



Campus Race to Zero Waste 2022: Online Education and Engagement Campaign Guide

All colleges and universities are invited to participate in the Campus Race to Zero Waste 2022 Competition this spring and launch an online education and engagement campaign during the February-March competition timeframe!

If your college or university is unable to track and report on waste due to capacity or safety reasons this spring, that's ok! Campuses are encouraged to go ahead and register for the competition, choose "Case Study Competition" under "Special Categories" and launch an online engagement and education campaign to keep your campus community informed and involved in waste reduction policies and practices on campus.

Steps to Engage:

1. Register for Campus Race to Zero Waste 2021 by completing the Profile Information Survey in [ReTRAC](#).
2. Choose "Case Study Competition" under the "Special Categories" section.



This resource includes key messages, campaign ideas, and resources to use for your online campaigns. These are recommendations, not requirements.

Ideas for key messages and themes:

- Re-launch waste reduction efforts on campus
- Tackle plastic pollution at home
- How can you reduce your waste footprint during COVID?
- Educate about specific policies, practices, and opportunities on campus (including changes and adjustments due to COVID)
- Highlight how your campus has maintained its commitment to sustainability during the pandemic
- Bring it home – highlight the environmental, wildlife, and human impacts of plastic pollution and waste.



Artist Quinn Forrester-Wamsley

Campaign Ideas:

➤ Get Caught Green Handed – Share how you are making sustainable choices at home and on campus:

- Use the #CR2ZW2022 Facebook Custom Frame and ask students, faculty and staff to share photos of themselves implementing waste reduction practices. (*link to custom frame coming soon!*)
- Host the photo campaign on your campus's Facebook Account.
- Consider hosting a drawing for entrants to win a prize.
- Take this opportunity to share current campus sustainability policies and practices, or other key actions you want your campus community to take.



➤ Test your knowledge of how plastic pollution impacts our marine environment:

- Challenge your students, faculty and staff to take the [quiz](#) on how plastic pollution impacts on our marine environment.
- Provide suggestions for students, faculty and staff to reduce their use of plastics, including using reusable items at home, and on campus, if possible.
- Take this opportunity to share current policies and practices related to reducing the purchase and use of plastics on campus.
- Use the [CR2ZW 2022 infographics](#) to share impact.
- Check out the guide, [Stemming the Tide: Taking Action on Campus Against Plastic Pollution](#) –to get ideas on how you can make a bigger impact.
- Tie your campaign to local, fresh and salt bodies of water (creeks, lakes, rivers, bays, oceans).





➤ **Challenge your students to become a [Campus Race to Zero Waste NWF EcoLeader](#):**

- Students will learn about the Campus Race to Zero Waste program and how they can get involved to compete to reduce waste and recycle.
- Students will gain in-demand leadership skills such as problem-solving, communications, and project management as part of CR2ZW team; skills they can share on their resumes.
- Students will become a part of the NWF EcoLeaders community and have the opportunity to network with other like-minded young leaders across the country.
- Ecoleaders gain access to career and leadership development tools and resources.
- Learn about other [leadership certification](#) opportunities for students and campuses (the CR2ZW EcoLeader badge is free; there is a cost associated with other leadership certification options).



Repurpose

#Waste JarUNT Challenge

RecycleMania Week 7 | March 15–21

March 16 | 11:00am–12:30pm | Union 339

Join Denton Sustainability Education Coordinator Vanessa Ellison to participate in the UNT Waste Jar Challenge.

recyclemania.unt.edu

Can't make the event? Join the social media challenge by tracking your trash in a jar and posting online with the tag #WasteJarUNT.

 **UNT**
DIVISION OF STUDENT AFFAIRS
We Mean Green Fund

University of North Texas

f t i @untWMGF

➤ **Ask your students and young leaders to join [NWF's EcoLeaders community](#) and explore conservation and sustainability careers.**

- Students will have the opportunity to explore more than 10 career sectors, including: Consumption and Waste, Food and Agriculture, Habitat and Wildlife and more, and learn about education and skill requirements, salary ranges, etc.
- Students will have the option to create their own career plan through a five-step process.

- Take this opportunity to highlight campus professionals working in conservation and sustainability including sustainability staff, faculty in natural sciences, dining/facilities staff, etc.
- Take this opportunity to highlight sustainability initiatives that align with the featured staff and also include action opportunities for your whole campus community – students, faculty and staff.
- [NWF's 6th annual EcoCareers Conference](#) virtual conference will take place on April 6-7, 2022; registered EcoLeaders can join the conference for free. The Conference prepares students and young professionals for wildlife and sustainability careers by providing information on the latest EcoCareer trends from leading analysts and employers, clarifying career enhancing credentials and academic offerings, and formulating a better understanding of the competencies employers seek in the green sector.



Need more ideas?

