



2021 Campus Race to Zero Waste Case Study Competition

Central New Mexico Community College

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

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2. Focus of Case study

Online and Social Media Campaign for students, staff, and the wider community to engage in over waste and recycling activities remotely.

3. Detailed description of campaign or effort:

For Campus Race to Zero Waste 2021, CNM posted information about various types of waste management and recycling, as well as fun activities to do at home or in the community. The College's Sustainability Committee decided that it would be best to emphasize plastics. The information was hosted on the following platforms and social channels: CNM Sustainability Website, Staff and Student Newspapers, Facebook, and Instagram. The topics bulleted below were covered during each week of the campaign. The associated weekly activities consisted of students and staff posting images, summaries, videos, and projects related to illegal dumping, plastics in the local environment, composting, and food recipes that use bulk-purchased ingredients.

- Week 1 (pre-season): Introductory articles and social media posts to Campus Race to Zero Waste and How can you reduce your waste footprint at home during the Covid pandemic?
- Week 2 (pre-season): Plastic pollution impacts in Albuquerque and New Mexico.
- Week 3 Campaign: Our Plastic Oceans. How did they become this way and what can you do?
- Week 4 Campaign: Plastics Impacts on Climate Change: Did you know?
- Week 5 Campaign: Plastic Pollution and Justice: How do plastics impact improvised communities?
- Week 6 Campaign: What is contamination in the recycling stream?
- Week 7 Campaign: Recycling and a Circular Economy.
- Week 8 Campaign: Waste! What is it and where does it go? How is recycling-related?

Planning steps & timeline to implement:

- Fall 2020: CNM's Campus as a Living Lab and Sustainability Project Manager, Molly Blumhoefer, met with the CNM Sustainability Committee (SC) to discuss what topics would be most beneficial for their students to engage with through media outlets during Campus Race to Zero Waste. Committee members were most enthusiastic about the impact and recyclability of plastics, especially considering waste associated with the pandemic. They were also interested in educating over recycling best practices, composting, economics, and environmental justice.

- Fall 2020: After the aforementioned information was received from the SC, the Sustainability Project Manager developed the Campus Race to Zero Waste schedule of topics to be covered over the weeks of the campaign (see #3 above).
- Fall 2020: The Sustainability Project Manager spoke with CNM's Marketing and Communications Office (MCO) developed a communications plan to help with the dissemination of information for Campus Race to Zero Waste.
- Spring 2021: The Sustainability Project Manager and members from the SC developed and gathered educational information and activities to be posted on college websites, news sources, and social media channels.
- Spring 2021: At the end of each week, specific information over the following week's topics and activities was put on the CNM Sustainability webpage for Recycling and also provided to MCO. MCO distributed the information on or all of the following each week: as a story in either/or the student or staff Newspaper, post on Facebook, post on Instagram.
- Spring 2021: Instructors made this information available to students for extra credit, or for a sustainability certificate, which is awarded to any student who provides 8 hours of service to the college over any active project or special area of interest. For example, a student may choose to make a video on recycling at the college.

4. Resources and stakeholders involved

- No budget is automatically provided for Campus Race to Zero Waste, nor are in-kind resources. If funding is needed for a specific activity, this must be requested months in advance through a mechanism specific to amount and type of funds needed. This year, funds were not necessary.
- Campus Race to Zero Waste is made possible through a relationship between the CNM Facilities Department (CLL and Sustainability Project Manager), The college's Sustainability Committee (staff and faculty engaged in sustainability projects and sustainability curriculum-building), and the Marketing and Communications Office. Students are a critical element to making Campus Race to Zero waste a success.

5. Describe the Results of this campaign component

a. General results

MCO published a few news articles for both student and staff online newspapers, as well as posted several times on Facebook and Instagram about activities. Both students and staff participated in the activities and their photos and projects were also shared on these platforms, and on the general sustainability website.

b. Specific measurable impact figures. There are not measurable figures other than the photos that a handful of students who sent in to show that they were participating in the activities, which were then posted on social media channels. Additionally, one student did an experiment, and one student made an educational video on water and waste. Photos of the student experiment are also on social media channels, specifically CNM's Sustainability Account page. The student video is on CNM's sustainability website.

