



Marywood University

1. Contact info

Sara Melick, Science Department, Marywood University, smelick@maryu.marywood.edu, 570-348-6211

2. Focus of Case study:

Educate students, faculty, and staff on waste reduction and recycling during the spring semester.

3. Detailed description of campaign or effort:

In our first semester being involved in the Campus Race to Zero Waste, we decided to promote waste reduction and recycling initiatives on campus, in place of directly tracking waste and entering the competition. This was a collaboration across departments, and gave students & staff much insight into the need for waste reduction & improvement of recycling practices across campus.

4. Planning steps & timeline to implement:

We had one activity/ social media message planned for 5 weeks during the February/March competition I timeframe.

- *Week 1: Announcement in "This Week at Marywood" on Campus Race to Zero Waste & Recycling tips.*
- *Week 2: Social media post (Waste reduction tips) [attached]*
- *Week 3: Tabling event outside of student cafeteria (education on waste reduction & recycling) [photo attached]*
- *Week 4: Social media post*
- *Week 5: Social media post*

5. Resources and stakeholders involved

No budget (no prizes).

Stakeholders: Science Department Faculty, Environmental Club Students, Office of Student Engagement & Civic Initiatives

6. Describe the Results of this campaign component

- a. General results: attracted attention from the Wood Word, Marywood's student-run online news source. (Running an article on the Environmental Club). Enabled Faculty & staff to reach out to waste hauler and ask questions in preparation for participation in the competition in 2023. Meeting planned with waste hauler representatives for summer 2022 to work to improve recycling on campus, and implement a cardboard recycling initiative at Fall Welcome.

b. Specific measurable impact figures, n/a

7. What would you do differently in the future?

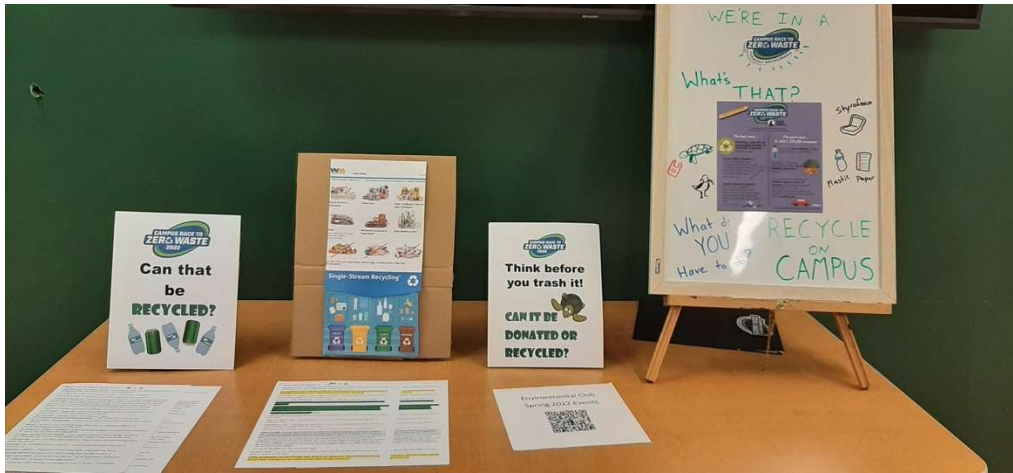
Combine social media & tabling activities with participation in the competition. Eventually make the competition an event between dorms, with prizes.

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

You can't start preparing too early, especially if you have not been involved in the Campus Race to Zero Waste Competition before. We look forward to tracking weights and participating in the competition in 2023.

9. Photos and Graphics

Tabling event outside student cafeteria. Photo credit Haven Walsh (Environmental Club President).



Instagram post. Credit Alexandra Hagerman (Environmental Club member)

