



## SEAM Campaign Ideas

*A menu of action plans your Students for Environmental Action in Massachusetts club can lead at school or in your community.*

*Please note: Before initiating any school-based project, you'll need to gain buy-in and approval from your school administrators and/or custodial staff.*

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### Cafeteria Recycling

**Goal:** Improve or introduce recycling systems in your school's cafeteria.

**Action Steps:**

- Label bins clearly with visual instructions
- Designate "Recycling Captains" to help monitor bins in the cafeteria
- Ensure that the school and custodial staff manage recyclables properly on the back end (a dedicated recycling dumpster is necessary)
- Create posters explaining what goes in the trash and what goes in the recycling and post them around the school
- Work with custodians and administration to monitor progress

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### Composting Program Launch

**Goal:** Reduce food waste by introducing composting in your cafeteria, classrooms, or campus garden.

**Action Steps:**

- Partner with a local composting service or set up bins for pickup
- Educate students and staff about what can be composted
- Establish a process for donating extra food to a local food pantry
- Designate "Compost Captains" to help monitor bins
- Create signage and classroom presentations

## **Reduce Recycling Contamination**

**Goal:** Help students recycle correctly by reducing “wish cycling” and contamination.

### **Action Steps:**

- Launch a “What NOT to Recycle” poster campaign
  - Host a short assembly or classroom presentations (“the KMB Talking Trash and Recycling” presentation is available for download)
  - Create TikTok content or Instagram reels explaining recycling best practices
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## **Plant a Pollinator Garden**

**Goal:** Create a beautiful outdoor space that supports bees, butterflies, and other pollinators.

### **Action Steps:**

- Identify a small area on campus with sunlight and space
  - Choose native flowering plants
  - Design signage that explains the importance of protecting pollinators
  - Host a planting day and involve community members
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## **Host a Tree-Plenish Event**

**Goal:** Plant trees in the community through a Tree-Plenish initiative.

### **Action Steps:**

- Sign up as a Tree-Plenish host school ([tree-plenish.org](https://tree-plenish.org))
  - Promote tree donations and recruit volunteers
  - Coordinate tree delivery and planting
  - Document your event with photos and share impact stats
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### **Additional Resources:**

For more information about school-based environmental protection programs and best practices, join the Massachusetts Department of Environmental Protection’s Green Sword Google Group at <https://sites.google.com/beverlyma.gov/k-12-waste-reduction-diversion/home>