



2021 Campus Race to Zero Waste Case Study University of North Texas

Case Study Category: Education and awareness campaign

Contact Information

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Focus

UNT students were given pouches of biodegradable confetti composed of dried flowers as a plastic-free alternative to help prevent plastic confetti litter on campus from graduation photo shoots.

Event Description

Biodegradable Confetti Giveaway Event

To tackle an ongoing confetti litter problem often observed on campus around graduation season as a result of graduation photo shoots, the University of North Texas We Mean Green Fund partnered with the Center for Leadership and Service to equip students with an Earth-kind option for these celebrations. Traditional confetti is made out of plastic and is often used at outdoor ceremonies such as graduations, weddings, and birthdays. Plastic confetti litters the ground and washes away into storm drains spilling into local water systems, landscapes, and animal habitats. As a result, plastic confetti left in the environment disrupts local ecology and harms animals that may ingest confetti. To prevent the harms of plastic confetti, sustainable alternatives such as biodegradable confetti made from dried flowers and leaves can be used for celebrations instead. Dried flowers come in a range of colors and can be customized to match school colors. By encouraging students to use biodegradable confetti for upcoming graduation photoshoots or other celebrations, the UNT We Mean Green Fund aims to encourage simple behavioral and attitude changes among students who can serve as influencers to other students to do the same.

With COVID-19 safety precautions in place to stagger event-goers, students reserved a specific pick up time to receive their free biodegradable confetti kit.

Planning & Event Timeline

4 months before event:

- Form partnerships necessary for event
- Research types of biodegradable confetti available (We chose a variety of dried flowers; floral loose leaf tea is a good option)
- Reserve a location for the event

3 months before event:

- Purchase biodegradable confetti and pouches/bags (Ex. Recyclable brown paper bags)
- Create registration platform for students to schedule a pick-up time

2 months before event:

- Design informational/educational card informing students about the pollution caused by traditional plastic confetti and clearly identifying the benefits of opting for biodegradable confetti
- Design marketing materials such as posters, social media posts, and Facebook event page

1 month before event:

- Promote event online and through campus communication channels
- Print educational card and assemble individual bags of confetti
 - Assembly: Bag confetti into recyclable brown paper bags. Attach educational paper card with a reusable mini clothes pin stating the call to action to choose eco-friendly confetti instead of plastic confetti

Day of Biodegradable Confetti Giveaway event:

- Set up three tables: sign-in table, pickup table, exit table (for hand sanitizer, swag, or informational pamphlets)

Resources & Stakeholders

- **Stakeholders:** The Biodegradable Confetti Giveaway event was hosted by the UNT We Mean Green Fund and the Center for Leadership and Service
- **Resources:** The University Union staff helped with the following logistics:
 - Booking a room for the event
 - Creating the online registration portal
 - Ensuring the event maintained COVID-19 restrictions on campus
- **Costs:** Department funds were used to purchase the biodegradable confetti and recyclable brown paper bags and cover printing costs

Event Results

- **General results:** The Biodegradable Confetti Event gained campus attention as many campus departments and organizations helped share news of the event

- **Specific measurable impact figures:** 117 students registered to pick up biodegradable confetti; 64 students attended the event and picked up a biodegradable confetti kit

Future Considerations

Pair the Biodegradable Confetti Giveaway event with a campus clean-up event:

The educational component about plastic confetti pollution prevention on campus could be strengthened by pairing the Biodegradable Confetti Giveaway event with a campus clean-up event. A campus clean-up event would allow students an opportunity to get a direct look at the plastic confetti that litters campus grounds. This event would also serve as an opportunity for students to earn volunteer service hours while making a positive impact in their own community.

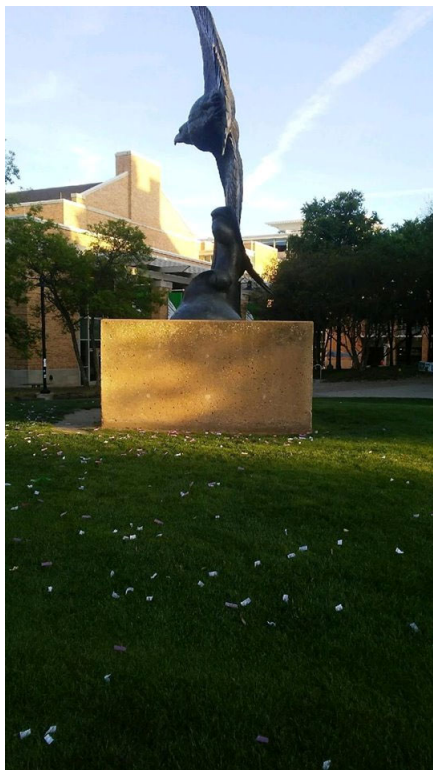
Add educational signage near campus landmarks with a clear call to action:

The call to action to switch to biodegradable confetti to prevent plastic pollution on campus could be written on signs near landmarks during graduation photo seasons. These signs would serve to educate the campus community of the harms of using plastic confetti for celebrations and would direct students to a pick up a bag of biodegradable confetti.

Advice to campuses that would like to conduct a similar event

- Collaborate with campus partners to market the event and gain momentum and interest for the event.
- Consider ways to increase the educational impact of the event (Ex. Pairing the event with a campus clean-up event)

Photos & Graphics



Social media graphic to raise awareness about plastic confetti used in graduation photo shoots creating harmful litter on campus.



Plastic confetti litter is found on campus grounds, especially near notable campus landmarks that serve as popular graduation photo spots.



Table set up on the day of the Biodegradable Confetti Giveaway Event



Front side of educational card attached to bags of confetti.

In light of Campus Race to Zero Waste, we invite you to adopt waste-reducing habits and lead by example by choosing eco-friendly confetti for moments of celebration!

Traditional confetti or glitter (often made of plastic) creates litter. When celebrating, opt for biodegradable confetti such as dried flowers or leaves to keep our landscape, waterways, and animal habitats healthy and free of harmful litter.

Follow us: @UNTWMGF and @UNTLeadAndServe

Please recycle this paper note and paper bag.
Reuse the clothespin too!

Back side of educational card attached to bags of confetti.



Photos of biodegradable confetti students can expect to receive.

GLITTER IS LITTER
BIODEGRADABLE CONFETTI
GIVEAWAY!



THURSDAY, MARCH 25
1:00PM–3:30PM

GLITTER IS LITTER
BIODEGRADABLE CONFETTI
GIVEAWAY!

Do you have a photoshoot
or a celebration coming up?

Will you be needing
confetti?

Choose **biodegradable**
confetti for an Earth-kind
alternative to plastic
confetti.

THURSDAY, MARCH 25
1:00PM–3:30PM

GLITTER IS LITTER
BIODEGRADABLE CONFETTI
GIVEAWAY!

Preregister online
to schedule a time to
safely pick up a FREE
biodegradable
confetti kit.

THURSDAY, MARCH 25
1:00PM–3:30PM

Marketing content used to promote the Biodegradable Confetti Giveaway
event via social media stories.



Graphics used to market the Biodegradable Confetti Giveaway event on social media.