



Xavier University of Louisiana Case Study - Digital Recycling Awareness Campaign 2021 Campus Race to Zero Waste

1. Contact Info

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2. Focus of Case study

Due to COVID-19 in-person restrictions on campus, our office decided to conduct a “Digital Recycling Awareness” campaign on the concept of “Reduce, Reuse, Recycle” to influence on and off campus recycling.

3. Detailed description of campaign or effort:

For two pre-competition and the entire eight weeks of competition, we posted graphic content on recycling awareness through all our social media outlets as well as the school e-newsletter. We created digital flyers through Canva software focused on the concept of “Reduce, Reuse, Recycle.” To further engage our stakeholders, we posted paper flyers on campus about recycling in various high traveled buildings. We also partnered with the university’s Student Government Association (XULA_SGA) to have them repost to increase student engagement. We culminated the campaign with a week of Earth Day and recycling activities.

4. Planning steps & timeline to implement:

January:

- Outline goals and parameters of the campaign.
- Develop concept and a tentative Google Doc schedule that will be shared with the team
- Begin researching content for each post
- Start designing graphics and developing comments to post for each graphic

February:

- Continue work on post statements and graphic development
- Begin filling out Google Doc Schedule with final posting content

March:

- Submit competition start date and campaign notification on school e-newsletter
- Start posting on social media

April:

- Continue social media posts
- Wrap up events for Earth week with in-person activities

May:

- Write activity report or case study, if desired

5. Resources and stakeholders involved

Campaign costs were minimal. Time was the biggest expense. We used Canva Pro online graphic software to create our graphics, but the free version could have been used as well. We wanted access to all the software offered, since we also were utilizing a grant from the Keep Louisiana Beautiful Foundation for recycling awareness. We also purchased two months of use on the Crowdfire software for all our social media management posting needs. This or many similar apps will help the user manage all their posts to numerous media outlets at one time and also keep up with the analytics of each post. Depending on the service you choose, you can even create detailed reporting of your campaign! We used Google Docs so that the whole team could keep up with the campaign schedule and continue to add content that will be posted, however, you may even be able to eliminate this step and use your social media management app, depending on which one you choose. Additionally, our student intern, who happened to be in SGA, as well as a few of the campus student sustainability club assisted us by reposting content when they could. Overall, this project can be tailored to fit any budget, again, you will just need to manage your time.

6. Describe the Results of this campaign component

a. General results

Students, faculty, staff as well as other members in the community were educated and receptive to the campaign posts on the importance of recycling and ways to reduce wastes, recycle or reuse items. We received a few new followers based on our Crowdfire data and attention from more community and campus groups and organizations such as SGA, Sustainability interested faculty, staff and students. In addition, students were more engaged this year with the help of a student intern on the SGA staff. He was able to share the social media posts and get more students engaged through his posts. They would reach out to him about sustainability issues and we worked together to come up with solutions to the student's questions.

b. Specific measurable impact figures, if applicable

According to Crowdfire analytics report, across all our social media platforms, we were able to reach at least 1500+ people (Instagram, Twitter, Facebook). As we posted weekly we continued to see an uptick in followers and engagement for all channels. On Facebook, we have 478 followers, Instagram 604 and Twitter 480 followers; through the three combined, we earned approximately 20-25 new followers and received hundreds of likes and views. Additionally, in viewing our Campus Race to Zero Waste data, we were able to maintain a program recycling average of around 13 pounds per capita in the Per Capita Classic Division for 8 weeks for the last two years.

7. What would you do differently in the future?

In the future we will work directly with student groups and school departments in the planning phase to get them involved for additional promotion through those avenues. We will also host competitions in the campaign to truly encourage awareness and learning.

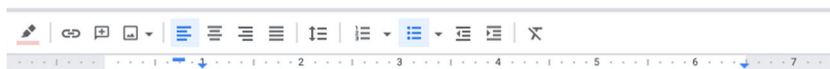
8. What advice would you give to another college that wanted to do a similar effort?

Make sure you pick your topic, develop your color design theme concept before the campaign start so that you stay on topic and your campaign is cohesive. You don't want to go off topic or lose your audience. Create as many graphics and post content early on a schedule if you can, so there is less error and rushing to meet deadlines. Get a creative team together if possible instead of putting all the work on one person, it can be a heavy load alone. Last, have fun with it and use more than one social media account if you can but follow your schools posting guidelines.

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. Please include credit information for all photos.

