

RECYCLE TO EARN

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Recycling is a key aspect of any sustainability effort, one that calls for the participation of the entire campus community. Getting students to recycle is very difficult. Students lack the motivation to recycle as they don't see any immediate benefits to recycle. IUPUI is setting up single stream recycling system where students can drop recyclable items and then they will be sorted at the recycling center and later recycled. This doesn't solve the problem of motivating students to recycle. In order to motivate students to recycle there is a need for a pull strategy where they would earn some kind of an incentive to recycle. My proposal is to develop a machine which will let IUPUI students, faculty and staff to swipe their Jagtag at the machine and then drop the can or bottle in the machine. Once the bottle or can is dropped in the machine, that person will earn points which will then be added to their Jagtag. The student can then use those points to print on campus or get discounts at on and off campus locations that accept JagTag as a method of payment. The machine would have proximity sensors attached to them which will be able to detect the bottle or can. The machine would also have facts regarding the importance of recycling and other ways students can recycle while they are at home or at work. There would also be a leaderboard chart showing who recycles the most. This will also generate a competitive spirit amongst students. By doing this we will be able to motivate students to recycle while they are on campus which will then motivate them to inculcate measures to recycle not only while they are on campus but also while they are at home or work.

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