



## 2021 Campus Race to Zero Waste Case Study Competition

### *Kendall College of Art and Design*

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

**Gayle L. DeBruyn, Professor**

Chair, Collaborative Design

Chair, Furniture Design

Chair, MA in Design

Sustainability Officer

**Kendall College of Art and Design - KCAD**

*of Ferris State University*

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Cell: 616.299.4927

[www.wegeprize.org](http://www.wegeprize.org)

2. Focus of Case study

We work all year on our waste management strategy and use this competition to identify gaps and to find better solutions to differ waste stream challenges.

3. Detailed description of campaign or effort:

The 2021 campus waste to zero waste competition at Kendall College of Art and Design (KCAD) focused on calculating waste output as well as filter out any inconsistencies in trash, compostable and recyclable material and communication with staff and waste management services. KCAD works all year on its waste management strategy. We use this competition to find our gaps and to find better solutions to different waste stream material challenges. During the competition, student members of the KCAD Green Council and the Sustainability Officer work with purchasing, caterers, suppliers, maintenance, and waste management services. The team advocates and helps purchasing manage guidelines that influence our waste stream. The team also works with event planning and catering to encourage low carbon menus, (more vegetable and less meat options) as well as utilize composable utensils and serving options. Additionally, the team works with suppliers on shipping strategies e.g.: when furniture is ordered, we require the manufacturers to take back the packaging materials and include these requirements within our purchasing contracts. Another strategy to optimize the level of control on the waste output is the leasing of printers and copiers. This is a Circular Economic strategy putting the end of use material issues on the manufacturer (lessor). Additional requirements include that toner cartridge specifications be recycled and returned in the same package as the replacement toner. The printers are also auto enabled to double sided printing limiting the amount of wasted paper. Aiding in reducing paper usage, all courses use the learning management system Canvas, and Google Docs for sharing documents and significantly reducing printing requirements for classes.

#### Unique Single Use Materials:

To respond to vending machine inventory (which we have no control over) we use Terra Cycle Chip Bag and candy wrapper recycling – providing boxes at the standardized waste management sorting stations throughout the college.

Terra Cycle also has boxes for PPE. The use of latex gloves by our maintenance has increased since the spread of COVID-19. The gloves are also separated and sent to teracycle.

The more we control what comes into the college - the more success we will have with landfill diversion rates.

#### 4. Planning steps & timeline to implement:

1. A few weeks before the competition starts the sustainability officer and members of the green council begin meeting with maintenance and staff involved in waste management and disposal at Kendall College of Art and Design
2. Communication involves maintenance, purchasing, custodial, administration, students, and staff
3. We have student representatives responsible for social media communication and gathering metrics
4. Meet with custodial staff regularly to discuss planning, strategy and check in on details throughout the competition
5. Shared calendar with assigned days to check the waste bins and a google drive folder to organize photos

#### 5. Resources and stakeholders involved

##### Stakeholders:

1. Students
2. Maintenance
3. Custodial
4. Purchasing
5. Administration
6. Staff
7. Waste Haulers
8. Terra Cycle (Green Council funds)
9. Zero Waste Competition

We do not have a budget for this. We are working to reduce our budges for waste hauling, minimization and diversion. Looking at capacity and adjusting tipping schedules and finding ways to minimize cost.

The main champions are the custodial staff! They are amazing. Student, and faculty volunteers were data gatherers and constantly shared the message in classrooms and around campus.

#### 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 campus president is very engaged, supportive, and pleased (as well as the university president) with our participation and results. She encourages the work and participates with us
- We are planning a 'back to school' celebration of our CR2ZW success as part of the orientation to the new students. This will be a time to explain how our waste system works to ensure clear communication, and introducing a short (humorous) video of practice.
- We plan to introduce the KCAD Sustainability Pledge of Restoration and Healing of land and our connection to place
- This project research provided resources for construction waste (outside the scope of this competition) for comingled materials. This is very important for an urban location with limited space for sorting materials onsite.

