, a computer, and one iPad to survey. Mario took the iPads home and updated them so that they would function properly, and on the subsequent Wednesday and Friday, surveying was very successful. We administered the survey to people standing in line, eating, and socializing. All things considered, the surveying process went fairly smoothly.

Waste Audit

As part of our research, we conducted four separate waste audits on Monday 2/25, Wednesday 2/27, Friday 2/29, and Wednesday 3/6. We audited trash collected during lunchtime at Lu Valle Commons that was provided to us by Lu Valle Management. The first day served as an observational day during which we were able to see the conditions we would be working in and devise a practical plan for conducting the audits. The other three days, we collected data, presented below. Our objective was to observe a representative amount of trash that could be diverted from landfills, if all waste had been properly disposed of, and if the potential for composting was present.

On average, we were given two large bags of trash on each of the four days of the waste audit. We came prepared with gloves for sanitary purposes and trash bags, which we used to repackage the waste after the audit. We also brought a scale to weigh the contents of each bag. The amount of waste in each of the bags was not large enough to weigh on an industrial scale, so we used a personal scale. Since we needed more surface area than the small (approximately 1'x1') scale provided in order to weigh the entirety of the waste, we placed an 11-lb piece of plywood (approximately 2'x2') on top of the scale to serve as a platform for the trash bags. Before sorting, the initial weight of each bag of trash was recorded, minus the weight attributed to the plywood. We then sorted the waste into three groups: recyclables, compost, and trash that was neither recyclable nor compostable. After all of the waste was separated, we weighed all the trash again, recording the weights for the recyclables, compost, and trash separately.

LuValle Coupon Giveaways and Tabling

We received \$1,000 in coupons from ASUCLA (that functioned as cash in ASUCLA eateries) to give away to LuValle patrons who recycled properly. We tried various methods of

distributing these coupons, most of which was unsuccessful. First, we attempted to approach people and ask them about their waste disposal practices. If they agreed to recycle appropriate food containers at LuValle, we gave them between \$1-2. This proved too time-consuming though, so we instead stationed ourselves at a single table at LuValle and made our team visibly-known to patrons through signs that advertised our coupon giveaway. However, people did not make efforts to approach us, and furthermore, we felt that this did not encourage people to recycle of their own volition because a monetary reward was attached. Therefore, we only distributed about 50 dollars at LuValle, and decided to save the rest of the \$1,000 that wasn't spent at the Earth Day Fair to give out at Ecochella and Ackerman Terrace Food Court. *Post-survey at Ackerman Terrace Food Court*

Due to the fact that our coupon giveaways and tabling at LuValle was largely unsuccessful, and our table tents and signage were taken down from the facility within hours of putting them up, our team decided that resurveying LuValle patrons or re-conducting a waste audit in the hopes of finding more informed patrons, was pointless. Instead, we decided that people's opinions on the signage we created was more useful information, so we conducted a survey at the Ackerman Terrace Food Court. We compared three recycling/trash signs side-byside that were made by Nurit Katz, ASUCLA and our team, and asked patrons which sign they preferred. We asked them to take into account aesthetics, specificity of information provided, and overall clarity. We tallied our subjects' number one preferred signs and wrote down specific comments they made about each. (See Appendices for signage designs.)

Table Tents

For our table tents, we decided to contract Indie Printing, a self-described "environmentally conscious printing company," due to the nature of their business. Choosing Indie Printing allowed us to print with soy ink on 100% recycled paper, without the use of water and the emission of fumes. Unfortunately, our decision to use an independent printing company led to miscommunication and eventually an erroneous design and printing setup, wherein our materials were not printed to be folded into table tents but into flyers. To address the misprinting, we cut and reassembled the flyers into table tents. We then proceeded to distribute the table tents at LuValle and other eateries of interest throughout campus. Eventually the table tents were taken down by custodial staff.

When conceptualizing the t-shirt design, we wanted something eye-catching and informative. We decided we needed a slogan on the front of the shirt, and an informative display on the back, that people could read without it being awkward. Karen gave us a time frame to work with, but without a solid design idea we couldn't submit a final design within the desired time. In addition, the submission process involved a large amount of email correspondence with our stakeholder and the shirt vendor due to file type incompatibility. Fortunately, Karen was able to facilitate the production of the shirts in time for the Earth Day Fair. The final design includes the catch phrase "*Dispose Responsibly*" on the front with educational graphics on recyclables and non-recyclables on the back.

