



2021 Campus Race to Zero Waste Case Study Competition

Edmonds College Education and Awareness Campaign

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

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2. Focus of Case study

An 8-week series promoting waste stream management education and providing resources regarding environmental justice and access to responsible waste management resources based on students' needs.

3. Detailed description of campaign or effort:

Due to the pandemic and our college being in remote operations, our focus was broadly on waste minimization and how our students can still access proper waste stream resources in their own spaces, without having access to our campus waste stream management infrastructure. In this academic year, the Green Team has also called attention to the connections between our campus sustainability efforts and social justice efforts. By providing resources to examine the impact of environmental injustice and the movement built to combat it, we have aimed to inspire our community to take action in a way that is uniquely theirs. During Campus Race to Zero Waste, we held a series of “Coffee Hour” styled Zoom events, coupled with a social media marketing campaign that discussed proper waste management habits and how to access waste stream resources in our individual student communities. We marketed by creating several newsletters and flyers that were circulated to our campus community via email. We created several targeted social media posts aimed at creating awareness of what can and cannot be recycled/composted. We created an environmental justice survey to gauge our students' understanding of what environmental justice is. We held a talk featuring Paulo Nunes-Ueno that delved deeper into the topic of environmental justice and how communities that are close to our homes are being affected as well as how that affects our local waste streams. During our “Coffee Hours,” we invited a local professional waste stream expert, Heather Teegarden, to teach our students how composting works in our area and how students in variable living situations can still have access to community waste stream management infrastructure. Lastly, we overhauled our website to be more accessible and provide information in an organized manner for students to learn about the basic rules of recycling and composting.

4. Planning steps & timeline to implement:

Week 1: Promote our participation in the competition

- created participant punch card
- kickoff message in Triton Newsletter
- invited students to WOHESC conference
- invited students to fill out our environmental justice survey

Week 2: Build student connections and introduce theme of environmental justice

- promoted schedule of events through triton newsletter and student email list
- hosted coffee hour talk
- began promoting environmental justice talk event
- participated in WOHESC conference
- invited students to fill out our environmental justice survey

Week 3: Host environmental justice talk

- posted environmental justice talk event to campus calendars, newsletters, and social media
- hosted environmental justice talk

Week 4: Host a community debrief

- hosted coffee hour event to reflect on previous week's event
- posted most recent CR2ZW scoreboard to campus newsletters and social media

Week 5: Introduce theme of waste reduction and waste management

- posted waste management events to campus calendars, newsletters, and social media
- began working on DIY bird feeders made of recycled materials to reflect participation in concurrent Project FeederWatch campaign

Week 6: Host waste reduction events

- joined another campus club in hosting a Facebook Live discussion on recycling and waste reduction
- hosted composting webinar with local professional
- created responsible waste minimization webpage
- collected student punch cards

Weeks 7 and 8: Spring Break - closing statements

- send community email thanking students for their engagement
- announced environmental justice survey prize winner

5. Resources and stakeholders involved

Funding for the activities and outreach programs are funded by our Campus Sustainability Fee which goes to support the Edmonds College Green Team and provides \$3,450 in funding for films, speakers, and other activities related to the

Campus Race for Zero Waste. In addition to funding for activities and student staffing, our programs relied heavily on community partners, campus facilities, and faculty engagement.

On Campus Partners:

Associated Students of Edmonds
Facilities
Security
Food Pantry
College Relations
Office of International Programs
Graphics and Marketing Team

Community Partners:

WSU Snohomish County Extension: Heather Teegarden
Nunes-Ueno Consulting: Paulo Nunes-Ueno
Cedar Grove Composting
Seadrunar Recycling
Republic Services
Washington Service Corps, AmeriCorps

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.)

During our campaign, our events were covered in our weekly campus Triton Newsletter and the Black History Month Newsletter series. Our talk, “We’re Doing Climate Action Wrong: Communities of Color Have a Better Answer” by Paulo Nunes-Ueno garnered a lot of attention and attendance by the campus and by off-campus community members.

Also, during the campaign, we took a survey of students’ understanding of sustainability and environmental justice, and we met our goal of getting over 70 total respondents during the virtual setting of this year's campaign effort.

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

- Engagement - 40 total participants in all five of our events
- Social Media Audience - After the campaign, our reach on social media grew by 85%. We interacted with the campus through Facebook, Instagram, and our weekly emails to the Green Team community.
- Survey - 79 total people responded to our survey, 71 of them were Edmonds College students. Of the 71 students survey, 86% of them understood the connection between Sustainability and Environmental Justice.
- Environmental Justice Virtual Talk - 34 individuals attended the event, and 11 participants who completed a pre- and post-event survey pledged to participate in more events that focus on environmental justice concerns and to further their knowledge about environmental injustices happening in Washington.

