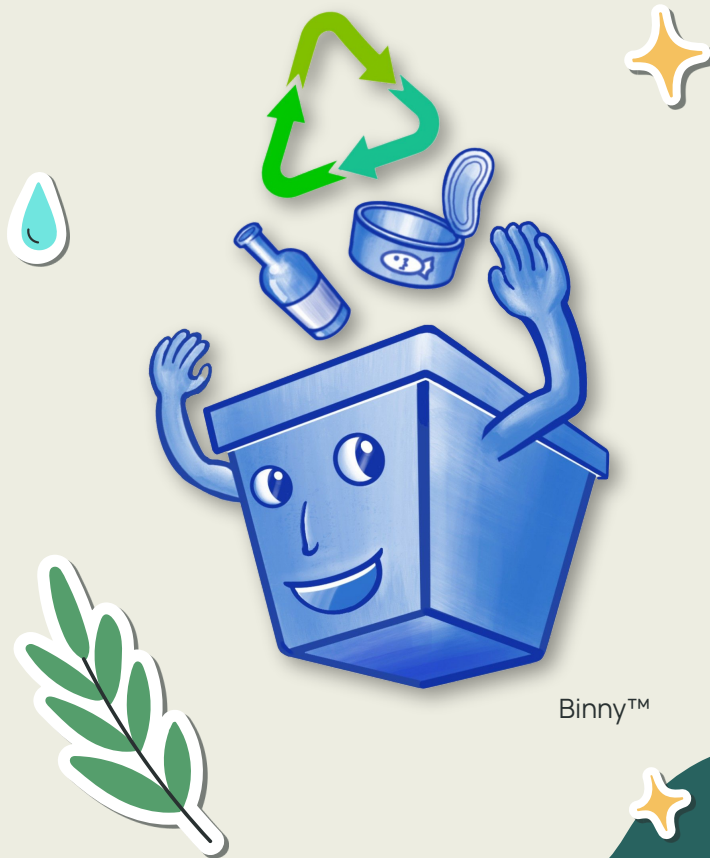


Purdue Recycling

Alex Weidman, Julia Martin, John Shin, Nixon Williams



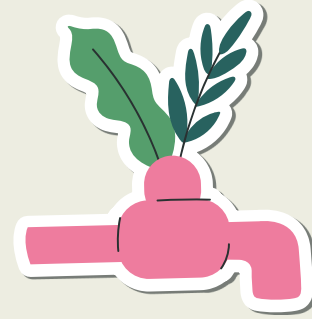
Binny™

01

Introduction

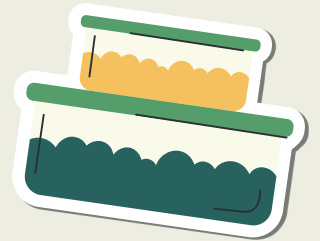
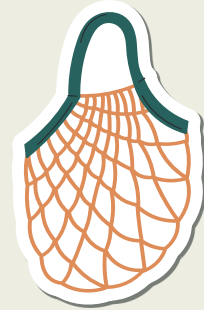
Goal: To raise awareness for the recycling program on Purdue's campus that encourages students and staff to engage in the program, while providing accurate data that educates them on how the process works.

We hope that this will increase recycling rates at Purdue and help Purdue grow as a leader in sustainability in the next few years to come.



02

Literature Review





Key Points From Literature Review

To make more users to follow to the current recycling program, we must:

- 1) Expand and improve educational programs for students, faculty, and staffs on campus would improve recycling efficiency.
- 2) Increase availability of recycling bins in various locations.

Therefore, conducting survey and gathering responses were crucial.



03

Lilly Bin Data



Types of Recycling Bins

There were 6 types of recycling bins categorized by Sustainability Office, but there were more that were not categorized, which may create confusion for users.