6. What would you do differently in the future?

Participation wasn't as great as in years' past, but this is a direct result of not being able to do physical recycling audits with students, or visit in-person meetings to engage more faculty members and staff in the campaign.

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

Obtain buy-in from faculty members to offer activities to their students for extra credit, or as a regular assignment, long before the campaign begins. This year not only were faculty/students impacted by having to switch to remote-learning, but the college also underwent a complete overhaul of the online learning system (which was scheduled to be implemented before the pandemic hit). Therefore, there were simply too many major changes occurring for faculty members to seamlessly incorporate more activities into their already-defined curriculums.

8. Photos and Graphics

CNM Officially Kicks Off “Campus Race to Zero Waste” Campaign

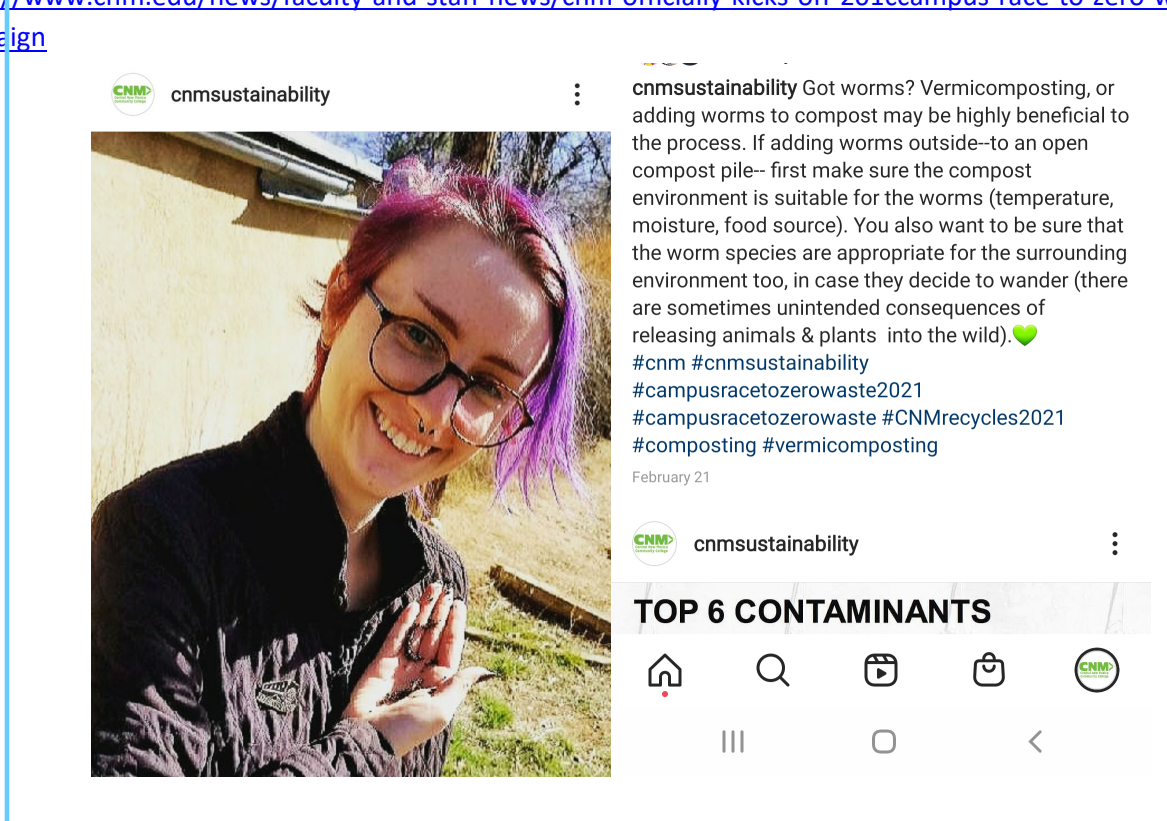
The campaign runs over the next several months and will help the college address and eliminate unnecessary waste

Jan 19, 2021

CNM is excited to announce that we’ve officially launched our 2021 Campus Race to Zero Waste spring campaign (formerly known as RecycleMania.) The campaign—a nationwide effort— helps colleges and universities benchmark and improve efforts to reduce or eliminate waste.