- Composting Events - We received 25 countertop compost bins to distribute to our students from Heather Teegarden, Washington State University Extension's Sustainable Community Stewards and Waste Warriors Program coordinator.

7. What would you do differently in the future?

In the future, we would like to continue our virtual events that we created, but we plan to resume our on-ground waste minimization efforts including:

- Trash Talking - Green Team members assist students sorting their waste
- Ewaste & Shredding Event - Our annual electronic waste, paper shredding, and foam recycling event
- Campus Race to Zero Waste Kickoff Event - Our event that kicks off our tournament participation where we have community partners sharing waste minimization efforts and programs
- Waste sorting events - Public sorting events where students can learn about what waste goes where
- Classroom presentations - Green Team outreach for events and activities

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

We advise making a detailed marketing and campaign schedule in advance to keep on track with posting on social media accounts. It's also important to remain flexible with your event planning, especially in a virtual setting where technical challenges often occur.

9. Photos and Graphics (see supplemental materials)

Website:

Waste Minimization webpage <https://students.edmonds.edu/csel/green-team/trash-talking.html>

Photos and Graphics:

Image 1: Our Campus Race to Zero Waste Punch Card used to follow along with our events

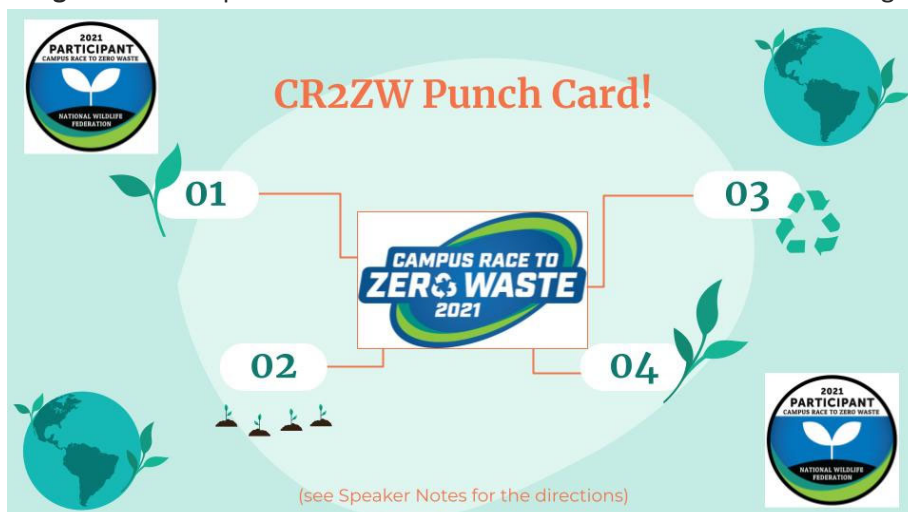


Image 2: Flyer used to promote our bi-weekly virtual Coffee Hour

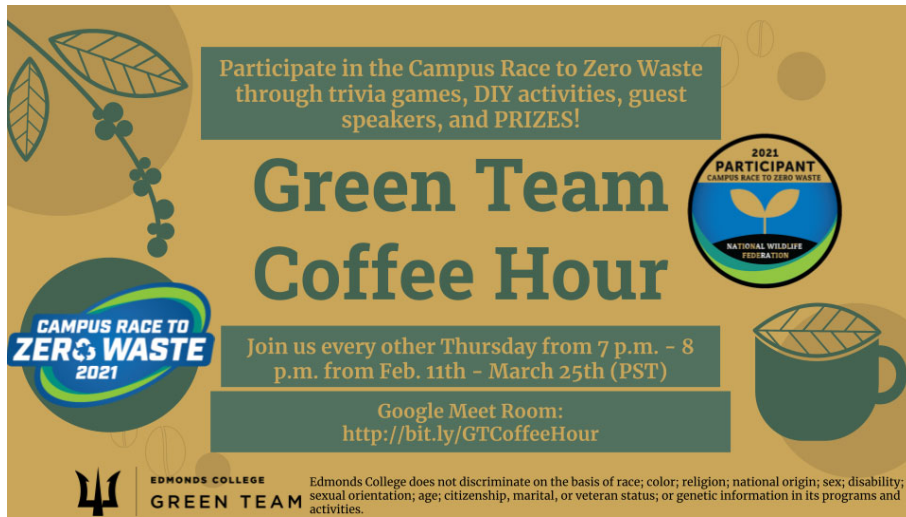


Image 3: Flyer used to promote our Environmental Justice Talk with Paulo-Nunes Ueno

