



## 2024 Campus Race to Zero Waste Case Study Rider University

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2. Focus of Case study:

Through our strong advertising campaign and various live events, Rider University promoted the reduction, reuse, and recycling of each of the CR2ZW materials.

3. Detailed description of campaign or effort:

Over winter break, Rider's Office of Sustainability took note of all methods used around campus to communicate messages to students. These methods included our newsletter, digital signage across campus, Facebook, Instagram, TikTok, mass email, sidewalk chalk, and mass email to all Rider students. After creating an ad campaign spreadsheet, which allowed us to track if and when each method of advertisement was employed, we made sure to push our on-campus events through every approach available to us. It was through these events that we focused on the corresponding CR2ZW material. For example:

**Week 1 (Plastic & Glass)** – The Office of Sustainability ran a bee's wax paper event where students could make their own reusable food wraps to encourage less plastic & glass for food storage.

**Week 2 (Metals)** – Rider held an inspiration board night, where students created inspiration boards and used salvaged metals as parts of the backing.

**Week 3 (Cardboard)** – The Office of Sustainability held a Valentine's Day event where students made cards from recovered cardboard.

**Week 4 (Food & Organics)** – The Office of Sustainability held a "Weigh the Waste" event where students discarded all their uneaten food into containers. The waste was measured and the results were sent to the student body to remind them to only take what they need. The Food waste then went into a digester.

**Week 5 (Clothing & Textiles)** – The Office of Sustainability held a "Free Shop," where students could donate or pick up gently used clothing, keeping them out of landfills. Additionally, Eco-Pub trivia was held

in our on-campus pub to encourage students who may not be aware of the challenge to attend and learn about the eco-skills. Finally, the office partnered with the Broadway Green Alliance in a Stitch & Mend event which focused on repairing clothes rather than throwing them away.

**Week 6 (E-Waste)** – The Office of Sustainability held a battery collection for the entire week in their offices. Students, faculty, and staff were urged to bring any used and depleted batteries into our collection site for proper recycling. Batteries were also donated by the Rider Broadway Green Alliance chapter that were slightly used in performance mic packs. Our Facilities Department now uses them in handheld radios.

**Week 7 (Recycle at Home)** – Students were encouraged to continue their green habits at home during spring break via our social media platforms.

**Week 8 (Recap)** – The end of the CR2ZW challenge commenced with a discussion about waste & recycling and a showing of the film *The Lorax*.

4. Planning steps & timeline to implement:

- All brainstorming was done during our weekly meetings with our five Eco-Reps (student workers)
- All planning and preparation were done during the Eco-Reps' office hours
  - Each Eco-Rep works in the office a minimum of 2 hours per week.

5. Resources and stakeholders involved:

The vast majority of materials used were salvaged. A budget of less than \$20 was used for the wax used for the bee's wax event. Stake holders include the Office of Sustainability, Residence Life, Rider Dining Services, Rider College of the Arts & Sciences, Auxiliary Services and Facilities Management.

6. Describe the Results of this campaign component:

There has been a noticeable increase in awareness of Rider's recycling programs. The increased visibility of the Office of Sustainability and Eco-Reps has led to an uptick student interest in volunteering for on-campus green events.

7. What would you do differently in the future?

- Partner with more campus organizations to expand our reach
- Hold live events in dorm buildings to encourage green living & recycling

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

- Hold events in high-traffic areas at peak times
- Have a standard pack list, include a display board and promo materials for all upcoming event and programs

9. Photos and Graphics:

## DIY BEESWAX WRAPS!

JOIN US AS WE KICK OFF CAMPUS RACE TO ZERO WASTE BY MAKING DIY BEESWAX WRAPS! MATERIALS WILL BE PROVIDED!



**JAN 31ST AT 7PM  
SWG 208**



## COLLAGE FRAME GIFTS!

MAKE COLLAGE FRAMES WITH THE OFFICE OF SUSTAINABILITY TO GIFT FOR VALENTINE'S DAY!

**SWG 208  
TUESDAY  
FEB 13TH  
6:30 PM**

**CAMPUS RACE TO ZERO WASTE**  
in partnership with  
National Student Reliance Association

**BRONCS GO GREEN**

## RELAX WITH THE LORAX!

while we make "thneed" toys for shelter dogs!



