



The University of Texas at Dallas 2022 Campus Race to Zero Waste Case Study Competition

Contact info

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Focus of Case study

Leading an **education and awareness campaign** through a series of volunteer events that provide resources and engagement opportunities to students throughout the competition and beyond

Detailed description of campaign or effort:

For the 2022 CR2ZW competition, we hosted a series of waste minimization events to raise awareness about the services offered by the Office of Sustainability and encourage students to partake in recycling, composting, etc. First, we organized an annual Mount Trashmore event, which is a visual representation of the trash and recycling that the UT Dallas campus core (not including housing) produces in one day. Staff from the Office of Sustainability invited students to ask questions and learn more about how they can reduce the size of the “trash” pile and redistribute their waste to the “recycling” pile. One solution that was actively proposed to students were Campus Cleanups, which typically begin in February and recur on a monthly basis throughout the entirety of the spring semester. Interested students registered for the program, received on-the-spot training, and participated in 3-hour litter pickups to beautify the campus grounds and help protect wildlife. Finally, any outstanding concerns were consistently addressed at monthly e-waste recycling drives, which provided students and staff the opportunity to recycle old electronics free of charge and interact with student leaders from the Office of Sustainability. This series of events highlighted the sustainability-oriented services available on campus, addressed ongoing concerns/feedback, and provided many facets for student involvement.

Planning steps & timeline to implement:

List out in bullet format each of the steps involved in planning.

- Mount Trashmore: February or March
 - Set the date and market the event through newsletters, social media, and online calendars
 - Contact the Building Services Supervisor of the Custodial and Recycling Team to ensure that trash and recycling piles are delivered to a visible location on campus in a timely manner on the day of the event

- Select student representatives and staff to set up a booth during the event to explain its purpose and answer questions
- Campus Cleanups: February, March, April, and possibly May (if the event date does not conflict with finals)
 - At least 1-2 student representatives should be responsible for organizing and supervising this event
 - Set the date(s) and market the event through newsletters, social media, and online calendars
 - Create a registration form for students to fill out (include a brief description of the event and make sure that students provide their names, emails, and emergency contact information)
 - Follow up with registered students to confirm the date and location of the event and prompt them to fill out any medical/talent release forms required by the university
 - A few days before the event, prepare the necessary supplies (trash/recycling bags, grabbers, gloves, tables, chairs, promotional materials, snacks, etc.)
 - On the day of the event, use a golf cart to transport the materials to the location of the Campus Cleanup
 - When students arrive, provide a sign-up form and a brief safety training
 - Divide the students into groups and instruct them to meet at the same location in 3 hours
 - If there are enough student representatives/staff at the event, some can join the student groups while others can remain at the initial meeting location in case of an emergency
- E-waste Recycling Drive: multiple times in February and March
 - Set the date(s) and market the event through newsletters, social media, and online calendars
 - Make sure that flyers and social media posts instruct students and staff about the types of electronics that can be recycled, the benefits of doing so, and how confidential information is dealt with
 - On the day of the event, set up a booth in a predetermined location on campus with an e-waste recycling box or a recycling bin
 - Collect electronics and promote any other services offered by the Office of Sustainability

Resources and stakeholders involved

The Office of Sustainability at UT Dallas already had the necessary supplies for the aforementioned events; therefore, no budget or in-kind resources were needed. The materials were inexpensive to purchase, and most could be supplemented with other available options. For example, an e-waste recycling box could be replaced with a regular recycling bin. The department relied primarily on part-time student workers to organize and host the events, as well as the staff at the Facilities Management department.

FM Custodial Services was notified 1 month in advance of the Mount Trashmore date that we would need to pile trash and recycling at the Chess Plaza. FM Custodial Services also provides us with additional trash and recycling bags for Campus Cleanups when necessary.

Describe the Results of this campaign component

The events attracted widespread student attention and were frequently highlighted in the sustainability newsletter and reposted on social media.

Specific measurable impact figures:

We did not have a way to quantify the impact of the Mount Trashmore event or the e-waste recycling drive, but the Campus Cleanups consistently attracted 10-30 student volunteers.

What would you do differently in the future?

We would aim to measure the amount of trash/recycling collected at Campus Cleanups and in e-waste recycling bins. Additionally, we would ensure that the Mount Trashmore event is an accurate depiction of the fraction of trash and recycling that is collected in one day from one department.

Aside from being educational, the Mount Trashmore event could be used as an opportunity to collect student signatures or promote future projects/volunteer events. Similarly, the Campus Cleanup could be combined with other services, such as bike maintenance.

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

Because the waste minimization events occur frequently, a college that wants to implement a similar effort must market the events as early as possible. Additionally, it is important for students to understand how the events are interconnected, therefore social media posts and newsletter articles should aim to educate and spread awareness about why it is important to attend the events.

Photos and Graphics

Sustainability Newsletter Article:

<https://utdecoreps.home.blog/2022/02/21/sustainability-in-action/>

E-Waste Recycling Flyer:

AN ECO REP INITIATIVE

Sustainability

E-WASTE RECYCLING

Free of charge for students, faculty, and staff

WHEN? FRIDAY, MARCH 25TH, 10-12PM
WHERE? STUDENT UNION PLINTH
WHAT? SMALL/PERSONAL ELECTRONICS

E-WASTE MANAGED BY WASTE MANAGEMENT RECYCLING SERVICES IS SUSTAINABLY PROCESSED IN THE U.S. ACCORDING TO R2 OR E-STEWARD CERTIFICATION STANDARDS.

MISSED THE EVENT?

We have an e-waste drop-off bin at the Eco Rep Trailer!

email questions to sustainability@utdallas.edu

e-waste stewardship:

- eliminates health & environmental threats
- reduces pollution & energy use
- leads to a productive reuse of materials
- prevents extraction of valuable resources
- creates green jobs
- produces green electronics

Source(s): <https://www.epa.gov/sem-electronics>

acceptable e-waste:

- computers & laptops, computer monitors, printers, keyboards, computer mice, fax machines, photocopiers, televisions, VCRs, DVD & Blu-ray players, stereos, speakers, home & office phones, cell phones, consumer electronics

confidentiality:

WM ensures that sensitive information is not compromised by following a stringent data management process and destroying data in products that do not pass testing or valuation standards.