Objectives

- Determine and inform specifics of the Red and Blue initiative
- Assess the knowledge of the recycling bin locations
- Determine desire to recycle
- Determine satisfaction with the program
- Determine hindrances to recycling
Methodology

Walk around the campus

Spark interest and open the floor for questions

Determine 5 aspects listed in objectives

Encourage recycling

Record observations
Samples

- Average of 20 people at each station
- Total of 241 individuals
- A mix of students, staff, and faculty
- Random selection
- Large outreach
<table>
<thead>
<tr>
<th>Locations</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Gate</td>
<td>40</td>
</tr>
<tr>
<td>Jafet</td>
<td>35</td>
</tr>
<tr>
<td>Fisk</td>
<td>20</td>
</tr>
<tr>
<td>West</td>
<td>15</td>
</tr>
<tr>
<td>Bliss</td>
<td>10</td>
</tr>
<tr>
<td>Cafeteria</td>
<td>20</td>
</tr>
<tr>
<td>Jesup</td>
<td>10</td>
</tr>
<tr>
<td>Medical Gate</td>
<td>45</td>
</tr>
<tr>
<td>Bechtel</td>
<td>20</td>
</tr>
<tr>
<td>College Hall</td>
<td>14</td>
</tr>
<tr>
<td>Arch</td>
<td>5</td>
</tr>
<tr>
<td>IOEC</td>
<td>7</td>
</tr>
</tbody>
</table>
Are you AWARE of the Red and Blue Recycling Program at AUB?

- **Main Gate**: 80% Yes, 20% No
- **Jafet**: 86% Yes, 14% No
- **Fisk**: 80% Yes, 20% No
- **West**: 73% Yes, 27% No
- **Bliss**: 90% Yes, 10% No
- **Cafeteria**: 50% Yes, 50% No
- **Jesup**: 90% Yes, 10% No
- **Medical Gate**: 51% Yes, 49% No
- **Bechtel**: 80% Yes, 20% No
- **College Hall**: 50% Yes, 50% No
- **Arch**: 60% Yes, 40% No
- **IOEC**: 100% Yes, 0% No
Are you aware of the LOCATION of the bins in your department?

- **Main Gate**
  - Yes: 80%
  - No: 20%

- **Jafet**
  - Yes: 86%
  - No: 14%

- **Fisk**
  - Yes: 80%
  - No: 20%

- **West**
  - Yes: 73%
  - No: 27%

- **Bliss**
  - Yes: 40%
  - No: 60%

- **Cafeteria**
  - Yes: 70%
  - No: 30%

- **Jespul**
  - Yes: 90%
  - No: 10%

- **Medical Gate**
  - Yes: 60%
  - No: 40%

- **Bechtel**
  - Yes: 80%
  - No: 20%

- **College Hall**
  - Yes: 50%
  - No: 50%

- **Arch**
  - Yes: 60%
  - No: 40%

- **IOEC**
  - Yes: 100%
  - No: 0%
Do you think the number of bins is SUFFICIENT?

- **Main Gate**: 5% Yes, 95% No
- **Jafet**: 6% Yes, 94% No
- **Fisk**: 25% Yes, 75% No
- **West**: 7% Yes, 93% No
- **Bliss**: 50% Yes, 50% No
- **Cafeteria**: 0% Yes, 100% No
- **Jespun**: 10% Yes, 90% No
- **Medical Gate**: 11% Yes, 89% No
- **Bechtel**: 20% Yes, 80% No
- **College Hall**: 29% Yes, 71% No
- **Arch**: 20% Yes, 80% No
- **IOEC**: 0% Yes, 100% No
Has anyone explained the use of the bins to you?

