



Miami University 2020 RecycleMania Case Study

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2. Focus of Case study - This case study focuses on Miami University's efforts to engage residents of residential halls for the Race to Zero Waste competition on the Oxford campus.
3. Detailed description of campaign component:
 - a. We designed an engagement campaign for the Race to Zero Waste Competition to engage multiple residential halls in an internal competition. After planning with campus administrators, we included four residential buildings of Central Quad in our internal competition. The residential halls included in the competition were Minnich Hall, Scott Hall, Richard Hall, and Hamilton Hall. We excluded MacCracken Hall (a part of Central Quad) because it was the only Central Quad residential hall with dining operations, which we felt created an inequitable competition path for MacCracken Hall residents. We choose residential buildings in Central Quad because a majority of residents are a part of the Sorority Living Learning Community. In doing this, we were able to establish competition incentives for both sorority members and non-sorority residents. The competition incentives were:
 - (1) \$900 divided amongst each sorority for a sorority suite improvement
 - (2) a pizza party
 - (3) a reusable utensil kit for each resident.Weekly waste updates were recorded on bulletin boards in each hall and presented on social media posts (included in this case study submission). We hung fliers throughout the buildings and sent email reminders to residents to encourage participation in the competition. Weights were recorded and estimated on Sundays, Tuesdays, and Thursdays

(based on Rumpke's schedule) at 6 pm for each hall during the competition starting February 23rd. To encourage the recovery of waste, we put clothing donation bins in each building. Donated clothing was weighed every week and subtracted from overall weekly landfill and recycling weight. We gave donated clothing to Zero Waste Oxford's (student organization) on-campus thrift shop. Due to COVID-19, Miami University was only able to record weights for three out of the four weeks. The winning hall was Hamilton Hall, of which we reported weights to Recyclemania for the Race to Zero Waste competition submission.

4. Planning steps & timeline to implement:

- a. Miami University entered in the Race to Zero Waste competition – Jan 2020
- b. Worked with President's Office, Student Life, and Residence Life to plan competition and campaign material – Jan 2020
- c. Meet with RAs, RDs, members of Zero Waste Oxford and EcoReps of each Central Quad residential halls to help with competition and campaign efforts – Feb 2020
- d. Began Competition – Feb 2020
- e. Concluded Competition – March 2020
- f. Announced Winners – March 2020
- g. Presented winners with prizes – Fall 2020 (delayed due to COVID-19).

5. Resources and stakeholders involved

- a. **Financial resources** –Physical Facilities Department
 - i. Competition prizes
 - ii. Cost to make fliers/bulletin boards
 - iii. Director of Sustainability and graduate student Recycling Coordinator and Sustainability Coordinator position pay/salary/devoted time.
- b. **Volunteers-**
 - i. Eco-Rep, Zero Waste Oxford, Residence Life, Student Life, and President's Office and members to help facilitate communications and post educational material.

6. Describe the Results of this campaign component

- a. General results (*ex: attracted attention of campus president, campus paper did a news story on the event, etc.*)
 - i. Given the circumstances of COVID-19, we were unable to complete the competition and capture qualitative data from residents concerning personal feelings and experiences with the competition. However, we did hear multiple accounts from individual residents, student organizations, and members of Residence Life that the residents of Central Quad halls were extremely excited and engaged with the competition. Residence Life expressed support for doing this competition again in 2021.

- ii. Miami University Communications and Marketing wrote stories about our engagement in Recyclemania, as a whole. The Race to Zero Waste competition was one, of many, highlighted initiatives for the Recyclemania competition. The links for the new stories are:

1. <https://www.miamioh.edu/news/top-stories/2020/02/refresh-your-recycling-know-how.html>
2. <https://www.miamioh.edu/news/campus-news/2020/03/recyclemania-game-day.html>
3. <https://www.miamioh.edu/news/top-stories/2020/05/recyclemania-2020-results.html>

- b. Specific measurable impact figures, if applicable (*Ex: Reduced contamination rate 13%, Gathered 316 pledges to recycle more, etc., 250 people engaged, etc.*)

- i. Weekly Results for each Residential Hall in pounds per 1,000 square footage of usable space. This includes (landfill + recycling) – clothing donated.