During previous campaigns, CNM has successfully met goals to reduce waste, increase recycling, and to educate the community

<https://www.cnm.edu/news/faculty-and-staff-news/cnm-officially-kicks-off-201ccampus-race-to-zero-waste201d-campaign>





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Liked by nmcommunitygeog and 23 others

cnmsustainability How-to compost! Not all compost bins are the same, nor are they equally effective. Their effectiveness depends on various factors:
1) Is the design suited for your climate?
2) What kinds/how often are organic materials are added?
3) How are you managing the system?
There are also alternatives to outdoor composting that don't require a yard, such as vermicomposting. Want to learn more? Visit CNM'S Recycling page:



Liked by ninalolff and 19 others

cnmsustainability Plastics have been a big environmental problem for decades and became worse in the past few years after global market shifts. For example, many cities & towns have been unable to continue collecting/processing plastics, including a few in New Mexico. Due to the pandemic, plastic waste has even further increased; in many places, plastic bag bans at grocery stores have been temporarily lifted, including in Albuquerque, and takeout food orders have grown exponentially. And!



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cnmsustainability Reduce waste at home! CNM Student Sheldon Walker has initiated a project for his Environmental Science Lab Course (with instructor Sierra Netz) that focuses on reducing harmful foam waste. He chose this project after he faceted his grandma and "noticed that she had a foam [expanded polystyrene foam] ice chest." Sheldon requested of his grandmother not to use foam due to its environmental impacts. She responded (as many of us would), "I can't afford the fancy ones." After learning about the Scientific Method, Sheldon decided to make a cooler by reusing available materials. He said, "I was excited to try something. I'm no scientist or chemist. I started simple." He insulated ice with corn husks, paper, and plastic. He hypothesized that the husks would "hold the ice longer than the other manmade products." His first tests proved his hypothesis correct! CNM Sustainability will continue to follow this awesome project! Stay tuned. ❤️

#campusracetozerowaste2021
#campusracetozerowaste #recyclemania
#reduce #reuse #scienceproject #cnm
#cnmsustainability #sustainability
#recycling



Liked by **lovedapictures** and **16 others**

cnmsustainability Plastic Pandemic! Plastic waste has always been a global issue. It has gotten worse with market shifts, and now, the pandemic. Say "no" to takeout utensils & bags, whenever possible. Swipe to see photos of plastics from the community. Want to participate? Please take photos of plastics in the New Mexico environment and post them to your public Instagram page with hashtags #campusracetozerowaste2021 and #CNMrecycles2021 (make sure to throw away or



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cnmsustainability Plastic Ocean!!! The NOAA tells us that the giant swirling patches of plastic debris “are formed by rotating ocean currents called “gyres.” ... big whirlpools that pull objects in.” But how does all this garbage get into the oceans?

Research paper: Plastic waste in the marine environment (Li, W. C., et al. 2016), says “Only 20% of ocean plastic comes from ocean sources (e.g. abandoned fishing gear), while 80% comes from sources on land, plastics which are thrown or washed into rivers that then drain into oceans.” All land drains towards rivers, and rivers drain to the ocean. Why does it matter? Plastics contain chemicals that leach into the environment, and then into living organisms—which is detrimental to their health, to the health of the overall environment, and detrimental to us. Even if we do not directly ingest sea life, our survival still depends on their survival, and their survival depends on the overall health of the ocean. For example, waterborne infectious diseases may occur more frequently if the health of the ocean is suffering. Everything is connected. Therefore, when you find plastics in the environment, it is important to pick them

Everything is connected.

