



WEIGH THE WASTE

WE TOOK THE PLEDGE TO RECYCLE NOW WE MUST PUT IT IN ACTION!



DATE: APRIL 20TH

TIME: 1PM - 3PM

LOCATION: DINING COMMONS (PARKING LOT)



CAL STATE
EAST BAY
SUSTAINABILITY





2017 RecycleMania Case Study Competition

Campus Engagement – Awareness Campaign

1. Contact info

Marketing Coordinator

Salina Fountain

Fountain-Salina@aramark.com

2. Focus of campaign

To create awareness amongst university residents about recycling availability on site. Urging residents to change the habits through educational opportunities.

3. Type of engagement / awareness campaign

a. Activity / Event

“Weigh the Waste”

Location: Pioneer Dining tent setup outside the Dining Commons area

Day: April 20, 2017

Marketing:

- Post Marketing: Flyers, Website, Newsletter, and email marketing to campus departments
- Live Marketing: Instagram, Twitter, and Facebook

<https://www.facebook.com/PioneerDining>

<https://www.instagram.com/sustaineastbay/>

<https://www.instagram.com/pioneerdiningeb/>

<http://www.csueastbay.edu/oaa/sustaineb/news/earthweek1/ew2017.html>

Participants: CSUEB Sustainability Ambassadors and Pioneer Dining Sustainability Ambassadors, were responsible for demonstrating how to recycle. A group of more than 15 students actively demonstrated how to separate waste, recycle, and compost materials, by using waste from Pioneer Heights (Residential Housing)

Demonstration:

Our “Weigh the Waste” event opened with an introduction from Jillian Buckholz, she successfully drew the crowd in by talking about recycling importance and the purpose of reducing the contamination of the landfill waste.

- Volunteers have been provided PPE (Personal Protective Equipment) in a form of a protective body suit and gloves and then invited to rip the trash bags open and separate the rubbish accordingly.
- The selection was classed in to 3 main components Landfill, Recyclable, and Compost.



- Each trash bag pulled on the separation table was weighed after separating its content accordingly
- Data Tracking: The CSUEB Sustainability Ambassadors tracked data and prepared excel sheets where information about the contamination of waste was inputted, to then allow this information to be included in our RecycleMania Case Study

4. General description of the engagement / awareness campaign:

See page. 5

5. Planning steps & timeline to implement:

- Planning meeting with Pioneer Dining, Sustainability Department, Facilities, ASI, and Residential Housing Departments
- Marketing Strategy Implemented
- Volunteers Requested through a sign up email
- Event Materials Purchased
- Location Requested

6. Resources and stakeholders involved

A collaborative effort with CSUEB Sustainability department, Pioneer Dining, Facilities, Energy, and Residence Life all assisted with making sure that “Weigh the Waste” was a success. Our engaged sustainability ambassadors assisted with helping general study classes attempt to recycle during our demonstration.

7. How was this effort new or different from similar campaigns at others schools?

- Weigh the waste is an initiative that has been done at other schools
- We have done multiple studies to track data before doing the larger “Weigh the Waste” programming
- Large collaboration between Dining services and CSUEB Sustainability

8. Describe the Results of the Initiative

See Page. 6

9. What would you do differently in the future?

See Page. 12

10. What advice would give to another college that wanted to do a similar project?

See Page. 11

11. Photos, Screen Shots, Graphics

See Page. 5 – 11



California State University, East Bay ***“Weigh the Waste”***

Contact information:

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Initiative of:

Jillian Buckholz, Director of Sustainability

Matthew Marshall, Building Services Coordinator

Evelyn Munoz, Energy Coordinator

Shelley Marshall, Assistant Director of Residence Life-Educational Development

CSUEB Sustainability Ambassadors

Joanna Dynak, Marketing/Sustainability Ambassador

Category:

Campus Engagement Case Study

Promotion type:

Education, Awareness Campaign

Recycle Mania Audit

Our Commitment

The Marketing Department of Pioneer Dining at California State University East Bay, has successfully collaborated with the University Sustainability department to create an educational recycling campaign for the campus community. The educational initiative is a part of an ongoing project to promote Zero waste at CSUEB Dining Commons, and



aims to reach waste reduction on campus by 80% before 2020. It is worth to remind that Cal State east bay is governed by the CSU Sustainability Policy, as well as Carbon Commitment which requires all CSU's to reduce Greenhouse Gases. Because of the Policy Cal State East Bay have upgraded the campus waste disposal system from single stream to triple stream waste bins.

