



Rider University 2020 RecycleMania Case Study

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

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2. Focus of Case study - Working with Gourmet Dining, we used the RecycleMania competition as a platform to educate the campus community about food and water waste reduction as well as landfill diversion opportunities.

3. Detailed description of campaign component:

The Eco-Rep team in conjunction with our on-campus Gourmet Dining staff, hosted two primary tabling events related to food and water waste prevention over the course of Recyclemania 2020.

- **Week 1- Plastics - Learn the Label:** An information table was held during two consecutive lunch periods to share information about the various kinds of plastics, their recycling labels, and the correct method of disposal. Reusable cups were given out to students, staff, and faculty to enable students to take their left-over foods with them for later rather than disposing them, as well as information sheets on Gourmet Dining's sustainability efforts in food waste and single use plastic waste in packaging.
- **Week 4- Food & Organics:** A Weigh the Waste table was held in the dining hall during lunch. Students were encouraged to sort out their food waste into food, liquids, and napkins that were taken to our biodigester at the end of the meal period. Each subsequent disposal unit was measured for the total waste for that day's lunch period. Information about food waste in the US as well as information sheets on Gourmet Dining's sustainability efforts in food waste and single use plastic waste in packaging were given out.

4. Planning steps & timeline to implement:

- Planning began in early December with weekly themes, activities, goals, locations and dates set
- Variations on previously held tables were adapted due to a closer relationship developed with the Gourmet Dining Team on campus
- A variety of electronic ads, posters, and flyers were developed to be shared around campus and on social media.
- Research was conducted to gather the most up to date data on each topic
- Information sheets were developed to be given to students, staff, and faculty in conjunction with an Informational Display board for the table
- Contacted campus partners and campus Green Team to gather supplies and volunteers for the events

5. Resources and stakeholders involved

Campus Departments: Gourmet Dining, Office of Sustainability

Student Organizations: Rider Green Team, Rider Eco-Reps

Community Partners: Cupanion/Fill-it-Forward

Budget: No additional funds were used in the hosting of these events. All supplies were preowned and provided by the organizations.

Resources: Poster Display Board, Reusable Cups, Reusable Straws, Buckets, Flyers, Scales, Gloves, Aprons, Tables, Tablecloths

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.*)

By partnering with Gourmet Dining and Cupanion/Fill-it-Forward for events, we are able to nurture and build on our pre-existing relationships with the organizations. In addition, though there were less students than in previous years, we attracted the attention of more students who were interested in learning more and joining the Rider Green Team and Rider Eco Reps. Through this effort, we were able to gain interest from the on-campus Student Government Association which has began a partnership through the out-going as well as the incoming president. With their support we look forward to co-hosting future events.

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

About 125 people engaged through in-person contact and events

Gained 20 pledges to reduce food and water waste

Gave out over 35 reusable cups

47 lbs of food waste were collected in 1.5 hours of lunch period (28 lbs less than last year)

- 42 lbs – food waste (7 lbs less than last year)
- 1 lbs – paper (6 lbs less than last year)
- 4 lbs – liquids (15 lbs less than last year)

7. What would you do differently in the future?

The Eco Rep Team discussed the possibility of a pop up Weigh the Waste table multiple times throughout the semesters in lieu of only one as students have a few alternative food location options on campus making the number of students in the main dining hall fluctuate. With less traffic at the 2020 event, it was difficult to determine if our weights were reduced due to food waste prevention efforts or less people.

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

It is okay if an event is smaller than expected or hoped for. Sometimes a more intimate event leads to better conversations with students, staff, and partners such that it grows the interest in your organization. Having those good conversations allows those people to go out and share the information learned such that their fellow students and colleagues become interested in the next event, interested in a partnership, or begin to follow you on social media. The most important goal is getting the knowledge shared and nurturing interest in the topic of environmental sustainability. Social media, events, and on campus organizations are all great ways to do that, though building relationships and having conversations are key.