Therefore, when you find plastics in the environment, it is important to pick them up and discard them (when safe to do so). But it is equally important to reduce purchasing items in single-use plastic containers. You may think that you've done your duty because you discard these items appropriately, but that a pesky little bottle cap, plastic packaging, or other plastics that you have discarded, might still make it onto the ground (then river, then ocean)-- during its transport to a facility, or by some other process. Even if plastics do make it to their destination (recycling facility or landfill), there are a heap of additional issues that are associated with these ends. For more information, click on link in bio.

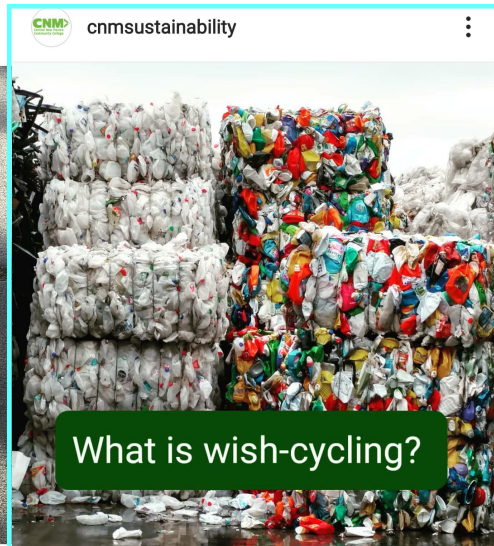
#sustainability #cnmsustainability
 #cnm #campusracetozerowaste2021
 #CNMrecycles2021
 #campusracetozerowaste



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cnmsustainability Student, Katelyn Doyle, took these photos of waste pollution around her apartment complex. She said, "Yesterday, all of these items weren't there. The high winds must have blown them in... This is interesting to me because it makes me think about how easy it is for trash and plastic to get into the ocean... That's why recycling and properly discarding trash is so important." She's right! Even if you don't live in a coastal city, trash that ends up on the ground, often still travels to local rivers, which flow to the ocean. In any environment, plastics & other materials are harmful to life, including human life. For more information, please go to the link in our bio. If you'd like to tell us about your experience with plastics in the environment, send it along with images to mblumhoefer@cnm.edu

#campusracetozerowaste2021
 #campusracetozerowaste #CNMrecycles2021
 #plasticwaste #pollution #cnmsustainability
 #sustainability #cnm #albuquerque #oceans

February 23

Save the date!



Tuesday, March 9th,
 11:00am–Noon MST

Dr. Nik Janos

Urban Cascadia and the Pursuit of Environmental Justice



Liked by **chssliberalarts** and 17 others

cnmsustainability Yes! A link to this CNM sociology event will be located on CNM's Recycling page (link in bio). Scroll down to this week's or next week's activities for #campusracetozerowaste, and you will see Dr. Nik Janos listed next to "Event" and a link to click to register. #campusracetozerowaste2021 #cnm #cnmsustainability #sustainability #environmentaljustice



You are invited to the virtual premiere and panel discussion of the documentary film.



NEW MEXICANS TAKING ACTION ON PLASTIC WASTE

The New Mexico Recycling Coalition is proud to host the virtual premiere & panel discussion of this important new documentary directed by Greg Polk.