<http://www.csueastbay.edu/oaa/sustaineb/operations/waste.html>

Educating Initiatives

Weigh the Waste was the 2017 educational campaign that consisted of several programs around the campus, and a case study. With the recent upgrade of campus waste disposal bins. We decided that it was important to create and educational recycling program that will demonstrate how to recycle. Pioneer Dining with the sustainability department have been continually developing and implementing sustainable solutions. Pioneer Dining brings to life innovative and efficient solutions in a form of initiatives and activities that are created by a team of passionate workforce. Thus, showing the students how to reduce environmental impact of waste within the food operation and around the residential campus facilities. The focus of this year initiatives was to analyze what are the biggest issues and maximize recycling practices amongst the Pioneer Heights residents.

Weigh the Waste part 1

The fight for fewer landfill waste began in January. The educational campaign has started with two separate audits which were conducted in the space of 4 weeks. Both Audits have taken place at the back of house in Dining Commons, in the plate wash area. For the study, team used waste buckets, hook scales and floor scales, clipboards, pens, paper, and PPE that consisted of Tyvek suites, gloves, goggles, t-shirts and shoe covers. Fully equipped team separated and 'Weigh the Waste' that was collected from the plates left for wash by diners.





Between the Audits the team of paid interns, volunteers, and sustainability ambassadors have been invited to collect data about Dining Common customer's food waste habits, they were also engaging students to weight their own waste.

How did we do it?

A Sustainability table with set of scales and informational folder was brought near the area where empty plates are put away by diners after finished meal. During 4 weeks,



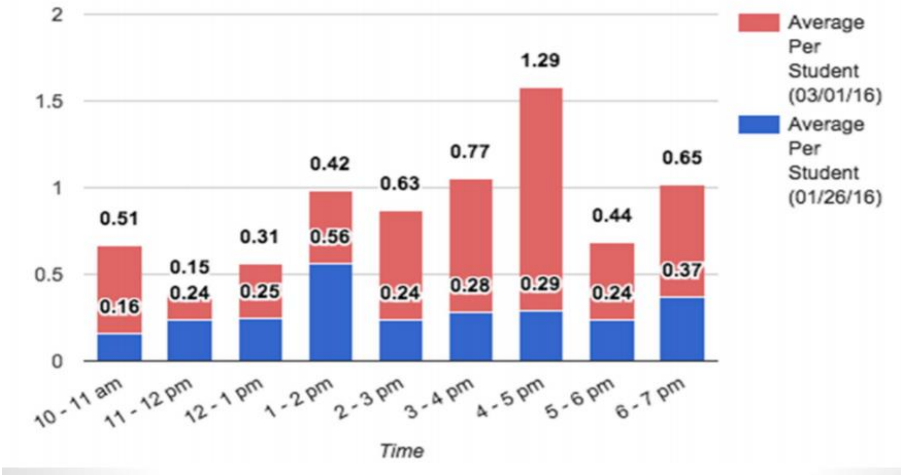
team of interns and other involved individuals were present and kept eye closely on what students are wasting and kept engaging with student in activities they have prepared. The friendly chat was carefully prepared, main opening question was if the diner can give an estimate of the weight of what was left on the plate. The results were truly poor on average the students were wasting almost twice as much as they thought they were.



Some of the food students were throwing away was barely touched. After food waste awareness initiative, we began to see the diners plating less food and to finish most of what they took. During our tabling, we noticed people were more embarrassed as we were watching them, what could have caused Hawthorne effect, what in other words means that our study subject 'diners' altered their behavior when it come to their knowledge they are being studied. We realized quickly that our results could have been not true or temporary, so we decided to continue the awareness project and hoped that another 21 days will create a lasting habit. We believed we managed to change our DC diner's food plating tendency permanently.