9. Photos and Graphics



Week 1- Plastics - Learn the Label:

Infographic about Cupanion
Tabling for social media

Photo Credit: Dean Riddle



Week 1- Plastics - Learn the Label:

Reusable Cups and Snack Giveaways during Cupanion
tabling

Photo Credit: Danielle Balsamo



Week 1- Plastics - Learn the Label:

Reusable Cups and Snack Giveaways during Cupanion tabling

Photo Credit: Danielle Balsamo



Week 1- Plastics - Learn the Label:

Eco Rep Alina posing with the information display board and flyers

Photo Credit: Danielle Balsamo



Week 1- Plastics - Learn the Label:

Reusable Cup giveaways for Cupanion tabling displayed in an RU to represent Rider University

Photo Credit: Danielle Balsamo

2020 RECYCLE MANIA TOURNAMENT

Office of Sustainability
Recyclemania Week 4: Food and Organics

WEIGH THE WASTE

THURSDAY 2/27
11:30 A.M. -
1:00 P.M.
Daly's Dining Hall

Join the EcoReps to learn about how much food is **wasted** everyday!

BRONCS GO GREEN

Week 4: Food & Organics

Infographic about food waste in the US for social media

Photo Credit: Emma Harris

FOOD WASTE IN THE U.S. IS...

EXCESSIVE

40%
OF ALL FOOD PRODUCED IN THE U.S. IS WASTED

133 BILLION POUNDS
Food wasted per year. That represents 1,249 calories per person, per day.

EXPENSIVE

\$161 BILLION
Uneaten food at retailers, restaurants, and homes costs \$161 billion annually

\$1,500
Per capita, this amounts to over \$1,500 for a family of four

ENVIRONMENTALLY HARMFUL

Food makes up 20% of landfill weight—the single largest municipal waste source

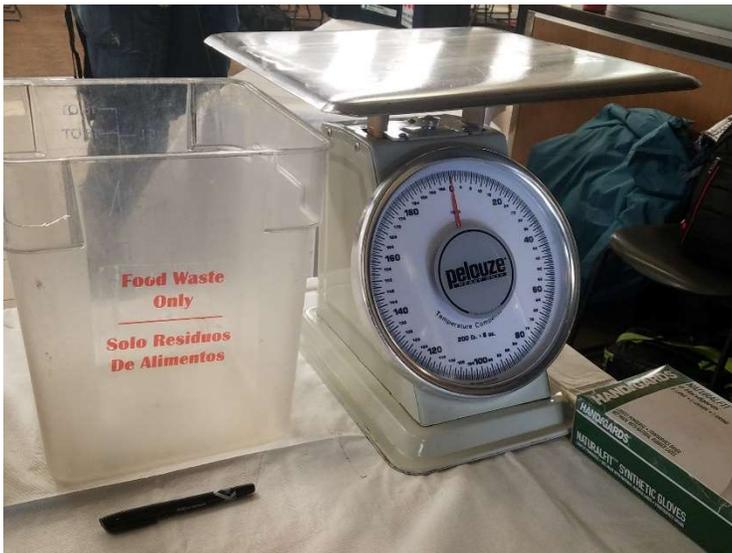
CH₄ CO₂
The methane released by food is a greenhouse gas 21 times more powerful than carbon dioxide

TODAY WE WEIGH THE WASTE
Do your part by filling your plate with only what you will eat.

Week 4: Food & Organics

Infographic about food waste in the US for social media

Photo Credit: <https://pingree.house.gov/foodwaste/>



Week 4: Food & Organics

One of three buckets for collection and the scale for our Weight the Waste Event

Photo Credit: Danielle Balsamo



Week 4: Food & Organics

Eco Reps Ashlyn and Victoria pose with Green Team Member Aaron during Weigh the Waste

Photo Credit: Danielle Balsamo



Week 4: Food & Organics

Eco Rep Dean and Green Team Member Aaron discussing food waste reduction during Weigh the Waste

Photo Credit: Danielle Balsamo