Evaluating the effectiveness of educational outreach on sustainable behavior modification at a sporting event

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Introduction

In the face of funding cuts nation wide, universities have turned to innovative solutions to meet the rising operational costs. Power Purchase Agreements (PPA) and other similar arrangements leverage extended return on investment (ROI) and federal rebates, making these innovative and sustainable solutions quite appealing to fiscally conservative universities in desperate need of capital improvements. Energy awareness campaigns, Zero Waste initiatives, and water conservation efforts are some of the many ways many universities supplement their innovative cost-saving solutions, but require a high level of community engagement.

In a report examining fan engagement based on Athletic Department sustainability efforts, Casper, Pfahl, and McCullough came to the conclusion that event attendees perceived sustainability efforts favorably. Simply put, people like to see sustainability. This implies these sustainability solutions are not only economically and environmentally beneficial, but socially beneficial as well. If universities are expending resources to engage the community on sustainability practices, it is imperative to the mission of the institution that outreach efforts are making a positive impact.

Design

Design and Distribution
- Design flyers and survey questions
- Develop response collection infrastructure

Coordinate Signature Event
- Green Half-time Show
- Bin Guards
- Study Volunteers

Engage and Collect
- Distribute physical flyers
- Send electronic invitations
- Collect results and select winner

Questions

The purpose of this study is to evaluate whether educational outreach is affecting sustainable behavior modification. In order to enhance and scale sustainable behavior, there are several questions to answer...

1. Does outreach messaging impact attendee behavior?
2. Is active outreach more effective than passive messaging?
3. What are the challenges to event outreach?
4. When, where, and to what extent is behavior changed?
5. What social class shows the highest adoption rate?

Sampling

Athletics and their facilities were selected as pilots because of their high profile, heightened potential engagement, and ability to control their environment. This pilot will evaluate passive outreach (i.e. signage and separated waste bins) and signature event programming (i.e. “Green” themed games/half-time shows). Below are the top three attended athletic facilities at Arizona State University.

Wells Fargo Arena was selected as the primary sample location due to study timing and basketball season. A survey will be sent via email to attendees or handed out as flyers at the targeted passive and signature games.

Expected Results

More Information

Click on or navigate through the QR Code for more information on...
- IRB Approval
- Funding Sources
- CITI Certification
- Collateral
- Participant Privacy
- References

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Zero Waste
Reduce | Reuse | Recycle
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