Social Motivation for Recycling

United States
Team Awesom
Budget:
< $1,000

Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

In a search for individual incentive to participate in recycling, we considered a social motivation instead of an environmental or financial motivation. Due to the cheaper purchase cost of recycled materials, portions of the funds could be given to local social causes and with the recycled materials still being sold to companies for cheaper than purchasing new raw materials. The portion given to social services could benefit local education and ease cost burdens on the state.

About Project

Problem: What problem is this project trying to address?

Our solution addresses the lack of household participation in local recycling programs. Many households have the ability to participate in curbside recycling and all have the ability to drop off recycling at a local recycling collection center. There is a financial incentive in place. If you drop off recycling, after collection of receipts, you can have a whopping couple of dollars taken off your trash collection bill. As local governments are not able to provide financial assistance, we thought perhaps a social incentive would cause individuals to give more thought to recycling programs.

Solution: What is the proposed solution? Please be specific!

Our idea is unique due to the social aspect rather than a traditional, and unrealistic, financial motivation. Our local governments are low on cash to hand out and in need of taxes collected. As our education system is the largest expenditure for local governments, we decided to tie the problem of low recycling rates to raise finances for local education. Funds for local education would benefits business for publicity reasons and because businesses are constantly on the search for educated employees.

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

As our idea would involve local governments, we have had little impact for implementing this program. Implementation would take time and public support. In our local community, the members of our group are conscious consumers and, while attending a public university, are aware of the cutbacks on university employees and the cost burden placed on the students.

About You

Organization: Team Awesome

First Name
Team
Last Name
Awesom
Website
Organization
Team Awesome
Country
, TX, Brazos County

About Your Organization

Organization Name
Team Awesome

Organization Phone

Organization Address
Texas A&M University

Organization Country
, TX, Brazos County

The information you provide here will be used to fill in any parts of your profile that have been left blank, such as interests, organization information, and website. No contact information will be made public. Please uncheck here if you do not want this to happen.

Your idea

Country your work focuses on
, TX, Brazos County

Website URL

Innovation

Do you have a patent for this idea?

Impact

Actions
This program would require the participation of local governments and recycling centers. With such large players, local support is needed. The lobbying of city meetings and city officials takes time and local support.

Results
The city of College Station, and other regional areas in Texas, are not focused on solid waste recycling. It would take the right people in the right office, but if passed, the results could be noticeable especially if a large enough area and populace participated. We are strong believers in the notion that every bit helps. Although this would not be a permanent, guarantee solution, it would raise awareness and provide a step towards a more conscious locality.

What will it take for your project to be successful over the next three years? Please address each year separately, if possible.
In order to make this program possible, initially policy would need to be implemented on the local government level. The recycling facility would need to portion away part of the estimated savings in the purchase price for recycled materials versus new raw materials. Businesses would then need to be willing to allow this portion to be given to local education efforts while still saving in comparison with purchasing new raw materials. After the program was implemented, marketing strategies would need to be developed to let people know how they can easily help their local communities and quite possibly the school their own children attend.

What would prevent your project from being a success?
Business interests could prevent this project from being a success. In an economically driven society, no business wants to pay more than absolutely necessary. A lack of awareness in the community for the benefits of this program could cause low participation.

How many people will your project serve annually?
More than 10,000

What is the average monthly household income in your target community, in US Dollars?
$1000 - 4000

Does your project seek to have an impact on public policy?
Yes

Sustainability

What stage is your project in?
Idea phase

Is your initiative connected to an established organization?
If yes, provide organization name.
How long has this organization been operating?
Less than a year

Does your organization have a Board of Directors or an Advisory Board?

Does your organization have a non-monetary partnerships with NGOs?

Does your organization have a non-monetary partnerships with businesses?

Does your organization have a non-monetary partnerships with government?

Please tell us more about how these partnerships are critical to the success of your innovation.

Our idea would require a non-monetary partnership with government, as most local recycling efforts are organized through local governments. Without a partnership with government, a non-monetary partnership with the recycling business would be required to ensure a portion of monetary savings would be contributed to local education.

What are the three most important actions needed to grow your initiative or organization?

The most important action to grow this initiative is local support. The community benefits in two ways from this idea and would be the largest supporter and participator. Governmental actions need to be taken to enact this policy for regulation of the recycling business and to ensure funds are given to the proper community school. Businesses need to act socially responsible and participate in this initiative in order to provide the recycling company with funds.

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**The Story**

What was the defining moment that you led to this innovation?

As an environmentalist, I was considering why people do not participate in household recycling. Perhaps a greater incentive is needed. I then wondered why individuals would be concerned with a landfill in another county when community problems, such as school funding, are so prevalent in everyday lives. The solution was to combine the two problems.

Tell us about the social innovator behind this idea.

This idea is socially innovative for combining two problems with one solution. Idea such as sin tax, the lottery, and property taxes fund for local education. However, there is no link between the cost of dealing with solid waste and providing funds for local communities.

How did you first hear about Changemakers?
College or university

If through another, please provide the name of the organization or company

Source URL: https://www.changemakers.com/strongcommunities/entries/social-motivation-recycling#comment-0