



## 2018 RecycleMania Case Study Competition

### *Case Study Template*

Please focus your case study on one component of your RecycleMania competition. This could be your outreach and marketing strategies, fundraising strategies, techniques to engage key campus stakeholders to ensure success, connecting with off-campus partners, key events or gatherings, incentives for engagement, etc.

Note: Submissions for the 2018 RecycleMania Case Study Competition may be used as a best practice resource on [www.recyclemania.org](http://www.recyclemania.org).

1. Contact info (name, department, school, email, phone)

Ashley Barcia, Audra Benincasa, and Kelly Zelaya

Office of Sustainability: Eco- Rep Program | University at Albany

1400 Washington Avenue | CS 15 | Albany, NY 12222

P: (347) 303.6887 / (315) 939. 4930 / (518) 860. 8125 | E: [abarcia2@albany.edu](mailto:abarcia2@albany.edu)

Mary Ellen Mallia, Director of Sustainability

Office of Sustainability: University at Albany

1400 Washington Avenue | CS 15 | Albany, NY 12222

P: (518)-442-2601 / E: [mmallia@albany.edu](mailto:mmallia@albany.edu)

Cassidy Drasser, Assistant Director of Sustainability

Office of Sustainability: University at Albany

1400 Washington Avenue | CS 15 | Albany, NY 12222

P: (518)-442-2592 / E: [cdrasser@albany.edu](mailto:cdrasser@albany.edu)

2. Focus of Case study

To reduce food waste on University at Albany Uptown College campus.

3. Detailed description of campaign component:

Food waste is part of food loss and refers to discarding food that is safe and nutritious for human consumption along the entire food supply chain, from primary production to end household consumer level. (FAO, 2014) Food waste is an enormous contributor to the municipal waste stream, and its generation has significant immediate and long-term economic as well as environmental consequences that many Americans are oblivious to. Our purpose is to target human behavior to get students in the freshmen dining halls to reduce the amount of food wasted.

4. Planning steps & timeline to implement:

Took a semester to learning about marketing and branding. Along with what makes a good specific goal. All it requires to make good effective change on campus. We did research about food reduce, specifically on college campuses. All through the program of Eco-Reps.



Then as the next semester came we hosted a weigh the waste in both dining hall. Where we scraped the food off students place after they finish eating and calculated the full amount of waste accumulate in three hours. This gave us a base of how much food was being wasted in our dining halls.

Then started implementing posters and signs. That had the amount of food waste in foods were collected, which was 192.5 lbs of food. Along with more knowledge on what that food can do. For example, can feed around 154 people for lunch. 1 out of 8 people in the U.S struggle with hunger. Etc.

We also did more research this semester by attending a screening of the documentary *Wasted the Story of Food Waste*. Which was screen in the capital Albany distract that was followed by a panel discussion of vital people in the industry of Food Reduction.

Then we canvass in both dining hall having students fill out our IRB approved surveys. The survey was a chance for us to get the students voice about what they thought about the food proportions and where they knew about where their food goes. It also just gave us a chance to talk to students about the project we were doing.

Hosted another weigh the waste in both dining hall with more signs about thinking about food proportions and discussion about food reduction.

5. Resources and stakeholders involved

No budget was given to us. This was a 0-dollar campaign. Resources like clear buckets to fill food waste where provided by the office of sustainability. Scales where provided by our school's dining hall. Both Sodexo, dining hall team, and the office of sustainability where great help during this project. We collected volunteers through our student body.

6. Describe the Results of this campaign component

On March 28, 2018 the dining halls on Indian and State Quad produced **192.5** pounds of wasted food in only 3 hours! On May 2, 2018 only **132** pounds of food was wasted, in the same amount of time. That's a **60** pounds difference!

Survey results: 70% of people believe they waste around 0-25% of food. The audiences were split about whether they serve themselves too much food. Majority (80%) do not think the portions are too large. 69% do not know where their food goes after. 86% did not know about Food Recovery Program. 90% Did not know approximately 770 lbs. of food gets wasted in the dh each day. A majority also do not know what this impact is on the environment. Around 90% of the students feel like they CAN reduce their food waste

7. What would you do differently in the future?

Doing it sooner would have worked out better. Along with advertising a lot more. Speaking to students in the dining hall consistently goes a long way so we should have started doing that from the beginning.



Repetition of our goal is something we should've done more and getting students more involved. At the second event, student was still confused on what/ why we were collecting their scraps and we could have gotten bigger signs along with really letting every student know what we were doing through emails etc.

8. What advice would you give to another college that wanted to do a similar effort?

Keep trying and never give up! Even if it feels like you're not doing much, you're impacting the lives of many by just increasing overall awareness. ENGAGE with students, you never know who may be able to help out in the future. There will be bumps in the road but you can do it !

9. Photos and Graphics

*Please include photos and other visuals below, examples could include social media posts, posters or other graphics related to the project. Include captions where necessary.*



## WEIGH THE WASTE

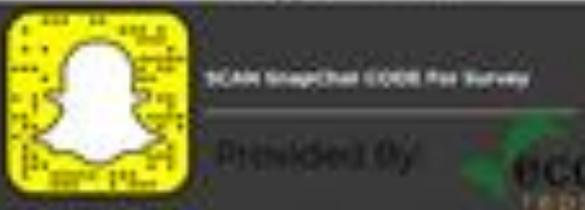
Foodbank - Reading Hall 27 - April 19th - 20th 2018



192.5lb  
3 Hours

That's equal to the amount of food that could feed about 104 people for a week!

Reduce Food Waste with Us!





**WEIGH THE WASTE**  
5-8 PM  
APRIL 25,  
2018



**NO WASTED MEAL**



USE OUR  
SNAPCHAT CODE  
PROVIDED BY:  
THE ECO-REPS



**ON INDIAN  
AND  
STATE QUAD**  
**190 LBS OF  
FOOD WAS  
WASTED IN  
3 HOURS**  
**THAT COULD  
FEED 154  
PEOPLE**





*Please email completed template form and supplemental documents (photos, newspaper articles, website links, etc. to [helpline@recyclemaniacs.org](mailto:helpline@recyclemaniacs.org) with “RecycleMania Case Study submission-Campus Engagement – Awareness Campaign” in the subject line. **Case study submissions are due no later than Friday, May 11, 2018.***