Google Schedule:



SCHEDULE OF ACTIVITIES

- NOTES:**
- Activity not postable but completed
 - When a line is highlighted, the activity has been posted on social media
 - Need content

SPRING SEMESTER 2020

Week 1 <input type="checkbox"/> Send next week's Campaign notice to XULA e--bulletin to Lance Sumler by Wed noon <input type="checkbox"/> 2020-2021 GOALS: Better Recycling Signage, Noticeable Recycling Bins in Key/Hot Spots, Define Program, Educate Campus, Increase correct Recycling across student areas (Halls & UC)		
1/18 - 1/22		-Develop plans for recycling contest for halls or on campus -Start the purchase process for Recycle Bins -Locate and begin purchase process for cardboard baler and accessories
1/19/21		-Register for Campus Race to Zero Waste competition (CRZW) Per Capita Division and Digital Campaign (Case Study) -Start tracking recycle bin weights
1/21/21		POST: -Welcome back -Recap recycling (Send out Recycle Rules/Program Info reminder) Welcome back Xaverites! When you're on campus, don't forget to Recycle. We are a single stream campus: PAPER, PLASTIC, ALUMINUM - all in 1 bin. #XURECYCLES2021 Keep Louisiana Beautiful, Xavier University of Louisiana, RecycleMania, xula_sga
Week 2 <input type="checkbox"/> Send next week's Campaign notice to XULA e--bulletin to Lance Sumler by Wed noon <input type="checkbox"/> Begin weekly reporting of previous week's recycling weights to CRZW website, mention weight results in e-bulletin posting		
1/25/21		-Report on last year's Recyclemania participation and announce this year's competition plans for CRZW contest Feb - March -Share last year's results and make a flyer from CRZW presentation with a link to the actual presentation POST: Learn about XULA Green's 2020 national Recyclemania contest participation (starts 35:34) https://www.youtube.com/watch?v=Fv0goJ6XBlo&feature=youtu.be #XURECYCLES2021 Xavier University of Louisiana RecycleMania Xula Sga



1/27/21		-Kickoff to CRZW competition flyer. Send to Lance for e-bulletin
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Daily/Weekly. Posts

WELCOME BACK! XAVIERITES

When you're on campus, don't forget to **RECYCLE**

XULAGreen and Facility Planning & Management have partnered with the KLB organization to assist us this year in increasing our recycling education and programming. We will also participate in the National Campus Race to Zero Waste Competition again this year! Call (504) 520-7326 for more info!

FOLLOW US ON SOCIAL MEDIA

2021 COMPETITION STARTS 1/31 JOIN XULA GREEN IN CAMPUS RECYCLING

LET'S TOP 2020!

KEY DATES
 JAN 17TH - PRE-SEASON BEGINS
 JAN 31ST - COMPETITION STARTS
 MARCH 27TH - COMPETITION ENDS

Join us and recycle every time you're on campus. Remember we collect paper, plastic, and aluminium all in one bin. No soiled items, food, food containers or glass, please!

Contact the Office of Facility Planning & Management/ XULA Green at 504-520-7326 or visit <https://recyclemania.org>

Follow our Digital Recycling Campaign on Social Media

2020 RECYCLEMANIA RESULTS (NOW CALLED CAMPUS RACE TO ZERO WASTE - CRZW)

The main purpose of our 2020 participation was to start getting more involved in our recycling efforts on campus. Ultimately, thanks to you Xavierites we were able to show we are serious about recycling. As a result of all our hard work and organization, Xavier University was able to complete the season and place, even amid the COVID-19 Pandemic.

Per Capita Classic, Organized by Bank	Score	Rank
Per Capita Classic	32	13

Per Capita Classic Diversion 32 out of 189 Schools

RecycleMania 2020 - Game Day Basketball - Diversion Rankings	Division Rank (%)
Xavier University	26 out of 32 Schools

Game Day Basketball Diversion 26 out of 32 Schools

Special Thanks, XULA GEAUX GREEN for all their hard work in 2020

XAVIER UNIVERSITY CAMPUS RECYCLING

WE HAVE THE POWER TO STOP POLLUTION

There are 3 main ways we can be more environmentally conscience:

REDUCE
waste less by using fewer natural resources and less energy

REUSE
use an item more than once or repurpose instead of trashing that item

RECYCLE
convert used items back to raw materials and make into a new product

Contact the Office of Facility Planning & Management/ XULA Green at 504-520-7326 or visit <https://recyclemania.org>

Follow our Digital Recycling Campaign on Social Media

XAVIER UNIVERSITY CAMPUS RECYCLING

XAVIERITES!

