

Rec 2/17/14



MTSU Clean Energy Initiative Project Funding Request

There are five (5) sections of the request to complete before submitting. See <http://www.mtsu.edu/sga/cleanenergy.shtml> for funding guidelines. Save completed form and email to cee@mtsu.edu or mail to MTSU Box 57.

1. General Information	
Name of Person Submitting Request	
Dr. John Pennington & Dr. Tom Brinthaup	
Department/Office	Phone # (Office)
Psychology / 355 Jones Hall	(615) 904-8446
MTSU Box # 87	Phone # (Cell)
	(615) 943-7283
E-mail john.pennington@mtsu.edu	Submittal Date
tom.brinthaup@mtsu.edu	2/17/2014

2. Project Categories (Select One)	
Select the category that best describes the project.	
<input type="checkbox"/> Energy Conservation/Efficiency	<input type="checkbox"/> Sustainable Design
<input type="checkbox"/> Alternative Fuels	<input checked="" type="checkbox"/> Other Recycling
<input type="checkbox"/> Renewable Energy	

3. Project Information
<ul style="list-style-type: none"> a. Please provide a brief descriptive title for the project. b. The project cost estimate is the expected cost of the project to be considered by the committee for approval, which may differ from the total project cost in the case of matching funding opportunities. Any funding request is a 'not-to-exceed' amount. Any proposed expenditure above the requested amount will require a resubmission. c. List the source of project cost estimates. d. Provide a brief explanation in response to question regarding previous funding.
3a. Project Title
Increasing Recycling Behavior through the Application of Behavioral Science Principles
3b. Project Cost Estimate \$1,300

3c. Source of Estimate

Website support = \$1,000. A student accessible, campus-based website platform will be created to store and display submitted photographs and videoclips. Participant compensation = \$300. A \$2 campus coupon will be given to each of the 100 participants, and a \$100 certificate (for campus bookstore purchases) will be awarded to the student who submits the best photo/video. See project description for details.

3d. If previous funding from this source was awarded, explain how this request differs? n/a

4. Project Description

(Completed in as much detail as possible.)

- a. The scope of the work to be accomplished is a detailed description of project activities.
- b. The benefit statement describes the advantages of the project as relates to the selected project category.
- c. The location of the project includes the name of the building, department, and/or specific location of where the project will be conducted on campus.
- d. List any departments you anticipate to be involved. Were any departments consulted in preparation of this request? Who? A listing may be attached to this form when submitted.
- e. Provide specific information on anticipated student involvement or benefit.
- f. Provide information for anticipated future operating and/or maintenance requirements occurring as a result of the proposed project.
- g. Provide any additional comments or information that may be pertinent to approval of the project funding request.

4a. Scope: Work to be accomplished

Researchers in social psychology and behavioral economics have uncovered persuasion principles that may be used to encourage various environmentally friendly activities. The proposed project will employ a theoretically grounded, experimentally tested persuasion technique to increase appropriate recycling behavior on MTSU's campus.

Specifically, a "commitment-and-consistency" technique will be used to strengthen MTSU students' pro-recycling attitudes and behavior. This technique requires individuals to demonstrate their support for a given cause/activity in an easy and very public way. Examples include placing a pink breast cancer awareness ribbon on our vehicle or writing

our name on a large "Alcohol Free Prom" Pledge banner prominently displayed at our high school. Performing such acts allows us to demonstrate to ourselves how strongly we support the issue/behavior in question. Further, the public nature of the act motivates us to behave in a consistent manner in the future so that we may be seen as honest and "true to our word."

We will use this technique by approaching students on campus and encouraging them to take a picture or brief video of themselves (and/or their friends) engaging in a specific, appropriate recycling activity in a humorous or interesting way. Students will be told that an ideal picture/video would show them placing soda cans or plastic bottles in appropriate recycling containers or refraining from throwing waste in those containers. We will encourage students to be creative and to have fun in how they choose to do that. Examples of students at a different institution using humor to demonstrate "the correct way to recycle" can be seen here:

http://www.youtube.com/watch?v=_K0Gbwa3ENM.