- **Host a movie viewing and have discussion groups.** Check out the following resource for tips, [How to watch videos with friends online](#).
- **Host an online coffee break or happy hour** (using Zoom, Microsoft Teams, Skype, or another video conferencing platform). Ask participants to share something unique they are doing at home or in the community to minimize their waste; or ask participants to share challenges addressing waste reduction during this time.
- **Host a Facebook Live event or other format to interview students, staff or other leaders in waste reduction, zero waste, and recycling fields.** Check out the following resource, [How to Broadcast a Facebook Live Event in 7 Easy Steps](#).
- **Use Facebook, Twitter or Instagram and ask students and staff to share photos of them tackling plastic pollution;** host a contest with an e-gift card as a prize.
- **Host a Twitter Chat and ask students and staff to share ideas and actions on how they are working toward zero waste.** Check out the following resource, [How to Host a Successful Twitter Chat](#).
- **Develop online quizzes about campus practices** or general knowledge of waste reduction, zero waste and recycling – it's a fun way to engage. Check out the following resource, [The Best 16 Online Quiz Makers in 2020](#).



- **Organize virtual student-led campus consumption and waste policy advisory councils for students** to be organized around researching their campus' policies, comparing them with leaders in the movement, and preparing and submitting recommendations to their school's administration.



RECYCLE



GLASS & PLASTIC
PAPER & CARDBOARD
METALS & CANS

NO PLASTIC BAGS



COMPOST



FOOD SCRAPS
BIODEGRADABLE PACKAGING
SOILED PAPER
COMPOSTABLE CUTLERY



LANDFILL



WRAPPERS & PACKETS
NON-RECYCLABLES

KNOW BEFORE YOU THROW

TOWSON.EDU/RECYCLING
FOR MORE INFORMATION & RECYCLING LOCATIONS

RECYCLE UNIVERSAL WASTE!
Bins are located throughout campus



Create Your Own Campaign – Tools and Resources to Use

Waste Minimization, Food Waste Reduction and Recycling:

- [Campus Race to Zero Waste Case Studies](#) (organized by waste minimization, food waste reduction, and education and awareness).
- [Activity Guide for Freshmen, Dorm Dwellers and Student Leaders](#) - This guide is for college and university students who wish to help their school take action to reduce waste and increase recycling year-round.
- [Test your knowledge of the materials you purchase and use each day](#) (quiz).
- [Sustainable Packaging – Everything You Need to Know](#) (blog).
- [CURC \(College and University Recycling Coalition\) Webinars](#)
- The Solid Waste Association of North America (SWANA) resources:
 - [MentorMatch Program](#) (FREE with membership) - Utilize this online matching program to find an industry mentor who can provide guidance for a career in solid waste management.
 - [Career Center](#) - Access SWANA's career center for career coaching, resume writing, and job listings.
 - [Scholarships](#) - SWANA has developed several scholarship and internship programs for students studying in fields related to solid waste management.
- [Food Recovery Network's Food Justice Learning Series](#). This school year, join FRN as they dive into issues that intersect food waste and food insecurity in the U.S., through the lens of life in a pandemic. Each month, a panel of experts will present on a topic, answer questions from attendees, and provide action steps we all can take



toward solutions to these issues. This webinar series is tailored to benefit FRN students within the food recovery movement, but is open to all.



- [AASHE's waste reduction resources.](#)



Plastics Pollution and Wildlife:

- [Test your knowledge of how plastic pollution impacts our marine environments](#) (quiz).
- [Stemming the Tide: Taking Action on Campus Against Plastic Pollution](#) (resource guide).
- [Tackling Plastic Pollution on Campus](#), featuring George Mason University and Washington University in St. Louis (webinar recording).
- [What's your wildlife personality?](#) (quiz) Share this as engagement tool and highlight local wildlife impacted by waste in the environment.
- [Which shark species are you?](#) (quiz) Share this as an engagement tool and educate about reusable items to reduce plastic pollution (that negatively impacts the marine environment).
- [What endangered species are you?](#) (quiz) Share this as an engagement tool around how important sustainability is and how it positively impacts wildlife and the environment.
- International Coastal Cleanup's [CleanSwell App](#). Join the global movement to keep beaches, waterways and the ocean trash free. Head out to your favorite beach, waterway or inland and use the app to easily record each item of trash you collect. Then share your effort with family, friends, and professors.



Photo: Canva, Catherine Sheila

Sustainability and Conservation Career and Leadership Development:

- Encourage your students to join the NWF [EcoLeaders online community](#) and network with like-minded students across the country. The EcoLeaders community has a variety of resources on campus sustainability topics.
- Explore [resources](#) and [student-led projects](#) focused on waste-reduction
- Explore [careers in conservation](#) – learn about skills in demand, educational requirements, average salary and more.
- Create a [career plan](#).
- Read [interviews from conservation and environmental professionals](#).