Meeting with Athens

Towards the end of Winter Quarter, Karen arranged for our ART as well as the Zero-Waste Pauley Team to meet with two Athens representatives. We wanted to clarify which items were trash and which were recyclable. The representatives were disappointingly haphazard about identifying items, and were not sure about many of the items. One disappointing thing we discovered was that many items that are recyclable are not actually recycled. This is due to the fact that there isn't a market for it. Due to what we learned, we agreed that the best future strategy to reduce waste is to make everything compostable or recyclable. As for our project, we wanted to address the cleanliness of items put in the recycle so that recyclable items are not contaminated and made not recyclable.

Meeting with Aliana Lungo-Shapiro

On Friday, February 8th we met with Aliana Lungo Shapiro, Sustainability Manager at UCLA Housing & Hospitality Services. She showed us the kitchen of De Neve, how the dining halls dispose of waste, and how they have implemented composting. We saw the "pulser", a machine that grinds up all the leftover food waste to be bagged as compost and took pictures of their compositing signage. This information will be of more use when ASUCLA implementes composting.

Meeting with Teresa Hildebrand

In order to implement a successful composting system within ASUCLA, we decided to obtain information on the successful composting system recently implemented at the Ronald Reagan UCLA Medical Center. Teresa Hildebrand, the Sustainability Programs Manager for the Health System at UCLA, took us on a tour of the cafeteria facilities there. On our tour, we discussed the various challenges she faced when implementing composting for post-consumer waste in their dining commons, some of which we were surprised to hear. Specifically, she told us that most of the push-back came from staff at the hospital who had to alter daily routines in order to accommodate the new system.

Teresa also showed us signage at the hospital which consisted of three bright colors distinguishing landfill, recycling, and trash. All the signs had minimal words, insteading focusing on bright, clear photos of actual food items found at the cafeteria, and bins were arranged in order of how people would approach them. In particular, composting bins were closest to picnic

benches so people could first scrape their food, followed by recycling bins and finally trash bins. Teresa also informed us that the hospital employees underwent an education program with the new composting system. Today the program is well established since its implementation in August, and the hospital is now looking to expand it to composting paper towels in bathrooms. In a closing thought, Teresa suggested our team implement a pre-consumer composting program at ASUCLA eateries before adding post-consumer composting to ease the transition.

Earth Day Fair

A large part of our education campaign came during Earth Week, when we participated in the Earth Day Fair. We had a table, where we were able to talk with many students and UCLA affiliates who were interested about sustainability. The kinds of people who were attending the festival were our target audience, since they had already showed interest in sustainability and were willing to learn more about it. All team members were present for at least part of the festival and although the weather was not ideal, we all had a great time and felt the fair was a very successful outreach program.

The ASUCLA team designed and had printed t-shirts that encouraged proper recycling techniques. At the fair, the whole team wore these shirts in order to appear cohesive. We also distributed additional shirts to interested students. It is our hope that by giving away these shirts, we will be spreading the word of proper recycling practices. Each time the shirt is worn, it will serve as a walking billboard for responsible disposal practices. Students were also very excited about getting free t-shirts, so we thought this approach worked really well. We also offered free fair trade coffee at our booth. This was popular because of the chilly weather.

We facilitated games which were designed to help participants better understand waste disposal. Our stakeholder was able to get us prizes for our games. These prizes included \$1000

worth of ASUCLA vouchers and to go library coffee mugs. These mugs are the only ones allowed within UCLA Libraries. Our prizes really helped us attract people to play our games. In our trivia game, students were able to pick a category: paper, waste, transportation, recycling, water and energy; Once they had picked a category they were asked to choose a difficulty level. Each question was worth a certain amount of ASUCLA dollar vouchers, depending upon difficulty. Participants could win up to \$10, and even if they answered incorrectly were still given a voucher for playing. We found that participants were often very surprised about the trivia facts they learned. Several students said that they learned something new through the trivia game.