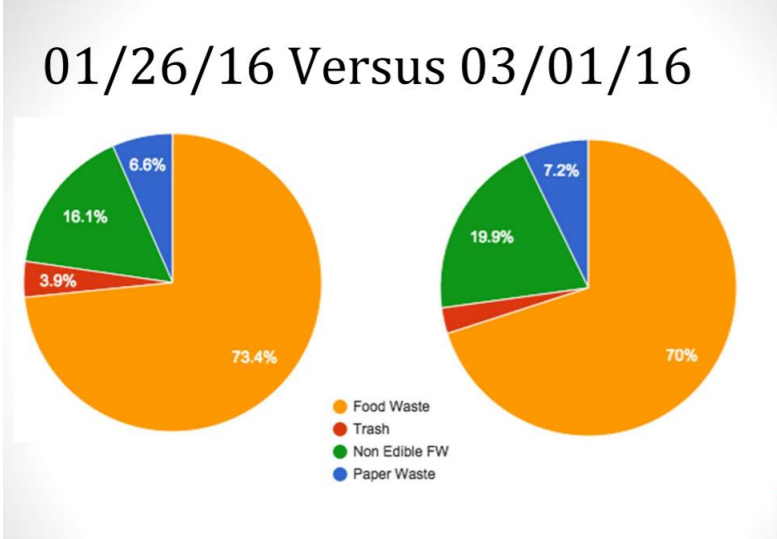


01/26/16 Versus 03/01/16



Findings

Awareness table was finally removed and the team conducted the second audit. The results of the first one have shown that the waste or almost a 1000 swipes was 283,55lb. The second audit however shown that the food waste difference was only about 4%. Despite the results, we believe that at least some of our participants changed their habits and more conscious about the waste issues. The most important thing we achieved was the strengthen relationship between the CSUEB Sustainability and Pioneer Dining.

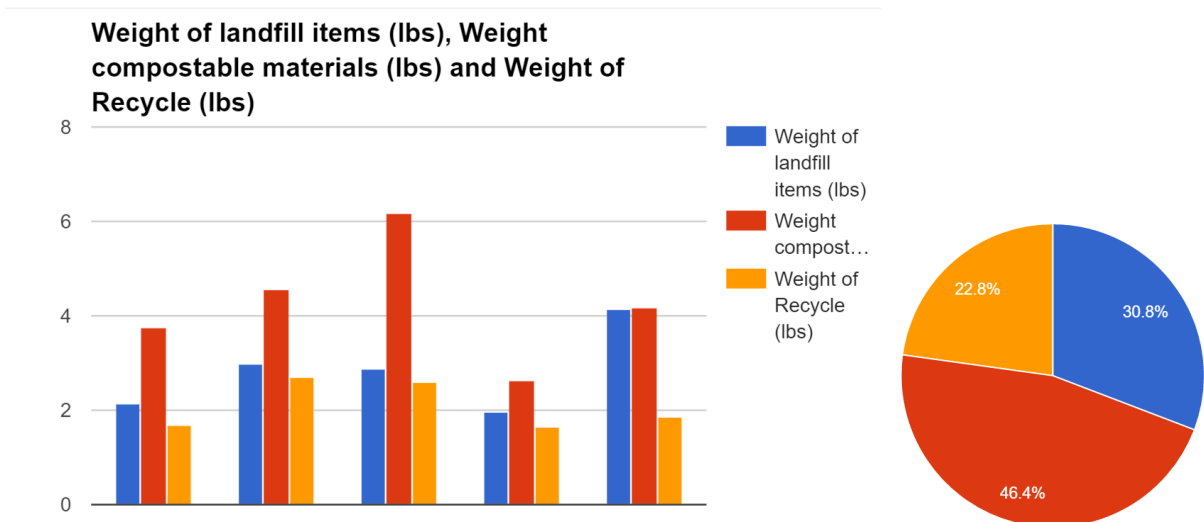




Weigh the Waste Part 2

During Earth week we decided to implement the “Weigh the Waste” programming. Weighing the Waste picked up from the Pioneer Heights was the most important part in our case study. We needed the findings, to understand the mentality of residents towards recycling and to be able to present the scale of the issue in the future to the housing Management. To conduct the research, we needed the access and permission to pick up the waste that was discarded in to the bins by residents. PPE for participating volunteer’s containing the Tyvek suits and gloves, furthermore, buckets to segregate the waste, hook scales and computer to collect the data. We opened the event with a speech made by sustainability department director who explained how to recycle in detail as well as introduced laws and regulations the school had to implement to meet required standards. After the opening, we had a quiz and time for questions from participants. The questions have proved our worry about on campus recycling knowledge. We have come to realization we must do a lot in the future to help our campus community understanding how to recycle their waste.

