



## 2021 Campus Race to Zero Waste Case Study Competition

### *The University of Southern Mississippi*

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2. Focus of Case study  
Our office focused on educational outreach by hosting a handful of events to help engage the campus community on sustainable practices and issues.
  
3. Detailed description of campaign or effort:  
CRTZW has been a great platform that allows us to generate excitement and visibility of our recycling efforts and programs. By hosting various events such as Caught Green Handed, Mugshots, and Trash Tank to name a few, these demonstrations and events help us to educate and bring awareness on the importance of recycling and other growing environmental concerns. Due to our university's temporary pause on recycling, we put much more emphasis on promoting CRTZW via social media, ours and other departments newsletters, usmtalk, 24x36 A-frames throughout campus, and mailout. We held virtual games, multiple campus cleanups, and safely during certain events, approached students caught exhibiting sustainable practices. With these events, and as a thank you, we awarded them with a prize of their choice. This in turn allowed us to open of a conversation about CRTZW and what we can do to better help the environment.  
  
Caught Green Handed and Mugshots permits us to approach students and award prizes for sustainable behaviors. Trash Tank is a three in one event where we combine it with campus cleanups throughout a designated week. Since it is placed in one of the busiest areas on campus, it also serves as a visual demonstration on how much litter quickly accumulates. Lastly, we turn it into a guess the weight of the litter inside game. Winners email us their answers and the three closest wins a gift card. Dorm Storm pits local res halls against each other for a chance to win a trophy and bragging rights for a year. Usually, we kick off CRTZW with Recycling Olympics in which we get our mascot to help encourage students to play and cheer them on.
  
4. Planning steps & timeline to implement:
  - One month before the event, we create flyers, posters, and graphics for printing and social media.
  - Three weeks before the event, we start posting on social media.



- Two weeks before the event, we put out flyers, A-frames, announce it on usmtalk, various usm newsletters, mailout, e-board, and social media. We also submit a press release to University Communications.
  - One Week before the event, we announce it again on usmtalk and social media.
  - During the different events, we post pictures on social media and announce upcoming events for the following week.
5. Resources and stakeholders involved  
We have partnered with a handful of businesses for prizes as incentives to participate in our challenges. Papa John's, T-Bones Record & Café, Subway, and Chic Fil-A donated gift cards to award to students. As a thank you, we purchased 8x11 thank you plaques for each business to showcase in their establishment.
6. Describe the Results of this campaign component  
a. For the cleanups, we had great student participation and we do get recognition from our school paper.
7. What would you do differently in the future?  
Have our student group table throughout the event by means of literature and demonstrations.
8. What advice would you give to another college that wanted to do a similar effort?  
We have discovered that offering a variety of prizes help in student participation. Also, having students volunteer to engage with their peers makes it easier to get others involved with our campaigns and events.
9. Photos and Graphics



# CAMPUS RACE TO ZERO WASTE

FORMERLY RECYCLEMANIA



THE UNIVERSITY OF  
SOUTHERN  
MISSISSIPPI

## A UNIVERSITY WASTE REDUCTION AND RECYCLING COMPETITION

FEBRUARY 1ST - MARCH 31ST

JOIN THE OFFICE OF SUSTAINABILITY AND TAKE  
••• SOUTHERN MISS TO THE TOP •••  
AS WE COMPETE WITH HUNDREDS OF COLLEGES  
AND UNIVERSITIES ACROSS THE NATION

## SUPPORTING EVENTS

CAUGHT GREEN HANDED | FEB 1 - 5

TRASH TANK | FEB 8 - 12

CAMPUS CLEANUP | FEB 10

TRASH TANK GUESSING GAME | FEB 17

DORM STORM | FEB 22 - 26

CAUGHT GREEN HANDED | MAR 8 - 12

SPRING CLEANING | MAR 15 - 19

MUGSHOTS | MAR 22 - 31

FOR MORE INFORMATION VISIT [WWW.USM.EDU/SUSTAINABILITY](http://WWW.USM.EDU/SUSTAINABILITY)

EDE/F/M/VETS/DISABILITY

### CAMPUS RACE TO ZERO WASTE

FEB 1 - 5

FORMERLY RECYCLEMANIA

## CAUGHT GREEN HANDED

GET CAUGHT RECYCLING OR EXHIBITING OTHER SUSTAINABLE  
BEHAVIORS FOR A CHANGE TO WIN A PRIZE FROM EAGLE DINING!

[SUSTAINABILITY@USM.EDU](mailto:SUSTAINABILITY@USM.EDU)

# CAMPUS RACE TO ZERO WASTE 2021







## Volunteer USM Campus Cleanup: McCarty Hall 3/12/2021



# CAMPUS RACE TO ZERO WASTE 2021







A promotional poster for the 'Mugshots' campaign. The background is a light green and white pattern of recycling symbols. At the top left is the 'Campus Race to Zero Waste' logo, with the text 'FORMERLY RECYCLEMANIA' written below it. To the right of the logo, the dates 'MARCH 22 - 31' are displayed in a bold, black font. The word 'MUGSHOTS' is written in large, bold, black letters with a white outline in the center. At the bottom, there is a blue banner with the email address 'SUSTAINABILITY@USM.EDU' in white. A small block of text is located just above the banner.

**CAMPUS RACE TO ZERO WASTE** MARCH 22 - 31  
FORMERLY RECYCLEMANIA

# MUGSHOTS

WANTED: REUSABLE MUGS. DURING THIS WEEK, OUR "SUSTAINABILITY SHERIFF'S" WILL BE OUT PATROLLING CAMPUS IN SEARCH OF THOSE USING REUSABLE MUGS. THOSE CAUGHT WILL GET THEIR "MUGSHOT" TAKEN WITH OUR FUN PHOTO BACKDROP TO BE DISPLAYED ON SOCIAL MEDIA AND RECEIVE A PAPA JOHN'S COUPON AND FREE APPETIZER COUPON FROM MUGSHOTS BAR AND GRILL!

SUSTAINABILITY@USM.EDU





**CAMPUS RACE TO ZERO WASTE** FEB 22 - 26

FORMERLY RECYCLEMANIA

# DORM STORM

RECYCLE AS MUCH AS YOU CAN TO HELP YOUR RESIDENCE HALL BECOME DORM STORM CHAMPION! WINNER WILL RECEIVE A TROPHY AND BRAGGING RIGHTS FOR THE YEAR!

[SUSTAINABILITY@USM.EDU](mailto:SUSTAINABILITY@USM.EDU)



**CAMPUS RACE TO ZERO WASTE** MARCH 15 - 19

FORMERLY RECYCLEMANIA

# SPRING CLEANING

IF YOU WORK ON CAMPUS, NOW IS THE TIME TO GO THROUGH THOSE OLD FILES! THE OFFICE OF SUSTAINABILITY'S RECYCLING STAFF WILL ARRANGE SPECIAL PICKUPS OF LARGE AMOUNTS OF MATERIAL, WHICH WILL INCREASE SOUTHERN MISS' STANDINGS IN CAMPUS RACE TO ZERO WASTE!

[SUSTAINABILITY@USM.EDU](mailto:SUSTAINABILITY@USM.EDU)