- **Yes**
- **No**
- **No need for explanation**

### Distribution by Location

- **Main Gate**
  - Yes: 28%
  - No: 72%
- **Jafet**
  - Yes: 14%
  - No: 86%
- **Fisk**
  - Yes: 25%
  - No: 75%
- **West**
  - Yes: 40%
  - No: 60%
- **Bliss**
  - Yes: 48%
  - No: 47%
- **Cafeteria**
  - Yes: 18%
  - No: 82%
- **Jesp**
  - Yes: 41%
  - No: 59%
- **Medical Gate**
  - Yes: 33%
  - No: 65%
- **Bechtel**
  - Yes: 10%
  - No: 85%
- **College Hall**
  - Yes: 0%
  - No: 100%
- **Arch**
  - Yes: 40%
  - No: 60%
- **IOEC**
  - Yes: 57%
  - No: 43%
Are you using/willing to use these bins?

- **Main Gate**: 100% Yes, 0% No
- **Jafet**: 97% Yes, 3% No
- **Fisk**: 70% Yes, 30% No
- **West**: 100% Yes, 0% No
- **Bliss**: 70% Yes, 30% No
- **Cafeteria**: 100% Yes, 0% No
- **Jesup**: 100% Yes, 0% No
- **Medical Gate**: 93% Yes, 7% No
- **Bechtel**: 100% Yes, 0% No
- **College Hall**: 100% Yes, 0% No
- **Arch**: 80% Yes, 20% No
- **IOEC**: 100% Yes, 0% No
Do you think this program is effective?

Main Gate
- Yes: 53%
- No: 47%

Jafet
- Yes: 53%
- No: 3%

Fisk
- Yes: 35%
- No: 30%

West
- Yes: 80%
- No: 20%

Bliss
- Yes: 40%
- No: 30%

Cafetera
- Yes: 85%
- No: 15%

Jesp
- Yes: 30%
- No: 70%

Medical Gate
- Yes: 75%
- No: 18%

Bechtel
- Yes: 50%
- No: 0%

College Hall
- Yes: 36%
- No: 28%

Arch
- Yes: 40%
- No: 60%

IOEC
- Yes: 57%
- No: 0%
What do you think could make this program more effective [conditions]?

- More bins
- Awareness
- Follow up
- Time
- Change attitude
- Penalties

**Main Gate**
- 3%
- 0%
- 3%
- 11%
- 35%
- 48%

**Jafet**
- 23%
- 23%
- 23%
- 8%
- 0%

**Fisk**
- 25%
- 5%
- 10%
- 25%
- 25%

**West**
- 7%
- 7%
- 20%
- 60%

**Bliss**
- 20%
- 30%
- 30%
- 20%

**Cafeteria**
- 30%
- 0%
- 30%

**Jesp**
- 10%
- 0%
- 20%
- 70%

**Medical Gate**
- 20%
- 5%
- 31%

**Bechtel**
- 15%
- 15%
- 35%

**College Hall**
- 25%
- 0%
- 25%

**Arch**
- 20%
- 0%
- 40%

**IOEC**
- 21%
- 0%
- 36%
Largest contributors to effectiveness

Total Evaluation

- More bins: 27%
- Awareness: 29%
- Follow up: 15%
- Time: 12%
- Change attitude: 9%
- Penalties: 8%
<table>
<thead>
<tr>
<th></th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Raymond Ghosn was difficult to assess because most of the faculty is currently moving offices.</td>
</tr>
<tr>
<td>2</td>
<td>Most of the AUB community eager to recycle but have little faith in the system, as well as their fellow colleagues.</td>
</tr>
<tr>
<td>3</td>
<td>Most faculty do not trust the recycling system.</td>
</tr>
<tr>
<td>4</td>
<td>Awareness and assurance of proper recycling seem to be the biggest needs.</td>
</tr>
<tr>
<td>5</td>
<td>There is a need for increased outdoor recycling stations on campus.</td>
</tr>
<tr>
<td>6</td>
<td>Medical Gate observations encompass the Old Pharmacy, the building opposite, and FHS.</td>
</tr>
<tr>
<td>7</td>
<td>This awareness session definitely encouraged a large percent of the AUB community.</td>
</tr>
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</table>
Suggested Steps Forward

1. More media and awareness sessions in different departments
2. A video showing where the recyclables go to assure the community of proper recycling
3. Possible penalties for not recycling
4. Increased recycling stations; observations encompass the Old Pharmacy, the building opposite, and FHS
5. This awareness session definitely encouraged a large percent of the AUB community