KNOWING THE 3RS REMINDS US TO PREVENT WASTE AND CONSERVE NATURAL RESOURCES



Students XULA is committed to reducing waste on campus. **YOU** play a key role in identifying, promoting and utilizing more environmentally friendly options to create a sustainable campus.

FOLLOW and **PARTICIPATE** in XULA Green's digital recycling campaign through social media and the school weekly eBulletin to learn more about the 3Rs. Determine how you can help our campus and surrounding community! Reach out to XULA Green staff for more info, to help or with ideas, (504) 520-7326 or facilities@xula.edu.

Follow our Digital Recycling Campaign on Social Media

XAVIER UNIVERSITY CAMPUS RECYCLING



WHAT DOES IT MEAN TO REDUCE WASTES?

"SOURCE REDUCTION"
REDUCING THE AMOUNT YOU BUY, IS THE MOST SIGNIFICANT OF ALL THE OPTIONS TO MANAGE WASTE OR BY PURCHASING PRODUCTS THAT ARE NOT WASTEFUL IN THEIR PACKAGING OR USE.

IF WE NEVER GENERATE PRODUCTS IN THE FIRST PLACE, WE DO NOT HAVE TO EXTRACT RAW RESOURCES, MANUFACTURE GOODS FROM SCRATCH, COME UP WITH SHIPPING MATERIALS, UTILIZE ADDITIONAL RESOURCES FOR SHIPPING, AND THEN DEVISE WAYS TO DISPOSE OF THEM.

Follow our Digital Recycling Campaign on Social Media

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What can you do as a student to reduce your institution's waste and consumption?

Ideas:

- Improve your campus recycling efforts- start a Zero Waste campaign.
- Engage with your office of sustainability to conduct a waste audit.
- Advocate for the use of electronic book formats in the classroom or for the reduction of the amount of paperwork handed out.

Contact Us to Discuss Your Ideas

XULA Green Sustainability Team:
facilities@xula.edu
(504) 520-7326

Xavier University
Campus Recycling

XAVIER UNIVERSITY CAMPUS RECYCLING

REUSE

REUSE: TO USE AGAIN, MORE THAN ONCE OR REPURPOSE FOR USE DIFFERENT FROM WHAT WAS INTENDED

WHAT DO WE MEAN BY REUSING WASTES?

REUSE AND REPURPOSE
WE ARE CONDITIONED TO THINK OF THINGS THAT ARE USED, OLD, OR EMPTY AS USELESS, SO WE THROW THEM AWAY. MOST AMERICANS BUY FAR MORE THAN THEY CAN USE OR NEED. USED MATERIALS CAN BE A RESOURCE RATHER THAN REFUSE.

YOU CAN "REUSE" ITEMS IN THEIR ORIGINAL FORM, FIND NEW WAYS TO USE THE ITEM, OR PASS THOSE MATERIALS ON TO OTHERS WHO COULD USE THEM TOO!

Follow our Digital Recycling Campaign on Social Media

March 27th - End of 2021 Competition

CAMPUS RACE TO ZERO WASTE 2021

for your campus & community

WASTE RESPONSIBLY

ALL-IN-1 CAN: Recycle empty plastic bottles, plastic items, empty cans, cardboard and non-soiled paper
NO BAGGING NEEDED!

XAVIER UNIVERSITY OF LOUISIANA
KULA GREEN
KOPF LOUISIANA Beautiful
CAMPUS RECYCLING

XAVIER UNIVERSITY CAMPUS RECYCLING

WAYS YOU CAN REUSE

- Packing materials, such as bubble wrap and similar materials, can be saved and reused for packing
- Books and magazines can be donated to schools, public libraries, or nursing homes
- Newspapers can be donated to pet stores
- Old, outdated furniture can be reupholstered or slipcovered
- Sheets of paper that have been used on only one side can be used for note-taking or rough drafts
- Carry a reusable tote bag or take bags to the store when you go shopping
- Reuse glass and other containers as well as plastic bags and boxes
- Give outgrown clothes, toys, furniture and household items that are no longer needed to people in need, friends, or charity.

Follow our Digital Recycling Campaign on Social Media

XULA_GREEN XULAGREEN XULA-GREEN

XAVIER UNIVERSITY CAMPUS RECYCLING

RECYCLE

RECYCLING: PROCESS OF COLLECTING AND PROCESSING MATERIALS THAT WOULD OTHERWISE BE THROWN AWAY AS TRASH AND TURNING THEM INTO NEW PRODUCTS

WHAT DO WE MEAN BY RECYCLING WASTES?