Without getting discouraged by the lack of recycling knowledge amongst our participants, we moved to the next step where under supervision, volunteers had an opportunity to learn recycling with their hands on. Provided PPE each person got a Goodie bag which they had to divide in to 3 main waste components, compost, landfill, and recyclables. We kept the record of the weight of each waste from some of the bags that gone through recycling and prepared a graphic chart. With the further analysis, we found the contamination proportion.



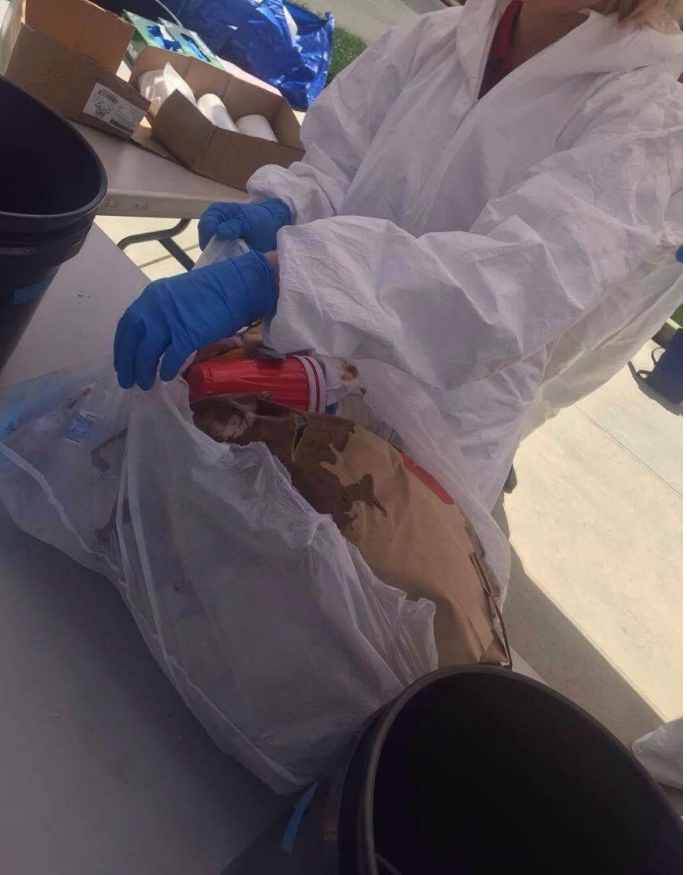


Each tricolor bloc represents the waste of the bag that gone through our hands, on average the weight of the bags was 9 lbs. From the analysis of the collected data we have learned that we have a room for improvement and potential of reducing the landfill waste by more than 65%. We also discovered that the biggest unnecessary contaminant that goes to landfill is food waste! Furthermore, the issue are also left over liquids that make the recyclable cardboard no recyclable as it spills from the coffee cups etc. As a matter of fact most of the food waste as well as the packaging could have ended up elsewhere. Yet another issue has been emphasized when working on our case study, hazardous for the environment batteries are duped in the landfill.

What we are going to do about it?

With all the acquired information Pioneer Dining can step in! We are getting our marketing team to create interactive educational programs that will begin the next school term. Our communication will work alongside with other departments to educate our community good understanding of the issue and inspire them to recycle. Apart of this we will continue our commitments in local purchasing practices, (currently working with Coke farms from San Benito, Vierra Farms, West Sacramento and Happy boy) As well as the sustainable food resourcing we are continuing our commitment to tray less dining at the Dining Commons. This allows to minimize waste and reduce water amount used for cleaning and the amount of chemicals entering the waste stream. Furthermore, we continue to promote reusable cups and food containers, and promise to use Blue Clean around the operating units, we also train all our employees on water conservation practices to preserve valuable natural resources.

<https://csueastbay.campusdish.com/Sustainability/WhatWeAreDoing.aspx>





https://docs.google.com/spreadsheets/d/1LEPB-l3Hd1MMafch_1zXCBrmC-5DBo4Ln4e2i6znN0E/edit?usp=sharing

RecycleMania 2018

We are looking forward to engage professors across all departments such as general study topics, ecology and geography, management, ethics and sustainability. With informational pack and with short presentations during the class time, we will introduce planned initiatives. By doing this so we will have a great opportunity to reach larger audience, also to encourage more students to volunteer. We would try to convince professors to offer extra credit for students who will get involved. With assigning tasks to them and have opportunities to efficiently use the allocated budget. This way we are opening opportunity to enhance their professional portfolios and benefit from free-associating bright ideas.