Innovative Ways to Use Technology & Social Media for Today's Environmental Education

VRA Conference 2016
Heads Up for Litter Prevention & Recycling

Icebreaker
Why resource was created.
Ask for volunteers.
Explain how to play the game.
Heads Up for Litter Prevention & Recycling

Rules

1) Place cards face down in center of playing area. Adjust headband around your head.
2) Place card in your headband making sure not to look at the card.
3) Place 3 chips in front of you.
4) Now ask the other players a question that will help you to identify what is on your card.
5) If you guess the item before the timer runs out, get rid of one chip.
6) The play then moves to the next player.
7) The first player to get rid of all their chips is the winner.

Sample Questions:

Am I a Person?  Do I use electricity?
Am I a Place?  Do I fit in a pocket?
Am I a Thing?  Am I fictional?
Do I have four legs?  Am I inside?
Can I be eaten?  Do you wear me?

Answers:

YES
NO
COULD BE
I DON’T KNOW
Gloria M. Puffinburger, Solid Waste Manager

Frederick County DPW

Two promotional videos were produced for Frederick County in 2015 by Shaun Galang of Cedarmeade Studios, a local vendor. One focused on the Parks and Recreation’s BasicRec (After School) Program and the other, recycling. The recycling video helped to promote the importance of diversion and recycling in the county. The video were provided in various formats: television broadcast, YouTube, and also for use on the web and social media.
Frederick County Recycling

http://www.fcva.us/departments/o-z/public-works/recycling
Central Virginia Waste Management Authority

Nancy Drumheller, Public Affairs Manager

CVWMA

How do you communicate with the public /residents/customers? Are your messages clear and concise? Do you engage with your followers? CVWMA uses its website and social media to help with its messaging and education. Learn how to create posts, tweets, cell phone video clips, pins/boards, contests, etc. using social media as an easy cost-effective way to reach diverse audiences.
CVWMA and Facebook

Designed to connect users
Easy to expand your reach
Encourage media to follow you/you follow them
Post videos- bigger reach on Facebook than on YouTube. Videos average 62% more engagement that photos.
CVWMA has 5,958 LIKES
Females 25-54 make up over 50 % of our fans
CVWMA’s Mascot, R3 has a Facebook page too.
CVWMA and Facebook

Celebrate America Recycles Day with CVWMA
Kim Hykes, Executive Director at the Central Virginia Waste Management Authority, visited the studio to invite you to help your local environment on American Recycles Day.

Why Richmond needs artists to paint storm drains
The storm drains that will be a part of the art project are along Tidewater Street from the American Civil War Center to Brown's Island.

Do you know what HHW is?
http://cvwma.com/cvwma-educa.../household-hazardous-waste-hhw/

Household Hazardous Waste (HHW) | CVWMA
What is household hazardous waste (chemicals) or HHW? Most people unknowingly have a number of hazardous wastes (chemicals) stored in their...
CVWMA and Twitter

Twitter is about sending and receiving group messages in real time. Tweets limited to 140 characters.

http://sbinfocanada.about.com/od/socialmedia/a/howtotwitter.htm
CVWMA and Instagram

Over 30 million active users worldwide. Users share over 70 million photos and videos each day!

Connect with customers (public)
Learn what they like.
Reach new audiences. Reach millennials.
Share across other social media platforms.
Increase awareness, interest, participation. Use hashtags to broaden reach.
This one “pin” had 15,499 impressions in one month!
Augmented reality (AR) is cutting-edge technology that allows for a digitally enhanced view of the real world, connecting you with more meaningful content in your everyday life. With the camera and sensors in a smart-phone or tablet, AR adds layers of digital information – videos, photos, sounds – directly on top of items in the world around us. The walls in our unit are augmented with Layar (augmented reality). This technology makes learning fun and interactive. Our hope is to make a difference, help change habits and encourage good stewardship in Spotsylvania County and the Commonwealth.
Spotsylvania County’s Environmental Education Division has been educating students and residents for the past nineteen years through more traditional means of outdoor festivals, special events and interactive classroom experiences. However, all things must evolve with time and after a review of the current program efforts, it was determined that a revitalization was in order to reach and inspire the next generation of environmental leaders!

In order to capture the attention of students and residents, Spotsylvania County needed to establish a program based on today’s technology and expectations of engagement as a vehicle to communicate the importance of environmental awareness. The challenge was how to inspire and excite current and new generations about the environment and its responsible use in a new way. After over two years of coordination and development, Project SEED was born to meet the need; utilizing cutting edge augmented reality on a mobile education platform to create a living education model that actively engages visitors through the use of tablets and image recognition software.
Litterati

Founded in September 2012. Join the global community that's eradicating litter. [www.litterati.org](http://www.litterati.org)

Here's how it works:
1. Add the free app Litterati
2. Find a piece of litter
3. Take a picture of the litter
4. # the description and upload
5. Throw away or recycle the litter

General Information
We are building the world's largest database of litter. Through the use of social media and the data collected from individuals picking up litter, we hope to find ways to work with brands, cities and government organizations to prevent litter from ever reaching the ground.

Mission
A litter-free planet.
Email [support@litterati.org](mailto:support@litterati.org), website [http://www.litterati.org](http://www.litterati.org)

Your password is: Lq150qsd
Brought to you by Virginia Council for Litter Prevention and Recycling (VCLPR)

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