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2015 RecycleMania Waste Less-Promote More: Engagement and Innovation Competition Case Study Template

1. Contact info

Glendale Community College
6000 West Olive Avenue
Glendale, AZ 85302

Contact: Chanda Fraulino, Recycle Program Coordinator
E-mail: chanda.fraulino@gccaz.edu
Phone: 623-845-4931

2. Select category (Please choose the one that best describes your entry)

- a. Recycling
- b. Waste Reduction

c. Both

3. Check which type of promotion

- a. Activity
- b. Display
- c. Poster, banner, other print display
- d. Communication outreach (print, radio, email, etc)
- e. Video

f. Other: Waste Minimization Program

4. General description of Promotion

In 300 words or less provide a general narrative explaining the promotion. If promotion was a video, explain how it was used, target audience, etc. and provide link. If promotion involves written messages such as a blog, email messages, etc. provide copy of messaging either as copy and paste text at the end of template or attach supplemental documents to your email.

Glendale Community College (GCC) is committed to reducing waste and keeping waste out of landfills. GCC implemented an innovative program to “close the loop” on the waste cycle. The Zero Waste program is an initiative to minimize waste, maximize recycling, and reduce consumption of non-recyclable items. The program has been promoted annually in conjunction with the RecycleMania tournament. The pilot program began with 200 volunteer participants and expanded annually over a 3-year period until we reached 50% participation.





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In November 2013, GCC President Dr. Irene Kovala announced that the program would be implemented campus-wide by Fall 2014.

The Zero Waste program is a new way of looking at the college's waste stream. Employees were asked to reduce daily waste and increase recycling by exchanging 7-gallon waste receptacles in office spaces for 7-gallon recycle bins with a 1-gallon Zero Waste bin attached. The bins are a visual reminder to reduce daily waste to the size of the Zero Waste bin and divert waste from the landfill by recycling more.



The program encourages employees to take responsibility for their own waste stream by servicing their own bins. Employees transfer contents of their recycle and Zero Waste bins into common area receptacles. The bins do not have plastic liners and can be rinsed clean, if needed. With more than 750 office spaces on campus, the program reduces plastic liner usage by 750 liners per day or 15,000 per month. This program also reduces the need for custodial services in office spaces, freeing up valuable time to service classrooms and other areas on campus.

GCC's Zero Waste program effectively promotes recycling and waste reduction efforts to the campus community by encouraging behavior change. The size of the bin says it all... waste less, recycle more.

5. Planning Steps to prepare for Promotion

List out in bullet format each of the steps involved in planning. Example: Requesting special funding, recruiting volunteers, administrative permissions required, creation of displays.

- Tangible Action #7 of the ACUPCC - Participate in the Waste Minimization component of the national RecycleMania competition, and adopt 3 or more associated measures to reduce waste.
 - GCC participated in Recyclemania from 2011 – 2015 and has participated in the Waste Minimization component since 2012.
 - The Zero Waste program was initiated as one of the college's measures to reduce waste.
- Obtain permission/buy-in from Facilities Management/Administration to pilot the program
- Request pilot program funding (estimate \$11.50 per office space)



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- Custom Zero Waste bins were purchased through Busch Systems (<http://www.buschsystems.com>)
- Survey campus buildings and count employee office spaces (offices, cubicles, reception desks, etc.)
- Develop an implementation plan with timeframe for implementation (i.e. 3-year plan)
 - Pilot Program – 200 volunteer participants
 - Program Expansion – 250 volunteer participants
 - Program Implementation – Campus-wide participation
- Recruit volunteers for pilot program
 - Program introduction and e-mail solicitation
- Identify offices with program participants
 - A static cling with the Zero Waste logo was placed on all offices participating in the pilot program. The symbol identified participants to custodial staff.
- Develop promotional campaign (logos, website, e-mails etc.)
- Consolidate large waste/recycle receptacles to common areas, hallways, employee workrooms, etc.
 - Assess bin placement and purchase additional bins, if needed
- Purchase and deliver 7-gallon recycle bins to every employee office space
It all starts with a blue bin! Every office space gets a bin.
- Request additional program funding through each implementation phase
- Recruit program ambassadors (early program adopters) to generate program support:
 - Zero Waste Ambassador Videos:
 - <http://youtu.be/Ht4FtZoBUNA>
 - <http://youtu.be/hGeGRXolbZQ>
 - <http://youtu.be/yd1ZkvR3oyg>
- Expand program annually in conjunction with RecycleMania tournament
- Secure administrative support for campus-wide program
- Go ALL IN for Zero Waste
 - Plan announcement an convocation or other event
 - Confirm every employee office space has a recycle bin
 - Remove all waste receptacles from employee office spaces
 - Deliver Zero Waste bins to remaining locations





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6. Resources and people 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 estimated cost of a 7-gallon recycle bin plus a 1-gallon Zero Waste bin is \$11.50 per office space. The initial budget request was for \$2,000 to pilot the program. Many of the pilot program participants already had recycle bins. Additional budget requests were submitted annually to expand the program by purchasing additional recycle and Zero Waste bins. The total expenditure over a 3-year period to implement the program in 750 employee office spaces at GCC was \$7,713.20.