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

- Gained a deeper understanding of the activities that produce unique waste
  - o Specific studio and shop classes
- New communication with changes involving the UICA relocating into the building
- Will be looking at a new strategy for waste haulers and effectiveness of services

7. What would you do differently in the future?

1. We work to embed this practice into the college community. That material management becomes a natural behavior of all persons on campus.
2. We are trying to re-frame material use in art and design studios so that faculty are advising students to use materials that are recyclable. Or that come from recycled materials.
3. To provide better resources for students when they move out of their apartments in the spring. Directing them to Goodwill and clothing non-profits, resellers, consignment shops etc.
4. We will introduce the 'I Got Caught Recycling' campaign. Cross marketing with the new on campus coffee and bookstore. Secret spotters notice students using the waste sorting stations correctly provide them with a button for their backpacks and a coupon for a free cup of coffee at the new bookstore. (A little cross marketing campaign).
5. Training needs to be more impactful! (and fun)
  1. We are planning a 'back to school' celebration of our CR2ZW success as part of the orientation to the new students to explain how our waste system works to ensure clear communication
  2. Introduce the KCAD Sustainability Pledge of restoration and healing (moral responsibility) to land and connection to place

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

You do the project because you believe in the teachable moment. And, to better your own best each year.

9. Photos and Graphics

**KCAD Green Council**

Hannah DeWys Admin · January 24 · 🌐

Let's continue to be better - together! The KCAD Green Council is participating in the 2021 Campus Race to Zero Waste for the next 8 weeks!

Trash, recycle, compost AND boxes for wrappers/chip bags are available on every floor to aid in diverting waste to the landfill.

"The students at Kendall College of Art and Design have done an excellent job in prioritizing zero-waste initiatives throughout campus!" -KCAD Maintenance Team

Learn more below 📄  
<https://nwf.webex.com/j/.../4c4feef4e8ef43a68981b8.../playback>

Sierra Walters and 1 other 3 Shares Seen by 33

Like Comment Share

**KCAD Green Council**

Hannah DeWys Admin · November 1, 2020 · 🌐

BATTLE OF THE BUILDINGS! OCT 22- Nov 19

Hey GR ... Check out this years Battle of the Buildings energy challenge!

"Keynote speakers & panel discussions will focus on zero net energy, energy policy, electrification, carbon neutrality, and capital acquisition."

Sierra Walters and Gayle DeBruyn Seen by 26

Like Comment Share

**KCAD Green Council**

Gayle DeBruyn Admin · April 22 · 🌐

Happy Earth Day from Google Maps! Sharing this interesting resource from our #wegeprize judge Michael Warner, Lead for Circular Economy at Google.

BLOG.GOOGLE  
**3 ways to find and support eco-friendly places on Maps**  
 Here are three ways to find and support places on Google Map...

1 Seen by 27

Like Comment Share

**KCAD Green Council**

Hannah DeWys Admin · February 14 · 🌐

<https://recyclemania.org/>

4 3 Shares Seen by 21

Like Comment Share



KCAD Green Council



Hannah DeWys

Admin · March 5 · 🌐



FREE food and coats available! Come on by student services located in the 17 Fountain Street building.

The winter/spring coat drive is still open for donations or to pick up a coat for those chilly mornings!

A generous donation to the KCAD food pantry has been made by KCAD Faculty member Christian Stone, thank you! Swing on by to stock up. ... [See More](#)

## Need a Snack? the food pantry has you covered



### Items

- Granola Bars
- Crackers
- Canned goods
- Noodles
- Peanut Butter
- Fruit snacks

& MORE!

## Coat Drive

FREE  
Winter & Spring Coats

Take a coat or leave a coat



### Come on by!

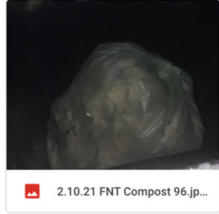
Located in the 17 Fountain Street building in student services

Files

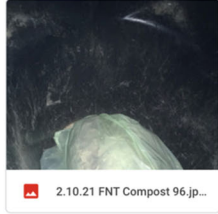
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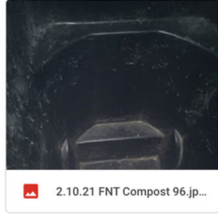
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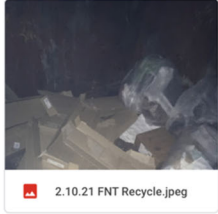
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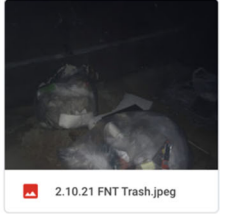
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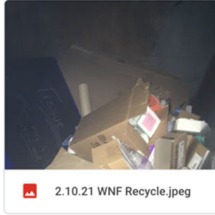
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2.10.21 FNT Recycle.jpeg