R1



R2



R3



R4



R5



R6



Uncategorized



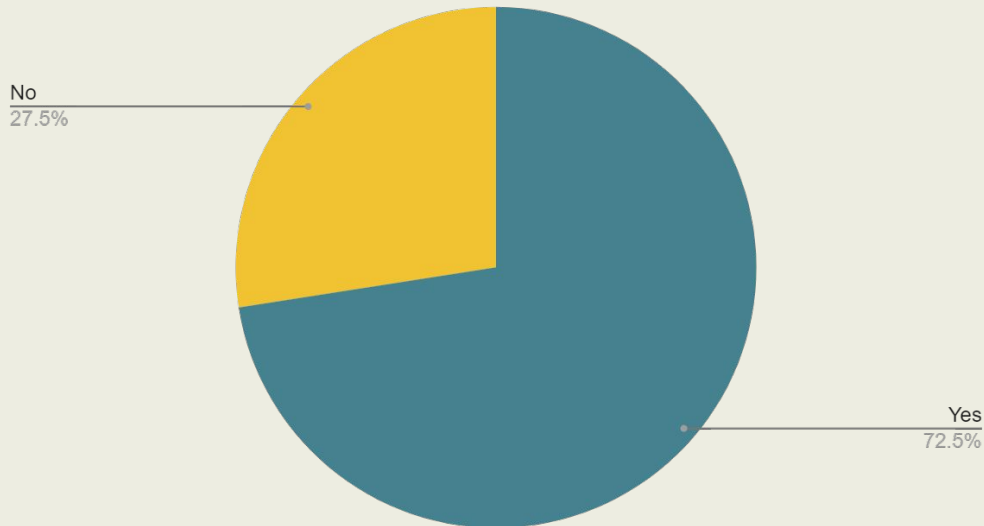
Results



If non-recyclable items were placed in recycling bins, we classified them as not-in-compliance, which was about 27.5% (shown in yellow).

Although the majority of the bins were in compliance (72.5%, green), we would like to see that number get closer to 100%.

Were materials placed in the correct bins?



04

Survey

Questionnaire



Overview



Our target audience was students, staff, and faculty on Purdue's campus.

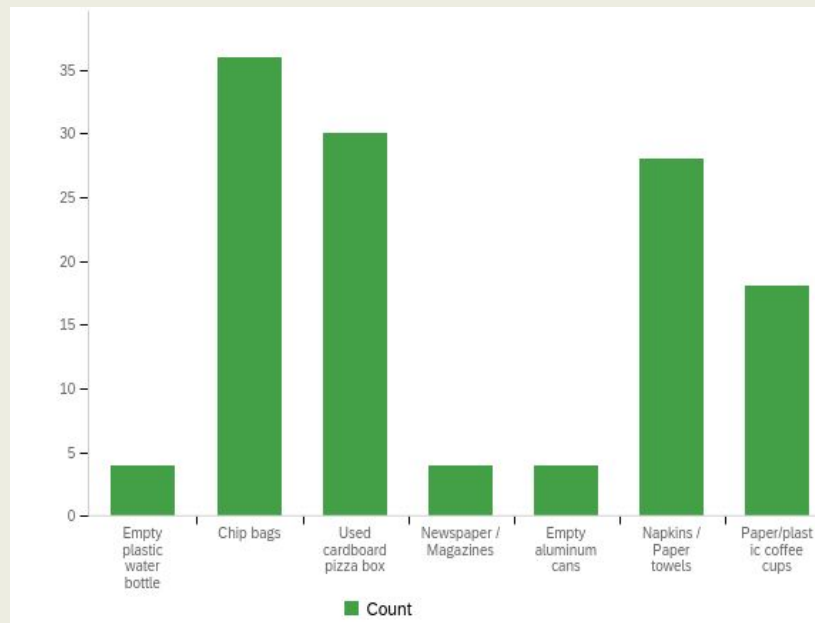
We wanted to get data on current recycling behaviors to understand how the program can be improved.





Results

- We received 42 responses, all from students.
- When asked to rate their knowledge on recycling, from 0-10, with 0 having no knowledge and 10 being an expert, the average response we got was a 6.93.
- One question we asked was which items should NOT be recycled (Results are shown on the graph.) It indicates people need more education on what should and shouldn't be recycled



05

Infographics





Infographics

We created a few different formats:

- Flyers
- Handouts
- Digital sign



Our designs: Flyer/Handout

- Made through Canva
 - Allows our partners to edit
 - Used attractive colors and graphics to attract the readers
- Big, easy to see QR code
- Printed versions were handed out to students during Earth Day Fair



Our designs: Digital Sign

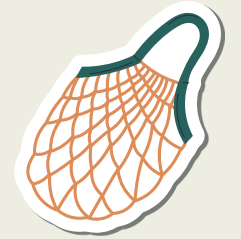


- Similar attributes to flyer
- Will be presented on a rotating slide on Purdue screens
- Our partners can continue to use to get more results from our survey

Goals for Infographics



- Introduce our study
- Exposure for our survey
- Get people engaged with the recycling program
- Show that their opinion matters and is wanted



**Let's
recycle!**