**Rue Auditorium  
Thursday, March 21st @6:30 pm**

**BRONCS GO GREEN**

## Swap Shop

BRING SOMETHING OR NOTHING

**THURSDAY 2/29 11 AM - 1 PM  
BLG Lobby**



**BRONCS GO GREEN**

**CAMPUS RACE TO ZERO WASTE**  
in partnership with  
National Student Reliance Association

## ECO-PUB TRIVIA

join us for a fun-filled trivia night in the pub!  
with prizes!  
Thursday, February 29th @  
6:30 pm @Muller's Pub  
come with a team up to 4 or by yourself!

## Stitch & Mend Event

LED BY EMILY PORTER SIEGEL

Join us to learn how to stitch your clothes to expand their lifespan to avoid buying new! If you have clothes that need to be mended, bring them to the event to practice the stitching!

Learn how to:

- reattach a button
- mend a tear & hole
- visible mending (adding bright colored thread/darning)

**Monday, February 26th from 6:00-7:00 in FA 117!**

In collaboration with Broncs Go Green for Campus Race To Zero Waste!



**BROADWAY green alliance**



## DID YOU KNOW WE COLLECT BATTERIES?

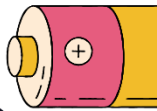


- ☐ AAA
- ☐ AA
- ☐ 9-VOLT
- ☐ C & D

## WHAT TYPES CAN I DROP OFF?

DROP OFF YOUR  
BATTERIES TO THE  
OFFICE OF  
SUSTAINABILITY TO  
BE PROPERLY  
RECYCLED!

📍 LOCATED IN THE GSB



*Happy Spring Break!*

Are you excited to kick back and relax?

OR

are you looking  
for fun ways to  
spend your  
new-found free  
time?



*Look no further!*

Here's a list of  
fun things YOU  
can do to  
celebrate spring!

1

*Starting With...*

A scavenger hunt!

Go to the bronsgogreen instagram  
page and complete the Nature  
Scavenger Hunt!



2

Plant some flowers!

Here's a list of  
beautiful Jersey-  
friendly flowers to  
get you started!



Remember to  
come to  
Painting Pots  
after break!

\*not native, but friendly &  
of neighboring states!



- Aster\*
- Bee balm
- Trumpet Vine
- Purple coneflower\*
- Pink lady's slipper

*Finally...*

3

Take a nature  
walk to  
reconnect with  
Mother Earth!



Take pictures and send  
them in to the  
bronsgogreen Nature  
Photo Contest!



Parks nearby  
include...

- Mercer Meadows
- Veterans Park
- Rosedale
- Higgs Park & more!





-METAL RECYCLING-

## METALS: MYTH OR FACT?



CR2ZW

-PROMPT #1-

RECYCLING TAKES MORE  
ENERGY THAN MAKING  
NEW PRODUCTS

## MYTH!

THE EPA FOUND THAT  
RECYCLING ALUMINUM  
CAN SAVE 95% OF  
ENERGY COMPARED TO  
USING RAW MATERIALS.

-PROMPT #2-

STEEL IS THE MOST  
RECYCLED METAL IN  
AMERICA

## FACT!

STEEL COMES NOT ONLY  
FROM CANS BUT ALSO FROM  
CONSTRUCTION SCRAPS AND  
CARS, AND IT CAN BE  
TURNED RIGHT BACK INTO  
STEEL USED FOR EXACTLY  
THE SAME THINGS.

-PROMPT #3-

ELECTRIC CAR  
BATTERIES ARE WORSE  
FOR THE ENVIRONMENT  
THAN GAS CARS

## MYTH!

ALTHOUGH THE  
MANUFACTURING OF ELECTRIC  
CARS CAN SOMETIMES LEAD  
TO MORE CARBON EMISSIONS  
THAN THE MANUFACTURING OF  
GAS CARS, IT MAKES UP FOR  
IT WHILE DRIVING!

-PROMPT #4-

METAL RECYCLING  
REDUCES AIR  
POLLUTION

## FACT!

DID YOU KNOW THAT JUST BY  
USING RECYCLED STEEL THERE  
IS AN 86% REDUCTION IN AIR  
POLLUTION AND A 76 PERCENT  
REDUCTION IN WATER  
POLLUTION? THAT'S WHY IT'S  
SO IMPORTANT TO RECYCLE.