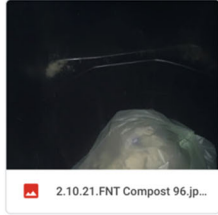
2.10.21 FNT Trash.jpeg



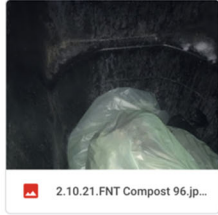
2.10.21 WNF Recycle.jpeg



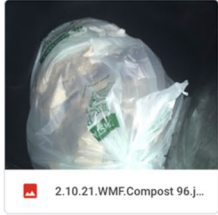
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2.10.21.FNT Compost 96.jp...



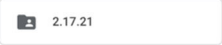
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Folders

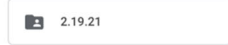
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2.12.21



2.17.21



2.19.21

Files



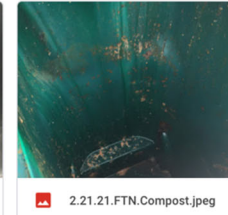
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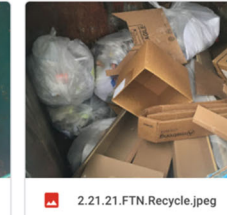
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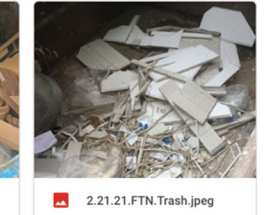
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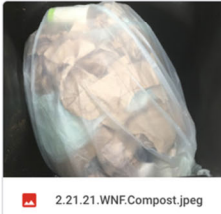
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2.21.21.FTN.Recycle.jpeg



2.21.21.FTN.Trash.jpeg



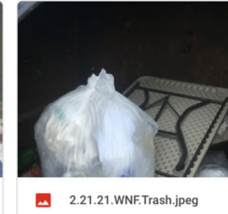
2.21.21.WNF.Compost.jpeg



2.21.21.WNF.Compost.jpeg



2.21.21.WNF.Recycle.jpeg



2.21.21.WNF.Trash.jpeg

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1																		
2				2/21	2/24	2/26		2020 Stats										
3			Sunday morning /					2020 Comparison >	Monday	Wednesday	Total lbs. for both	Total lbs. for both	Total lbs. for week					
4	17 Fountain St.	(4) 96 Gal. Carts (organics)	110	110	220		110		4	3.5	7.5	825						
5		(1) 96 Gal Cart (organics) wood shop			0				1/2	0	1	360						
6		(1) 8 yd. Bin (trash)	720	10%	10%		72		1	1/2	2	1668		Construction Waste				
7		(1) 8 yd. bin (recycle)	1,112	50%	2 bags		556		1	1.5	2.5	188		Recycling picked up tuesday evening				
8																		
9	17 Pearl (WNF)	(1) 65 Gal. Carts (Organics)	75	25%	0	0	18.25							contaminated - trash				
10		(1) 96 Gal. Cart (organics)	110	0	25%	0	27.5		1/4	1/4	0.5	360						
11		(1) 8 yd. bin (trash)	720	50%	75% full	0	180		1/2	1/4	1	834		2/25 evening Trash Pick up				
12		(1) 8 yd. bin (recycle)	1,112	10%	10%	10%	112											
13		Shredit (recycling)																
14																		
15																		
16			org.	rec.		trash:		Org: 1180	Recycling: 1399	Trash: 564								
17			156	668			252						4235					
18																		
19																		
20																		
21														Day	Sun Night	Mon Night	Tues Night	Weds Night
22														Person	Hannah			Gayle
23														What	Organicycle/ Bot Both Trashes	Organicycle		Both trashes? Def. 17 Fount. Trash
24																		