Our second game was a little more hands on. We brought in trash items, and asked students to sort them into recyclable and trash piles as quickly as they could. This game was challenging because we brought in man tricky items such as waxy paper cups and granola bar wrappers. We used this as an opportunity to educate people on the intricacies of recycling. Despite the fallacy the recycling is easy, the more we learned and thought about it, there were many grey areas, which brought up questions of what actually is recyclable. We used this game to pass on the lessons we have earned through our recycling research to our contestants. When the contestant finished sorting, we reviewed their sorting and talked about any mistakes they may have made. We believe this physical activity, really reinforced the action of recycling and clarified which typical household items may be recycled. Originally we were going to make this game a race, and time contestants against each other to see who could do it the fastest. During the festival we found that this approach didn't really work because we often were not able to determine who won because of speed versus accuracy. We instead decided to have participants go one at a time, we still timed them to see how fast they could sort, and told them they had to

sort the items in less than a minute. Although this wasn't strictly enforced, most items were sorted quickly anyway.

We found that most people properly sorted items. However we were able to clarify whether or not things were recyclable in tricky cases, such as paper napkins and granola bar wrappers. We also had many discussions about whether or not waxy cardboard milk cartons were recyclable. For the most part, things that were considered to be commonly recycled were sorted properly, so we gauged that students have a good deal of base knowledge about how to recycle.

The Earth Day Fair was one of our largest outreach and education events of the quarter. We were able to spread information to our target audience and promote sustainable waste disposal. It was a huge help that ASUCLA was able to supply us with great prizes and t-shirts, which allowed us to attract participants to our booth.

In order to increase recycling awareness, ASUCLA is planning on launching a section of their website in which they have picture of all items (cups, plates, forks, napkins, etc) that are used in ASUCLA eateries and classify these items as recyclables or trash. This seemed like a cause we could support, so we helped ASUCLA out by taking pictures of all of the items. Karen had the items already collected for us in a box in her office. Mario is going to edit the photos so that the items are shown by themselves on a consistent background. The website should be launched soon.

7. Data/Cost Analysis

Recycling Survey

Over the three days of surveying patrons of LuValle Commons, we collected 97 responses, which was comprised 90% of students from over 40 different majors, and 10%

faculty/staff or visitors. We found that most students do care about recycling: 89% of survey participants said they already recycle at home and 59% said if there was no recycling bin available, they would carry a recyclable item until they had the opportunity to recycle it.

Unfortunately, we may need to omit the results of the question, "Which of the following are recyclable?", due to the fact that some survey subjects found the question to be misleading. One person said that food was recyclable, asking, "Isn't composting technically a kind of recycling?", a valid point. We had intended to ask subjects what items are recyclable, *specifically* in the recycling bins at Lu Valle, but failed to adequately convey this. Furthermore, some stated they were confused about whether we were asking about what is recyclable in Los Angeles, or what is recyclable in general, which would yield distinct correct answers. Subsequently, we learned that the phrasing of a question in a survey can affect both individuals' responses and the credibility of the results. Bearing this in mind, we found that while most people know that soda cans and paper products are recyclable, less knew that plastic straws, lids, and grocery bags are recyclable.

Additionally, 63% of participants said that the recycling signage on campus was clear enough. 51% of participants said that ASUCLA could help students recycle by improving signage and 20% people said that offering rewards for recycling would help. Two people said that even if recycling education accessibility were improved, they would still not recycle. More statistics can be found in the graphs in the Appendix.

Due to the fact that nearly 63% of participants find current recycling signage on campus to be inadequate, and many participants incorrectly identified recyclable items (while still taking into account the shortcomings of our survey), we believe that we may improve recycling knowledge and habits by designing our own signage for Lu Valle Commons' recycling bins.

Waste Audit

Across the three days of our waste audit at LuValle Commons, we sorted through approximately 80 pounds of trash. The overwhelming majority of the trash, 62%, was compostable. Another 17% of the trash we sorted was recyclable. A significant portion of the weight of the trash came from liquids, which were thrown out in the sorting process. Perhaps the most shocking number, is that only 7% of the trash that was being sent to a landfill, needed to be there.

