



2018 RecycleMania Case Study Competition

Case Study Template

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

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2. **Focus of Case study**

(Summary 25 words or less)

The focus of our case study was to inform students of the sustainability and food waste-reduction benefits provided when buying fresh produce from local farms.

3. **Detailed description of campaign component:**

(300 words or less)

Our campaign was put together by our Sharks Recycling Team, Green Shark's Sustainability Club, Chartwells Dining team, and Fitwell/ the Wellness team. Chartwells reached out to the fresh produce vendor, Freedom Fresh, and together, we hosted a Pop-Up Produce Market. This event displayed fresh fruits and vegetables to students as well as provided samples and free reusable bags. Students bought fruits and vegetables to bring back to their rooms for consumption. All proceeds benefited the local farms around Nova Southeastern University. The Green Sharks hosted a table that explained how consuming fresh, local produce reduces our food waste and improves diversion rates. We also discussed our Recyclemania progress and different ways to boost our diversion percentages. Fitwell and the Wellness team hosted a table explaining the health benefits to eating fresh food oppose to processed foods. They also covered the sustainability aspect of buying locally.

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

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

- First, I thought about different ways to connect students to the multiple aspects of sustainability and which of these aspects Recyclemania accounts for in the competition. A big portion of waste diversion is food. If students eat more locally grown, fresh produce oppose to processed foods, there is less or no packaging involved and it is easier to control portion size, therefore reducing food waste and trash waste.
- To bring this to campus, I went directly to Chartwells, our dining provider. They were fully on board and contacted their produce vendor immediately.
- Chartwells reserved table space in an area where there was heavy foot traffic and enough space for all of the fruits and veggies brought into campus.



- Green Sharks put together information relating the produce market to sustainability and Recyclemania.
- Fitwell and the Wellness team connected fresh food to healthier options and sustainable eating.
- On the day of the event, Chartwells helped the vendor, Freedom Fresh, set up a gorgeous display (pictures below). They coordinated payment options using their credit cards, shark cards (dining money), and cash.
- Green Sharks provided each customer with a reusable grocery bag to hold their items in. The samples were provided to students in recyclable cups.

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 Dining Team supported our efforts, so there was no cost to the student organizations involved. On the day of the event, volunteers manned each table and an employee from the farm distributed samples and conducted payments. The Dining Team was also represented to watch the event unfold. The reusable bags were purchased in bulk for multi-event use. This costed around \$300 and was provided by the Office of Facilities Management.

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.)

All in all, this was a low effort - high results event! It was very well received by the students and we got a lot of positive feedback asking for more Pop-up Produce Markets in the future. Majority of students mentioned that this reduced their need to go to the grocery store and saved time since it was so convenient. This event strengthened our bond with Chartwells, which is very important because we recently convinced them to stop using Styrofoam products in our dining facilities. Now we are a Styrofoam free campus! We replaced the products with recyclable plastic plates and bowls which will hopefully boost our recycling numbers in the future.

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

35 reusable shopping bags were distributed, and customers were asking for more. X amount of customers bought items. Many more were offered samples and information about sustainable purchasing.

7. What would you do differently in the future?

In the future, I would like to advertise more. Little to no advertisement was executed because the previous week was Spring Break and students were not easy to contact. I would also like to hold one market in each residential building biweekly to increase convenience and hopefully improve sales.



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

If another college was planning to do this, I would definitely suggest working through your dining facility. They already handle fresh produce, so they have the vendor and the means to transport fresh items quickly and efficiently. It made everything incredibly easy for our Recyclemania team.

9. Photos and Graphics

Please include photos and other visuals below, examples could include social media posts, posters or other graphics related to the project. Include captions where necessary.











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