Thursday, April 1st from 11:00am - 12:30pm

Registration is required for the online watch-party & panel discussion.
Click [HERE](#) to register!
(A Zoom link will be sent upon successful registration)

Following the screening (17-minute run time), we will discuss the plastic waste crisis and how New Mexicans can get involved to find real solutions with:

A welcoming statement from U.S. Senator Tom Udall, initial sponsor (along with Representative Alan Lowenthal) of the Break Free From Plastic Pollution Act

Meet the Panelists:

 <p>Sarah Pinyan (Moderator) Executive Director of the New Mexico Recycling Coalition and expert in the nuances and complexities of the recycling industry in New Mexico.</p>	 <p>Greg Polk (Film's Director) Former international housing development director and the director & producer of "New Mexicans Taking Action on Plastic Waste".</p>
 <p>Dennis Bravo Environmental Consultant, Chair of the Board of Directors of New Energy Economy and Board Member of Amigos Bravo</p>	 <p>Shane Tanner (to be confirmed) Senior Policy Advisor for U.S. Rep. Alan Lowenthal, covering energy, environment, natural resources, science & technology policy issues.</p>
 <p>Hegh Trujillo Ancestral Mayordomo of Abiqui Pueblo, northern NM farmer and land steward, and former Superintendent of Ranchlands at Ghost Ranch</p>	 <p>Alicia Goldsmith National Organizing Director at Beyond Plastics, a non profit organization dedicated to ending plastic pollution by being a catalyst for change at every level of society.</p>

For additional information contact Greg Polk: gpolk456@yahoo.com / 505-977-2504 or visit: www.recyclenewmexico.com/plastic-premier



Liked by lovedapictures and 20 others

cnmsustainability Please join! ❤️ Link to register in bio.

#cnmsustainability #newmexicorecyclingcoalition

#NMRC #recycling #CNMrecycles2021

#plasticpandemic #plasticwaste



Liked by **chssliberalarts** and **27 others**

cnmsustainability Waste! What is it and where does it go? How is recycling related?

Recycling helps to reduce the amount of Earth's resources we extract for new materials, or in the associated manufacturing or disposal processes. For example, metals (aluminum, tin, iron, copper, steel), and the petroleum used in plastics and manufacturing/disposal processes, are finite resources. Therefore, recycling aims to mitigate this extraction. Additionally, mining/manufacturing raw minerals, and burning fossil fuels for energy in for these activities causes pollution if they leach into the soil or water, or are emitted into the air. Proper recycling or disposal of these materials is necessary to reduce environmental degradation and harm to plants, animals, and humans. There is also another problem that recycling aims to solve: the fact that there is "no away." Landfills are not endless pits and also cause harm if not maintained properly. Another issue with waste is something called "illegal dumping." Bernalillo County Public Works defines Illegal Dumping as the "disposal of waste in an unpermitted area, usually in an open area, from vehicles along roadsides and late at night. Materials typically include construction and demolition waste, abandoned automobiles, auto parts and scrap tires, appliances, furniture, yard waste and household trash." This is improper disposal results in harm to our home and to our bodies. To learn more about landfills and illegal dumping, please go to the link our bio.

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Activity: Photo blast mblumhoefer@cnm.edu, or upload to your own public Instagram page images of illegal dumping that you see anywhere in New Mexico. Also be sure to include hashtags: **#CNMRecycle2021** & **#campusracetozerowaste2021**. Images shared via email to mblumhoefer@cnm.edu and/or via your own public Instagram account may also be published on a CNM social media channel. For recognition, the deadline to send/post is March 31, 2021. **#cnm #cnmsustainability #illegaldumping #illegaldumpingisacrime #bernalillocountypublicworks #bernalillocounty #albuquerque #wastemanagement #landfills**

March 22



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CNM Central New Mexico Community College ✓

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This week is the final week of Campus Race to Zero Waste campaign, a national college program that aims to bring awareness to waste and recycling ♻️

This week we are focused on improper disposal of waste, such as illegal dumping, and the fact that there is "no away." Discarded materials end up in landfills or in the environment, polluting our home and our bodies.

For more information about Albuquerque's landfills and illegal dumping, please go to CNM's Recycling Page: <https://www.cnm.edu/about/sustainability/recycling>.

#CNMRecycle2021 & #campusracetozerowaste2021.



CNM.EDU

Recycling at CNM

Learn how to get involved in the Campus Race to Zero Waste, a multi-campus recycling and data collection project.

488

People Reached

2

Engagements

Boost Post

2

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