Our waste audit sheds light on what the ASUCLA Team can do to divert more waste from Lu Valle Commons. The recycling data shows that more education is needed for patrons, in order to maximize recycling. We believe that since Lu Valle Commons already uses compostable containers for the majority of their products, adding a composting program for post consumer waste is logical. With education through proper signage, we could begin to divert 93% of the trash of Lu Valle Commons. This would tremendously advance UCLA towards reaching its goal of zero waste by 2020, and prove that zero waste can be achievable, after only a few simple changes in waste disposal.

Analyzing the Results of the Initial Surveying and Waste Audit

During the creation of our recycling survey questions and the Lu Valle Commons waste audit process, we realized our knowledge of appropriate recyclables to be conflicting, from both personal experience and from outside sources. In particular, we had difficulty deciding whether or not certain containers to be recyclable or compostable, or neither. Paper Coke cups, straws, and paper materials with food waste gave us the most trouble when trying to separate them into appropriate receptacles. For example, we learned pizza boxes with grease stains are recyclable and paper Coke cups are, in fact, recyclable in the City of Santa Monica (where UCLA's recycling is transported), but this does not hold true for the City of Los Angeles. Being able to discern what specific ASUCLA food containers and cups are recyclable or not is an ability we need to improve on as a team. However, our confusion is not aided by the fact that different parts of campus have conflicting forms of waste disposal (for example, composting is available on The Hill but unavailable elsewhere on campus). Additionally, various eateries sport very different types of food containers, making standard waste disposal practice non-existent. If our team is finally de-mystifying this issue after spending hours researching recycling at UCLA, it is unlikely that UCLA students will be any less confused than we were initially, unless we either revamp current education initiatives, or create a more cohesive waste disposal system.

Post-survey at Ackerman Terrace Food Court

After creating our own signage to display at LuValle, we wanted to get feedback from patrons of UCLA eateries. In order to do this, we approached people at Ackerman Terrace Food Court and asked them to look at three trash and recycling combination signs: one our team created, one Nurit Katz, UCLA's Chief Sustainability Officer created, and one ASUCLA created (see Appendices). The overwhelming majority, 73% of the 116 respondents preferred ASUCLA's signage. Following this, 26% of respondents preferred Nurit's signage, and finally a mere 1% of respondents preferred our team's signage. Specific feedback we received repeatedly was that people preferred images to words, displaying general types of recyclables are preferred to more specific examples, phrases such as "for waste with food only" is confusing and should be avoided, graphics are more aesthetically pleasing than actual images of waste, and fonts should be large to be visible from far away.

Respondents were generally enthusiastic about sharing their opinions with us and many seemed to take a genuine interest in the design process. Despite slight disappointment in the fact

that people did not respond well to our team's design, we were still excited that people generally liked the signage ASUCLA designed and will be implementing, shortly.

8. Key Findings

Through our various meetings, surveyings, tablings, audits, and other experiences, we had a few overall key findings.

In some ways we had one full circle, as the results of almost all our undertakings pointed towards composting as the most sustainable option for the future. The first thing that lead us to this was the results of our waste audit- where we found that over half of the material thrown in the trash was compostable. LuValle commons could reduce its waste by half if a composting system were implemented. Yes, this proportion will not be exactly the same across all ASUCLA eateries; however, because ASUCLA uses similar products at its various stores, a similar demographic uses these stores, and the percentage of compostable material was so high at LuValle (62%), it is a safe assumption that compostable materials will still represent a significant enough portion of waste to be worth the investment of setting a composting program.

The meeting with Athens also affirmed our support of composting. Our recyclables are being hauled to a sorting facility, where some of them go to the landfill and some of them are sold to who-knows-where. Alongside this high-impact, ambiguous system, the alternative of a local, reliable composting system seems like the obvious solution. Local composting would require more local effort but put less strain on the environment and society as a whole.

On top all these reasons, ASUCLA already uses compostable boxes, plates, and silverware at most of its eateries. One might wonders why ASUCLA bought all these items if they are so adamantly against implementing a composting system. If ASUCLA is truly interested in sustainability, and not the just illusion of sustainability, it should embrace composting.

We also learned that the student body is generally receptive to learning about sustainable causes. While we surveyed and tabled, students were happy to share with us their thoughts on the current signage, ways to make recycling easier, and their overall thoughts on the waste system. In our survey, 89% of people said that they recycle, and the results also showed that people generally knew what was recyclable. The problem is simple: at most ASUCLA stores, the trash bin is about five times larger with a much more accessible opening than the recycling bin. We would advise that ASUCLA get larger recycling bins and smaller trash bins.

