



2021 Campus Race to Zero Waste Case Study Competition Austin Peay State University

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

Austin Peay State University
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2. Focus of Case study

Austin Peay partnered the local Green Certification Program to host an “Office Spring Cleaning” event with free secure document shredding, electronics recycling, and toner/ink recycling.

3. Detailed description of campaign or effort:

As a result of COVID-19, the State of Tennessee discontinued their household hazardous waste program, leaving the community without the opportunity to recycle items such as toner, ink cartridges and household electronics. The pandemic also prevented local banks and the better business bureau from hosting their secure document shredding events for local residents. To fill this void, Austin Peay partnered with our local Green Certification Program to organize a recycling event.

The electronics recycling competition is the only CR2ZW category that allows community participation, and this event inspired us to expand our scope to additional services needed in our community. We rented a secure document shredding truck with the support of a local green certified credit union and CPA firm. ERS, a Nashville based electronics recycling company, offered to collect electronics free of charge. We are especially proud to work with ERS as they employ adults with disabilities to recycle electronic equipment. This one-time event has resulted in an ongoing partnership to collect campus electronics.

To maintain social distancing protocols, participants drove by three drop-off stations where volunteers removed recyclables from their vehicles. This system was very efficient and will be used for future recycling events. The Campus Sustainability interns were able to capitalize on this captive audience for car side recycling education and handed out promotional items provided by the local recycling company.

Promoting the electronics component of the CR2ZW expanded the scope of our advertising to the campus community, over 130 business that participate in the local Green Certification program, the Sierra Club, City and County operations and more. We collected 6,800 pounds of paper, 525 pounds of electronics and 70 pounds of ink and toner cartridges for recycling in just three hours.

4. Planning steps & timeline to implement:

- Collaborate with the Green Certification program to determine recycling needs in the community
 - January 15, 2021
- Establish a date and time that maximized citizen participation
 - January 28, 2021

- Distributed a “Save the Date” to local organizations & the campus newsletter
 - February 11th
- Contact local providers to get quotes for recycling services & choose provider
 - Contracted with providers February 17, 2021
- Contact local businesses to sponsor event costs
 - Sponsorship secured February 26th
- Distribute follow-up digital flyer
 - March 11, 2021
- Event day
 - March 19, 2021 12-3 p.m.

5. Resources and stakeholders involved

We collected \$450 in donations from local businesses to rent the shred truck for the event. The Sustainability Coordinator, two student interns, the Director of the Green Certification Program and two board members helped with collections. The local businesses that sponsored the event also sent volunteers. We received additional donations including hand sanitizer, reusable water bottles and pamphlets on community recycling to distribute at the event.

6. Describe the Results of this campaign component

a. General results

These efforts resulted in promotion of Austin Peay’s sustainability efforts including our participation in the campus race to zero waste far beyond the campus community. The campus PR and Marketing department wrote an article about the event and the campus newspaper also published a story about our efforts. The save the date and flyer were included in the student and faculty/staff newsletter.

b. Specific measurable impact figures, if applicable

Recycled 6,800 of paper, 525 pounds of electronics and 70 pounds of ink and toner cartridges

7. What would you do differently in the future?

We plan to host this event again, but will be renting two shred trucks. We had 20+ vehicles lined up before the event started and lacked capacity to quickly move citizens through the shred station. We will also set a weight or box limit to the amount of paper individuals can bring to the event, as a local business brought a box truck with dozens of boxes.

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

Find community partners to help with event costs. Local businesses were happy to sponsor this service and to send volunteers to our event. This event garnered significant interest at no cost while providing a great service to our community.

9. Photos and Graphics

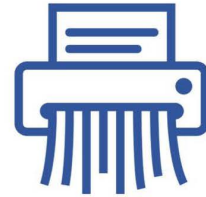
Save the Date

Shredding & Electronics Recycling Event Coming in March
Presented by Altra Federal Credit Union & Stone, Rudolph & Henry

March 19, 2021 – Noon to 3 p.m.
Veteran's Plaza – 350 Pageant Lane
Secure onsite shredding and
collection of electronics for recycling

Electronics recycling is being provided by Austin Peay State
University as part of its Campus Race to Zero Waste Competition.
Please ensure all personal data is erased prior to recycling.

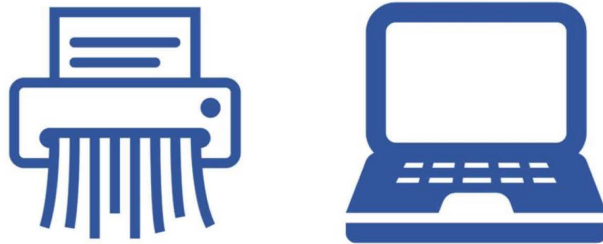
Contact Carlye Sommers with the Green Certification Program with
questions at 931-245-1867 or cmsommers@mcgtn.net.



Save the Date flyer sent to the campus community, local businesses and other organizations on February 11th.

Shredding & Electronics Recycling Event

Presented by Altra Federal Credit Union and Stone, Rudolph & Henry



March 19, 2021 – Noon to 3 p.m.
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Reminder flyer sent to the campus community, local businesses and other organizations on March 11th.



Volunteers standing with the shred truck March 19th after the recycling event.



Volunteers unloading boxes of paper from a citizen's vehicle for shredding.