This program was supported by the following departments: Facilities Management, Furnishings Management, Business Services, Administration, and College Advancement. The program was funded through the college's Sustainability account in support of Tangible Action #7 of the ACUPCC, to adopt associated measures to reduce waste. The various departments provided the support needed to fund, promote, and implement the program.

GCC has a Recycle Program Coordinator that coordinates the college's recycling program and waste reduction efforts. The program coordinator proposed the pilot program, recruited program support, requested funding, solicited volunteers, and had an active role in marketing and implementing the program. Additional staff resources were used to deliver bins, remove waste receptacles, and prepare unwanted waste receptacles for surplus auction. Custodial support was integral to the success of the program. Custodial staff had to distinguish between participating offices and non-participating offices until the program was fully implemented.

7. Describe the Results of the Promotion

Explain both the general results of the promotion (ex: attracted attention of campus president, campus paper did a news story on the event, etc.) and any measurable impact figures (ex: We collected 1,500 lbs. of scrap electronics, Reduced the amount of food waste from tray-less dining promotion by 2,000 lbs., 230 people signed pledged to bring own water bottle to campus)

During the RecycleMania tournament, GCC had a 45% reduction in total waste from 2013 to 2014 earning a 7th place finish out of 149 participants in the Waste Minimization competition. As a result of the promotion, GCC's annual total waste (waste plus recycling) has decreased 17% over the past two years and annual waste (trash only) has decreased 14% over the past two years. The college had a 20% waste diversion ratio in 2014.

GCC is now participating in our 5th RecycleMania tournament with emphasis on the Waste Minimization competition. With full implementation of Zero Waste in August 2014, focus has been placed on additional waste reduction efforts including the purchase of a waste compactor for campus waste. GCC is positioned to place in the Top 5 in the 2015 RecycleMania tournament.



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The Zero Waste program promotion has been offered in conjunction with the RecycleMania tournament over a 3-year period. The RecycleMania tournament was an integral part of the promotion. The college piloted the program during the 2012 tournament and recruited 200 volunteer participants. The program expanded by an additional 250 participants during the 2013 tournament. Recycle bins were delivered campus-wide during the 2014 tournament and the program was fully implemented campus-wide prior to the 2015 tournament. The Zero Waste program was adopted as a measure to reduce waste. As evident by the waste reduction data, the promotion has successfully impacted behavior change at GCC.

With more than 750 office spaces on two campuses, GCC has reduced plastic liner usage by 750 liners per day or 15,000 liners per month. The bins do not use plastic liners and can be rinsed clean, if needed.

Additionally, employees take responsibility for their own waste by servicing their own containers. As a result, the program has reduced the need for custodial services in office spaces, freeing up valuable time to service classrooms and other areas on campus.

The promotion is a daily reminder that we must all make an effort to minimize waste, maximize recycling, and do our part to reduce consumption of non-recyclable items. The Zero Waste bin reminds us to challenge ourselves to reduce our daily waste to zero. As we move in the direction of carbon neutrality, this promotion has successfully engaged our campus community and empowered our employees to make a contribution towards a sustainable future.

8. What would you do differently in the future?

By implementing the program in three phases, there were challenges to overcome. Custodial staff had to distinguish between participating offices and non-participating offices until the program was fully implemented. We identified the participating offices with a static cling of the Zero Waste logo and custodial staff members were instructed not to provide waste/recycle services in those offices. This was a new process, so it took some time to work out the inefficiencies. If a college or university already has a strong commitment to sustainability and the funding for this program, full implementation vs. phased implementation is recommended.

Be prepared for resistance. The phased program helped us gradually introduce the program and garner support. However, there were still employees that were strongly opposed to the program. We continue to find abandoned bins in hallways and employees have taken it upon themselves to buy their own waste receptacles for their offices. We have added the bins to the Employee Separation Checklist in efforts to hold employees accountable. It is recommended that you anticipate the complaints and discuss how you would like to respond as an institution. Top-level support is imperative to the program's success.



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Please email completed template form and supplemental documents (photos, newspaper articles, website links, etc. to helpline@RecycleManiacs.org with "RecycleMania Case Study submission" in the subject line. Case study submissions are due no later than Friday, March 27, 2015.

