

CASE STUDY

Refuse and Reuse

Turning student plastic reduction into a campus movement.

What began as student frustration with single-use plastic in their cafeteria became a practical, youth-led campaign to change the systems that make disposable products the default.

Top College USA helped them turn concern into a clear strategy - mobilizing peers, engaging school leaders, and building tools that make it easier for schools to adopt lasting change. We created language, outreach materials, toolkits, petitions, presentations, and student-facing resources that move from awareness to action.



Students can help schools change everyday systems.



Youth-Led Campus Campaign

Empowering students to lead, organize, and inspire real change.



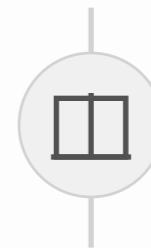
Single-Use Plastic Reduction

Challenging single-use norms and advancing reusable solutions.



School Outreach and Toolkits

Equipping schools with tools, templates, and practical guidance.



Implementation-Focused Messaging

Clear, actionable language that drives decisions and sustains momentum.



Challenge

Students were passionate about plastic pollution, but the conversation was stuck at awareness. Campaigns often stopped at “don’t use plastic” messages that inspired support but rarely led to lasting change in school systems, policies, or purchasing.



Narrative Shift

Top College USA reframed the story from blaming plastic to changing systems. The focus shifted from individual choices to practical solutions so reuse feels easier, more visible, and more normal.



Communications Assets

We built a full communications ecosystem to educate, mobilize, and equip schools to act.







- Website copy
- Campaign language
- Toolkits
- Petition language
- School outreach letters
- Webinar materials
- Art contest messaging
- Social media copy
- Presentation language
- Student leader scripts



Outcome

The campaign became clearer, easier to join, and easier to replicate. Schools had the tools and language they needed to take action and make reuse the norm on campus.

What We Built

 Website Copy	 Campaign Language
 Toolkit	 Petition
 Webinar Materials	 School Outreach

“*The message moved from plastic is bad to students changing the systems that make plastic feel unavoidable.*”
— Top College USA

Project Snapshots



Toolkit Pages



Student Campaign



School Presentation



Plastic-Free Challenge