A LOT OF THE THINGS THAT PEOPLE TRASH CAN BE RECYCLED. PRIME EXAMPLES INCLUDE PAPER, NEWSPAPER, CORRUGATED CARDBOARD, HIGH-GRADE PAPER, ALUMINUM, TIN, GLASS, PLASTIC, MOTOR OIL, ORGANIC WASTE, AND SCRAP METALS.

RECYCLING CAN BENEFIT YOUR COMMUNITY AND THE ENVIRONMENT. LEARN WHAT PRODUCTS CAN BE RECYCLED AND WHAT CANNOT. BY CAREFULLY CHOOSING THE PRODUCTS THAT CAN BE RECYCLED, IT CAN BE THE FIRST STEP TOWARDS EFFICIENT RECYCLING.

Follow our Digital Recycling Campaign on Social Media

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benefits of the 3R's

Reduce, Reuse, Recycle

Recycling generates industry: When we recycle, a supply of materials is generated. Manufacturing facilities will emerge to find uses for them.

EPA estimates that recycling 10,000 tons of materials would create 36 jobs compared to six for landfilling the same amount (EPA, 2002). The 3Rs generate jobs in resource management and boost the economy.

Using the 3 R's promotes resource efficiency from using the already available resources that are used multiple times, reprocessed, or entirely reduced.

Since there will be a significant reduction in the amount of waste thrown into the environment, the chances of spreading toxins also decrease. It automatically reduces the levels of greenhouse gas emissions and pollution.

XULA_GREEN XULAGREEN XULA-GREEN

We need to focus on how we make purchases and dispose of wastes. We must increase our efforts on reducing the consumption of products that generate waste materials that take a long time to completely break down. Take a glimpse below of how long it takes various commonly used waste materials to decompose in landfills.

Some forms of waste are biodegradable – if something is biodegradable, given the right conditions and presence of microorganisms, fungi, or bacteria, it will eventually break down to its basic components and blend back in with the earth. Others are completely non-biodegradable – no matter how long they are exposed to microorganisms, they wouldn't decompose at all.

How Long to Decompose? (EPA, 2013a)

Paper towel	2-4 weeks	Cigarette butt	1-5 years	Aluminum can	80-200 years
News paper	6 weeks	Plastic bag	10-20 years	Disposable Diapers	250-500 years
Apple core	2 months	Plastic film container	20-30 years	Plastic beverage bottle	450 years
Waxed milk carton	3 months	Tin can	50 years	Mono-filament fishing line	600 years
Plywood	1-3 years	Styrofoam plastic cup	50 years	Glass bottle	1 million years
Wool sock	1-5 years	Rubber boot sole	50-80 years	Styrofoam & Tin foil	Do not biodegrade



Prevents pollution caused by reducing the need to harvest new raw materials

Reduces greenhouse gas emissions that contribute to global climate change

Benefits of Reducing, Reusing & Recycling

Reduces the amount of waste that will need to be recycled or sent to landfills and incinerators

Helps sustain the environment for future generations

XAVIER UNIVERSITY CAMPUS RECYCLING

XAVIER UNIVERSITY CAMPUS RECYCLING

5 WAYS TO REDUCE WASTE AND CONSUMPTION @ XULA!

Drink from reusable water bottles

Refill your water bottle at stations across campus

Buy recycled products

When possible, take notes electronically on your laptop

File electronically!

REDUCE

1

REUSE

2

RECYCLE

3

Post a pic on social media of yourself or a friend recycling on campus for a chance to win a gift card or eco-friendly prize.

TAG:
@XULAGreen & @XULASGA

Social Media Posts or Emails (to: facilities@xula.edu) from 4/20 - 4/22. Winners will be contacted 4/23.



Thanks to the KLB Foundation, this year we were able to add Exterior and Interior Recycling Sorter Stations on campus.

There will be one located under the University Center Breezeway and one inside each Residence Hall.



EARTH DAY 2021

UNIVERSITY CENTER YARD
12:00 PM
 EXTERIOR RECYCLING SORTER UNVEILING

12:00 - 1:30 PM
 "CAUGHT GREEN-HANDED" ON THE YARD

RECYCLING ACTIVITIES WITH:
 GAMES & PRIZES
 RECYCLING PLEDGE
 CLIMATE KIT GIVEAWAYS
 ORGANICUP SIGNUP
 MUSIC & FOOD

DAY 20 21

THANK YOU!

SAVE THE PLANET
 REDUCE REUSE RECYCLE
 THE FUTURE IS GREEN
 CHOOSE REUSE
 NO TO PLASTIC
 A GREEN planet IS A CLEAN PLANET

TAKE THE RECYCLING PLEDGE

TAG: @XULA_GREEN