Zero Waste Program Website: <http://www2.gccaz.edu/sustainability/zero-waste>

EXAMPLES OF PROMOTIONAL MATERIALS:

- Zero Waste Logo
- Zero Waste Promotion Photo
- Sample E-mail for Zero Waste Implementation
- Links to Zero Waste Ambassador Videos
- Zero Waste Program Infographic
- Sample E-mail for Zero Waste Bin Delivery


Zero Waste Logo:



Zero Waste Promotion Photo:



Sample E-mail for Zero Waste Implementation:



3 Steps to ZERO Waste

1 Step 1: Get a Blue Bin! It all starts with recycling. Over Spring Break, the Zero Waste team will deliver a blue recycle bin to every office space on campus. Take a moment to learn [what goes in the blue bin](#), then do your part to recycle more.

2 Step 2: All-In for Zero Waste! GCC goes all in for [Zero Waste](#) to reduce our waste stream and move closer to our goal of "carbon neutral by 2025." Over the summer, all waste receptacles in office spaces will be replaced with a Zero Waste bin. The size of the bin says it all... waste less, recycle more.

3 Step 3: Close the Loop! Reducing consumption of non-recyclable items is the final step to "close the loop" on the waste cycle. Use a refillable beverage cup for discounted refills or try the complimentary water bottle fill stations located in FC, HT1, PSS, T1 & SU.

Links to Zero Waste Ambassador Videos:

- <http://youtu.be/Ht4FtZoBUNA>
- <http://youtu.be/hGeGRXolbZQ>
- <http://youtu.be/yd1ZkvR3oyg>

Zero Waste Program Infographic:



Glendale Community College is committed to reducing waste and keeping waste out of our landfills. We are "closing the loop" on the waste cycle by minimizing waste, increasing recycling, and reducing consumption of non-recyclable items.

What is Zero Waste?

Zero Waste is a new way of looking at our waste stream. Employees are asked to reduce daily waste by exchanging 7-gallon waste receptacles in office spaces for 7-gallon recycle bins with a 1-gallon Zero Waste bin attached.



The purpose of the small waste container is to reduce your daily waste to less than the size of the container.

How does Zero Waste support sustainability?

SIZE

The bins are a visual reminder to reduce daily waste to less than the size of the bin and divert waste from the landfill by recycling more.



increased cost-savings through waste diversion - no fees for recycling

15,000

monthly reduction in # plastic liners used

NO MORE LINERS

The recycle and Zero Waste bins do not have plastic liners and can be rinsed clean, if needed.

LESS CUSTODIAL TIME

Custodial services are not needed for waste/recycle bins in office spaces, freeing up valuable time to service classrooms and other areas on campus.



750+

number of office spaces converting to Zero Waste by Fall 2014



The size of the bin says it all... waste less, recycle more.

Waste Reduction vs. Waste Diversion

Waste reduction is a reduction in total waste (waste + recycling) produced by the campus.



8%

waste reduction from 2010 to 2013

Waste diversion is the process of diverting waste from the landfill through source reduction, recycling, reuse, or composting.

18%

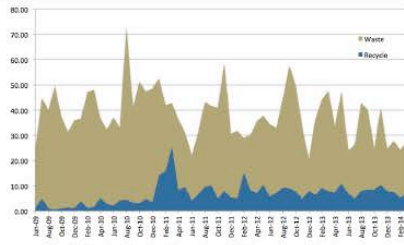
waste diversion ratio in 2013

Monthly Waste/Recycle Data (in tons)

408.37
tons of waste in 2013

33.29
tons of recycle in 2013

Waste and recycle data is monitored monthly and used to measure the success of the recycle and Zero Waste programs.



*GCC main campus only. Data is not available for GCCN.

Care Instructions



Employees take responsibility for their waste by servicing their own bins. Empty the bin contents into a common area waste bin.



Zero Waste = No Liners
If you must line your bin, a brown sandwich bag is recommended. Simply trim the bag to fit the bin.



Clean bin by rinsing with soap and water or simply use a Chlorox wipe to clean and disinfect.



Service your bin before the weekend or scheduled time off.

GCC's carbon footprint for solid waste

1,346.0

metric tons of CO₂e - 2013 GHG Report



Rethink your waste stream.
"Close the Loop" on the waste cycle.



Recycle what you can.
Zero Waste... it makes a difference!



GLENDALE COMMUNITY COLLEGE

Updated 04/22/14



For more information about Zero Waste:
<http://www2.gccaz.edu/sustainability/zero-waste>

Sample E-mail for Zero Waste Bin Delivery:



Supplemental Documents:



ZEROwaste

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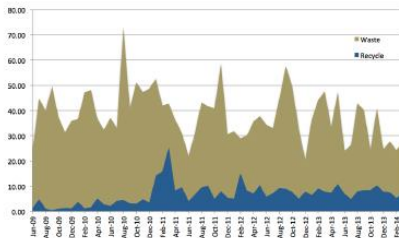
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