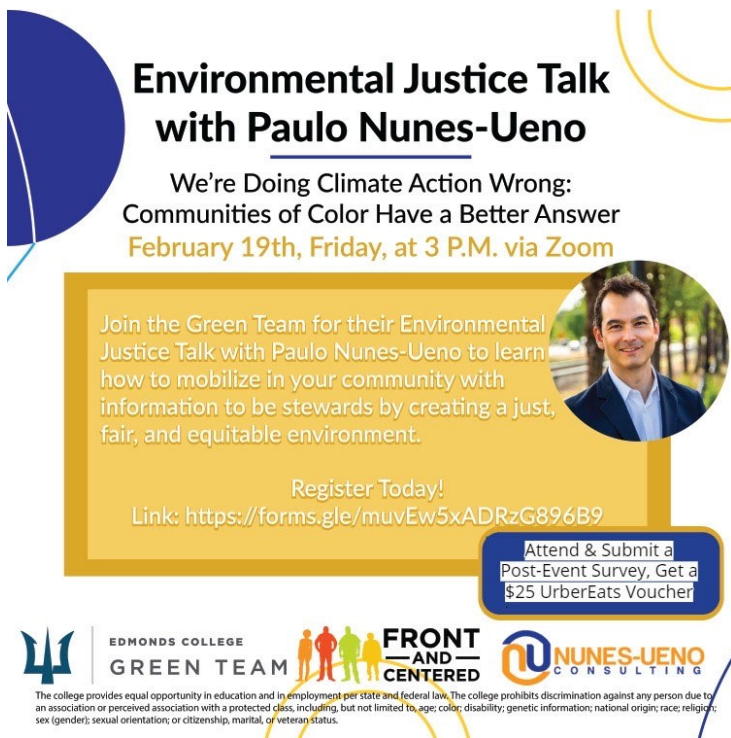


Image 4: Flyer used to promote our participation in this year's competition



Image 5: Screenshot from virtual Environmental Justice Talk with Paulo-Nunes Ueno

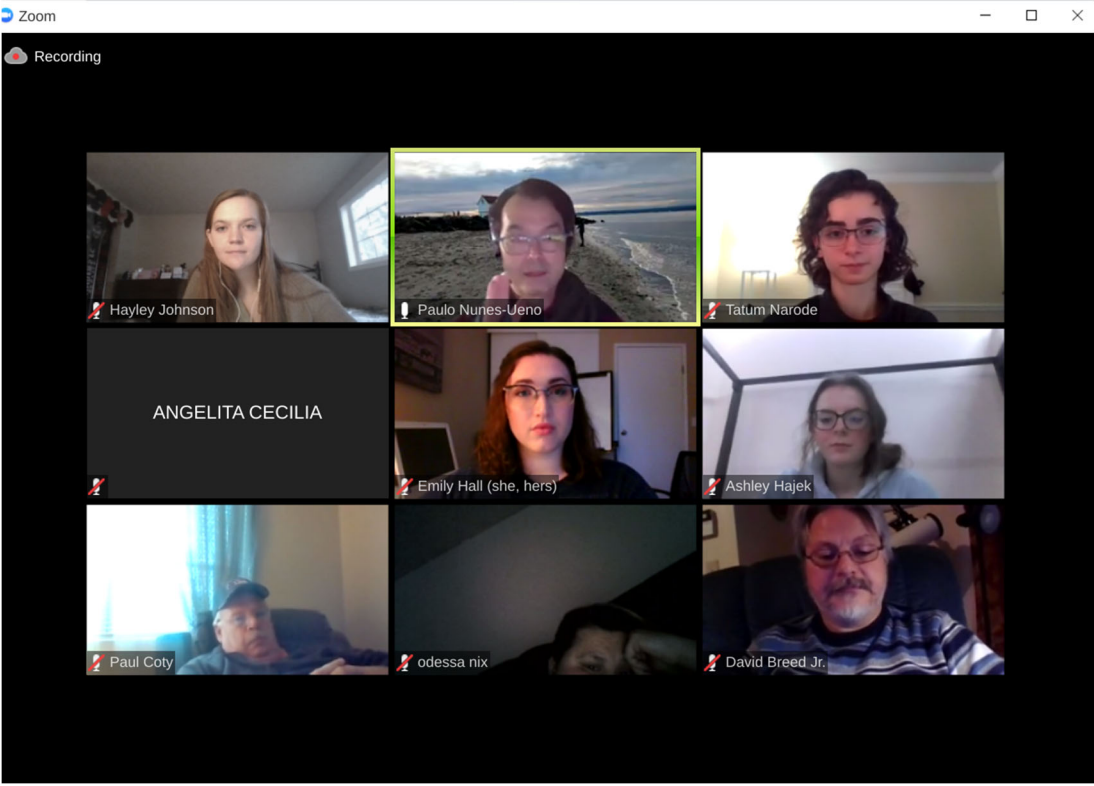


Image 6: Flyer used to promote our Coffee Hour Webinar on Food: Too Good to Waste



Image 7: Screenshot from virtual Coffee Hour Webinar on Food: Too Good to Waste