We will encourage students who take such a picture/video to submit it for inclusion in a campus recycling awareness program. They may do so using their own smart phone or by allowing us to take a picture/video and submitting it for them. Submissions will be directed to a publicly accessible campus website deemed most appropriate by Joe Whitefield and Linda Hardymon of Facility Services, with possibilities to include MTSU's Facebook page and/or MTSU's Center for Energy Efficiency website (http://mtweb.mtsu.edu/cee/MTSU_Recycles.htm). As incentives for submitting a photo/video, all participating students will receive a "two dollar off" coupon that may be used at participating food/merchandise vendors on campus. They will also be told that all photos/videos will be judged and that the student who enters the winning submission will receive a \$100 certificate that may be used at the campus bookstore. Approximately 10-15 students enrolled in Dr. Pennington's Summer 2014 Persuasion course (PSY 4390) will be the individuals who canvas the campus and encourage participation in this project. Finally, participating students will be encouraged to visit the website to view their submission and those of other students.

Based on prior theory and research findings, we expect students who take and submit a photo/video will feel a heightened sense of commitment to campus recycling because they personally supported this cause in a memorable, concrete, way. In effect, they have "shown themselves" how important campus recycling is. Further, because they will be one of the "public faces of campus recycling," we expect such students will act in ways consistent with this commitment (e.g., by recycling correctly) in the future. Given the number of

students conducting this project, and the low effort/time commitment required of participants, we anticipate being able to obtain a large number of individual photos/videos. Although not explicitly part of this proposed project, submitted photos/videos could be used in future recycling education/awareness initiatives (e.g., in a rotating photo montage appearing on other campus websites, as a sidebar graphic on the MTSU smart phone app, and/or as visual content for recycling posters/banners placed near high traffic campus recycling areas). To sum up, the goal of this project is to increase correct recycling among as many students as possible in a manner that is enjoyable, cost- and time-efficient, and potentially useful for future recycling initiatives.

4b. Scope: Benefit Statement

If successful, this project will increase the amount of paper, metal cans, and plastic bottles that are recycled. This outcome will improve the aesthetic quality of the campus and will lower MTSU's carbon footprint. The project will also reduce the amount of trash deposited in recycling receptacles. Both outcomes are financially beneficial because they increase the amount of revenue MTSU can obtain from selling recyclables and reduce the amount of trash MTSU must pay to dispose of in the local landfill (by minimizing the presence of recyclable materials in trash). The proposed project will accomplish these goals while requiring minimal added effort/resources from facility services or other campus entities.

4. Project Description (continued)

4c. Location of Project (Building, etc.)

A variety of campus locations, especially those with a high concentration of recycling containers and student traffic flow, will be employed.

4d. Participants and Roles

Dr. Pennington and Dr. Brinthaup are faculty members in the Psychology Department. They have consulted with Joe Whitefield and Linda Hardyman of Facility Services to gain an understanding of the energy/environmental needs and resource issues facing the university. This proposed project is an attempt to address some of those needs and issues in a way that capitalizes upon Dr. Pennington's and Dr. Brinthaup's professional knowledge and experience.

4e. Student participation and/or student benefit

This project will benefit multiple groups on MTSU's campus. First, those students who participate by taking and submitting a photo/video will have an opportunity to be a positive campus role model in an easy and enjoyable way. Such opportunities strengthen students' ties to the university and promote campus cohesion and sense of shared purpose. Students who view the photos and videos will benefit by learning about campus recycling priorities in an entertaining, educational way. Further, students in Dr. Pennington's Persuasion course will be given a chance to apply course-related material in an approachable, memorable, worth-while manner. Finally, the campus community at-large will benefit aesthetically and financially from an increase in student-centered, low-cost recycling.

4f. Future Operating and/or Maintenance Requirements

n/a

4g. Additional Comments or Information Pertinent to the Proposed Project

We have examined all of the projects that have received funding since the inception of this program. We believe this proposal is relatively unique among them in that it aims to alter the campus culture in a way that maximizes use of its existing infrastructure. Specifically, recycling containers are pervasive across campus. We believe this project will increase their appropriate usage while promoting students' campus involvement and sense of community.

5. Project Performance Information

Provide information if applicable.

- a. Provide information on estimated annual energy savings stated in units such as kW, kWh, Btu, gallons, etc.
- b. Provide information on estimated annual energy cost savings in monetary terms.
- c. Provide information on any annual operating or other cost savings in monetary terms. Be specific.
- d. Provide information about any matching or supplementary funding opportunities that are available. Identify all sources and explain.

5a. Estimated Annual Energy Savings (Estimated in kW, kWh, Btu, etc.)

5b. Annual Energy COST Savings (\$)

5c. Annual Operating or Other Cost Savings. Specify. (\$)

5d. Matching or Supplementary Funding (Identify and Explain)