



2021 Campus Race to Zero Waste Case Study Competition

The University of Texas at Dallas

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

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2. Focus of Case study

(Summary 25 words or less)

Building a coalition of students and sustainability-oriented student organizations to promote waste minimization practices and increase recycling rates during the CR2ZW competition season and beyond.

3. Detailed description of campaign or effort:

(300 words or less)

For the 2021 CR2ZW season, our first objective was to build a coalition of sustainability-oriented student organizations that would launch a campus-wide education and awareness campaign, specifically promoting waste minimization practices and increasing the rate of recycling at UTD.

Our initial recruitment messaging targeted students of all majors, mobilizing them to get involved and contribute to the effort, while fostering a culture of sustainability on campus and earning volunteer hours. We reached out to officers of student organizations by email and shared a form through which their members could sign up for an information session about the coalition, encouraging each organization to send at least one representative. We also promoted the coalition and the link to the information session via our social media platforms. After students attended the information session, they were able to become members of the coalition, and we began hosting biweekly meetings over Microsoft Teams for the duration of the CR2ZW competition. Students had the option of applying the volunteer hours spent at coalition meetings and events towards the Sustainability Service Honors or their degree plan requirements. As a student coalition, we led an ongoing social media campaign, posting about events, fun facts, best practices for recycling on campus, etc. Additionally, we hosted a Zero Waste Trivia Night for the student body, collaborated with Student Government's Green Initiative on a Student Sustainability Guide, and produced a CR2ZW Toolkit. We also began planning events and discussing recruitment strategies in the hopes of expanding the coalition and reconvening for each CR2ZW season in the future. Some of our objectives for next year include organizing a recycling competition between the residence halls and encouraging reused art submissions to be displayed in campus buildings.

4. Planning steps & timeline to implement:

List out in bullet format each of the steps involved in planning.

Ideally, the following steps should be implemented during the fall semester and before the start of the CR2ZW season. Since I only joined the Eco Rep team in January, our timeline was slightly behind but will be adjusted next year as we have already started the planning process:

- Compile a spreadsheet of sustainability-oriented student organizations and their points of contact.
- Create a detailed outreach plan (specify how you will contact student organizations, determine how many members you are aiming to recruit, brainstorm events/social media activities that you intend to host, create an approximate timeline for reaching your goals, etc.)
- Draft an email to introduce your coalition, include an interest form for an information session, and send it to student organizations. Social media is also a useful tool for recruitment.
- Design a brief presentation to introduce the CR2ZW competition, your coalition objectives, incentives, tentative schedule, member expectations, etc.
- Follow up with students/student organizations to schedule an information session.
- During the information session, present your slides and allow interested students to fill out a membership form at the end of the meeting.

When the CR2ZW competition starts:

- Schedule your biweekly coalition meetings and begin working towards the objectives you outlined in your outreach plan.

5. Resources and stakeholders involved

Explain what budget or in-kind resources were needed, what if any campus dept's or groups supported the effort, what staff or volunteers were involved.

The formation of the CR2ZW coalition did not require a budget or any in-kind resources because we were operating remotely, and the Office of Sustainability already had giveaways from last year's events. The only adjustments that may need to be made next semester is to adapt the biweekly meetings/events to an in-person format and purchase food and giveaway items to incentivize student engagement in these gatherings. The Office of Sustainability supported the effort by promoting our events/social media campaigns campus wide (i.e., reposting our initiatives on its social media, sending campus wide emails, registering our events on the official school calendar, etc.). The Office of Sustainability staff and student volunteers in the coalition were primarily involved.

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.*)

The CR2ZW coalition hosted a Zero Waste Trivia Night, collaborated with Student Government's Green Initiative on releasing a Student Sustainability Guide, and produced a CR2ZW Toolkit.

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

5 student representatives attended each coalition meeting, 4 biweekly coalition meetings held in total, 8 students participated in the Zero Waste Trivia Night event

7. What would you do differently in the future?

In the future, the Eco Rep in charge of the CR2ZW coalition should begin recruiting members, planning events, and marketing the competition early on in the fall semester. Information about CR2ZW and upcoming engagement

opportunities for the student body should be distributed before the season starts via social media, campus wide emails, and in-person/virtual interest sessions.

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

Student leaders wanting to undertake a similar effort should work closely with their Office of Sustainability and other student organizations on campus to plan ahead. The structure of the coalition, goals, incentives, events, giveaways, etc. should be outlined and, ideally, promoted before the CR2ZW competition begins. The main objective is to have the coalition established and working towards hosting events/contests that encourage students to minimize waste and increase recycling as soon as the season starts.

9. Photos and Graphics

Residence Halls Flyer:

[CR2ZW Flyer](#)

Instagram

[Zero Waste Trivia Night Post 1](#)

[Zero Waste Trivia Night Post 2](#)

[Zero Waste Trivia Night Post 3](#)

[Fun Facts/Recruitment Post](#)

Coalition Recruitment: [Part 1](#), [Part 2](#), [Part 3](#)

Eventbrite

[Zero Waste Trivia Night Graphic](#)