	Minnich	Scott	Richard	Hamilton
Week 1	49.85	44	38.81	33.41
Week 2	95.25	86.2	84.23	71.21
Week 3	145.52	134.82	133.2	112.98
Week 4				

- ii. Total clothing donated for entire competition of all residential halls for three weeks = **376.3 pounds**

7. What would you do differently in the future?

- a. We felt annual continual engagement will help progress our efforts for this competition further. This was the first time, following a hiatus from waste management competitions for residential halls, Miami University did a competition like this limited to only four residential halls. Also, COVID-19 impacted our ability to fully implement our campaign for this competition. In the future and in normal operating years, we will continue to learn how to expand efforts and increase awareness around zero waste. From this, we did feel that more promotional educational material showing residents “how to live zero waste lifestyles” will bolster future efforts. Many volunteer groups and the Sustainability Office presented residents with material on this subject, but residents did advise us that they wanted more material for future competitions.

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

- a. From our experience, (1) determining a competition prize/incentive that motivates residents, (2) continual engagement with residents, (3) engaging multiple campus stakeholders to facilitate planning, (4) creating and distributing educational material, (5) continuous communication, and (6) creating avenues to post weekly results where residents will see the results were all important aspects for Miami University.

9. Photos and Graphics

- Bulletin Board



HELP HAMILTON HALL WIN THE RECYCLEMANIA

RACE TO ZERO WASTE COMPETITION

FEB. 24 – MARCH 20

THE WINNING HALL RECEIVES:

- \$900 DIVIDED AMONG EACH SORORITY FOR A SORORITY SUITE IMPROVEMENT
- A PIZZA PARTY
- A RESUSABLE UTENSIL KIT FOR EACH RESIDENT

HAMILTON HALL WEEK TOTAL:

RICHARD HALL WEEK TOTAL:

SCOTT HALL WEEK TOTAL:

MINNICH HALL WEEK TOTAL:

TO WIN, BE THE RESIDENTIAL HALL WITH THE LEAST AMOUNT OF WASTE. THIS INCLUDES LANDFILL AND RECYCLING. DONATE UNWANTED CLOTHING IN YOUR RESIDENTIAL HALL TO REDUCE YOUR HALL'S TOTAL AMOUNT OF WASTE.

 @miamiohsustainability

 **MIAMI UNIVERSITY**
SUSTAINABILITY

- Example Social Media Post #1 and Flier

**HELP SCOTT HALL
WIN**

**CENTRAL QUAD
RACE TO ZERO
WASTE
COMPETITION**

FEBRUARY 24 - MARCH 28

THE WINNING HALL RECEIVES:

- **\$900 DIVIDED AMONG EACH SORORITY FOR A SORORITY SUITE IMPROVEMENT**
- **A PIZZA PARTY**
- **A RESUSABLE UTENSIL KIT FOR EACH RESIDENT**




- Donate Clothing Flier



RECYCLEMANIA CENTRAL QUAD RACE
TO ZERO WASTE COMPETITION

*Donate Unwanted Clothes
to the Zero Waste Thrift
Shop*

COLLECTION
FEBRUARY 24 - MARCH 28

Who said that fashion should be wasteful?
Let's start saving Earth by supporting the
sustainable fashion movement.

FINAL RACE TO ZERO WASTE COMPETITION RESULTS!

HAMILTON HALL: **112.98 POUNDS***

RICHARD HALL: **133.2 POUNDS***

SCOTT HALL: **134.82 POUNDS***

MINNICH HALL: **145.52 POUNDS***

*EXPRESSED AS POUNDS PER 1,000 SQUARE FOOT OF USABLE SPACE
PER THE RECYCLEMANIA COMPETITION RULES. RESULTS COMBINED
WITH WEEK 1



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