9. Recommendations

Due to feedback from our sign surveys in Ackerman, we recommend to our stakeholder that new trash/recycling signage be similar to that which the ASUCLA Marketing Department has already created, with a few minor adjustment in wording and coloring. Additional miscellaneous tips are that people love free swag, so giving out free educational material that they can use such as t-shirts or pens is very effective and that doing recycling campaigns at Lu Valle is difficult because many guests just do their homework or hangout in between classes there and don't have food to throw out. We found Ackerman to be a much better location. Lastly, once ASUCLA is able to implement composting, we recommend that a composting pilot be done at the South Campus Student Center, were pre-consumer waste is already composted.

10. Conclusion

Although the trajectory of our project changed from a composting pilot objective to a recycling education program, and we encountered some inherent unforeseen drawbacks, we still consider our project a success as we were able to educate students that frequent ASUCLA eateries to a certain (although unquantifiable) extent on better recycling practices.

Some of the highlights of our project include tabling at the Earth Day fair and our Clothing Swap at Ecochella. During these two events, our process flowed very smoothly and organically, as people came up to us and were very interested to learn about the content of our project. We were also able to distribute all of our ordered t-shirts free of cost to fellow students, and noticed people wearing them on campus on occasion.

The statistics and knowledge we gained throughout our surveys and audits are also part of the success of our project. We learned about the quantity of potentially divertible waste at LuValle, and what appeals most to people in recycling signage. In addition, through our surveying processes, we were able to gauge the general consensus and concerns with currently standing recycling signage on campus and we hope that ASUCLA takes into consideration our suggestions in order to aid people in better recycling practices.

The success of our project can be attributed in part to our stakeholder Karen and ASUCLA, without their financial backing we wouldn't have been able to produce the materials that were essential to our project. That being said, in the future we hope that ASUCLA strongly takes into account the findings of our research to consider the implement of at least a composting pilot at its eateries.

11. References

- Aliana Lungo-Shapiro, Sustainability Manager at UCLA Housing & Hospitality Services, Febuary 8th
- Teresa Hildebrand, Sustainability Programs Manager for the UCLA Health System, Friday 15th
- Athens Services, UCLA's waste hauler, March 18

12. Appendices

Waste Audit Results



Recycling Survey Results



What is your affiliation with UCLA?



Student	84	90%
Faculty/Staff	7	8%
Visitor	2	2%

Which of the following are recyclable?



Plastic straws and lids	74	23%
food	10	3%
paper products	86	27%
plastic grocery bags	63	20%
used soda cans with liquid poured out	87	27%





Greasy/soiled paper products	17	1:
Closable plastic containers with grease/food residue contained on the inside	28	2
Plastic containers with grease/food residue on the outside	35	2
none of these	47	3

Is current recycling signage on campus clear enough?



no	34	37%

no

59

63%

Would you save a recyclable item, if there was no recycling bin available at the time and carry it until you had the opportunity to recycle it?

38



41%

If you do not recycle, why? Choose all that apply.



It is inconvenient and/or takes too much time to sort waste.	24	83%
Recycling is for hippies, and doesn't appeal to me	1	3%
I don't think recycling is beneficial.	1	3%
Other	3	10%

What can ASUCLA do to help you recycle?



improve signage	47	37%
give out rewards for recycling	19	15%
I already recycle	54	43%
I won't recycle regardless	2	2%
Other	5	4%



Flyer Design



ASUCLA RECYCLES

Plastic bottles, cups, and lids Paper and plastic bags Coke cups and straws

Newspapers

Aluminum

Close food containers to reduce contamination

TRASH THE FOLLOWING

Chip bags and condiment packets Gum and candy wrappers Soiled paper products Waxed paper Food waste

BROUGHT TO YOU BY THE ASUCLA ACTION RESEARCH TEAM & AssociatedStudents UCLA



BROUGHT TO YOU BY THE ASUCLA ACTION RESEARCH TEAM & AssociatedStudents UCLA

Photos

Waste Audits



Tour with Aliana

Earth Day Fair

Sign Surveys

Ecoachella Clothing Swap

