



2021 Campus Race to Zero Waste Case Study Competition

Miami University

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

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2. Focus of Case study

Raise awareness of zero waste, food waste, and recycling virtually on social media during the pandemic.

3. Detailed description of campaign or effort:

Due to the pandemic, many students, faculty, and staff were working and studying remotely during the Spring 2021 semester. Thus, we decided to not track waste and enter into the competition. However, the Director of Sustainability and EcoRep student-members decided to create an online promotional campaign on Instagram focused on zero waste, food waste, and recycling. We devoted three weeks to zero waste and food waste and two weeks for recycling (total of eight weeks). Each week had a promotional/educational post about the topic, a scavenger hunt, and quiz. No prizes were awarded.

4. Planning steps & timeline to implement:

2-3 meetings with the EcoRep student-members to develop the strategy, content, scavenger hunt topics, and quiz questions. EcoRep members created the social media images on Canva outside of the meetings.

5. Resources and stakeholders involved

Student Volunteers

6. Describe the Results of this campaign component

- a. General results: We do not have concrete results to share, as this was an educational campaign. However, we continued to receive likes, story views, and photo submissions throughout the campaign.
- b. Specific measurable impact figures, if applicable *NA*

7. What would you do differently in the future?

-Combine the campaign with competing in the competition.

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

-We received more engagement from stories than posts.

9. Photos and Graphics

These images are from Week 1.

Campus Race to Zero Waste

SCAVENGER HUNT #1

This week:

**TAKE A PHOTO OF A BARRIER TO
YOU GOING ZERO WASTE!**

(keep in mind that going ZERO waste is impossible in modern society)

ex: junk mail, a favorite product that only comes in plastic, a financial barrier, etc.

If we don't follow you, make sure
you dm us your picture so we don't
miss your tag!

Campus Race to Zero Waste

TRIVIA TUESDAY

What is the recommended path to a zero-waste lifestyle?

- a. Recycling
- answer->** b. Reduce and conserve materials
- c. Regulating disposal
- d. Buy a lot of zero waste stuff

To be entered to win, submit your answer to the poll on our story within 24 hours!

Zero Waste Week 1

ZERO WASTE WEEK #1

The United States Conference of Mayors Hierarchy of Material Management

- Extended Producer Responsibility and Product Redesign
- Reduce Waste, Toxicity, Consumption, and Packaging
- Repair, Reuse and Donate
- Recycle
- Compost
- Down Cycle and Beneficial Reuse
- Waste-Based Energy as disposal
- Landfill Waste as disposal





MATERIALS GENERATED IN THE MUNICIPAL WASTE STREAM

(IN THOUSANDS OF TONS)

2018

Paper and Paperboard	- 67,390
Glass	- 12,250
Metals (including aluminum)	- 25,600
Plastics	- 35,680
Rubber/Leather	- 9,160
Textiles	- 17,030
Wood	- 18,090
Food	- 63,130
Yard Trimmings	- 35,400
Miscellaneous Inorganic Waste	- 4,070
Other	- 4,560

TOTAL - 292,360



MATERIALS GENERATED IN THE MUNICIPAL WASTE STREAM (IN THOUSANDS OF TONS) **1960**

Paper and Paperboard	- 29,990
Glass	- 6,720
Metals (including aluminum)	- 10,820
Plastics	- 390
Rubber/Leather	- 1,840
Textiles	- 1,760
Wood	- 3,030
Food	- 12,200
Yard Trimmings	20,000
Miscellaneous Inorganic Waste	- 1,300
Other	- 70

TOTAL - 88,120

ZERO WASTE WEEK #1

Zero Waste International Alliance

"The conservation of all resources by means of responsible production, consumption, reuse, and recovery of products, packaging, and materials without burning and with no discharges to land, water, or air that threaten the environment or human health".

