Plenary Session 3: Student Engagement

Grace Haines
University of Mississippi
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University of Mississippi
Spirit

Dual Approach to Sustainable Sporting Events

Simplicity
Spirit

Dual Approach to Sustainable Sporting Events
Play into the Pride

Merge zero waste messaging into as many school and game day traditions as possible.

- School mascot, cheer, colors, sporting event rituals
Visit

Dual Approach to Sustainable Sporting Events

Simplicity
Coherent and Convenient

- Create clear messaging for target audience.

- Utilize social media platforms to engage student volunteers and community.

- Make sustainable options easy and user-friendly.