



University of Washington 2022 Campus Race to Zero Waste Case Study

Contact info

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Focus of Case study

UW Recycling hosted a Trash Art Contest for UW community members to raise awareness about waste impacts on the environment.

Detailed description of campaign or effort

UW Recycling hosted a Trash Art Contest for University students, staff and faculty to participate in. The contest required participants to make artwork by repurposing items conventionally considered to be waste. The campaign encouraged the UW community to explore ways to reuse items before sending them into a waste stream, which supports CRZW's goal of reducing campus waste. This is also a shared goal of the UW's Sustainability Action Plan.

The contest originally had three categories: Literature, 2D and 3D. The judging criteria consisted of: originality and creativity, interpretation of sustainability theme, material usage and relevance to personal and/or UW campus waste. The contest was open for submissions for about six weeks. Submission of artwork was conducted virtually via an online Google form. Participants uploaded their artwork via the submission form and provided the required information.

Winners of the contest were offered a choice of a gift card. These gift cards were either to a local arts and crafts store or a local low/zero waste store. UW Recycling chose these specific prizes to appeal to artists or to encourage the use of low/zero waste establishments to participants. Participants who did not win a top placement were offered a choice between reusable cotton produce bags and reusable silicone bags. The UW Recycling team wanted to reward community members who took the time to consider waste reduction in their lives or artwork. These gifts also promoted waste reduction through reusables.

Planning steps & timeline to implement:

- Determine contest categories and judging criteria

- Determine prizes
- Set up rule sheet for the contest and the online submission form
- Create content for a blog post announcing the contest
- Create social media content to promote event
- Create marketing content to supply to UW staff and faculty e-newsletters
- Create a list of student groups and faculty to directly contact about the contest

EVENT

Monday January 31st

- Post the blog post announcing the [Trash Art Contest](#) on UW Sustainability "In Our Nature" blog with the contest rules and timeline

Tuesday February 1st

- Post an [Instagram post](#) announcing the timeline of activities UWR is hosting through February and March for CRZW

Wednesday February 2nd

- Post an [Instagram post](#) announcing the Trash Art Contest and linking to the blog post

Monday February 7th

- Email the [Trash Art Contest blog post](#) and rule sheet to contacts in the UW Art departments, English departments, and registered student organizations

Wednesday February 9th

- The Trash Art Contest is featured in the weekly faculty and staff e-newsletter "UW Insider"

Tuesday February 15th

- The Trash Art Contest is featured in the daily UW News e-newsletter "[The Daily](#)"

Wednesday February 16th

- Post an [Instagram post](#) requesting literary submissions

Monday March 7th

- Post a [reminder](#) of the Trash Art Contest to UW Recycling's Instagram

Monday March 14th

- Judge sheets containing the criteria to determine placement of entries in the contest are sent out to the Trash Art Contest judges

Friday March 18th

- Contact winners and participants for prizes and giveaways

Thursday March 31st

- Write a [blog post announcing the winners](#) on UW Sustainability's "In Our Nature" Blog

Friday April 1st

- Announce the winners through an [Instagram post](#) and accompanying story
- [UW News](#) releases a blog post featuring a video about the Trash Art Contest and this year's winners

- University of Washington’s official YouTube channel posts a [video](#) about the Trash Art Contest.

Monday April 4th

- Post a [blog post](#) of a video that summarizes the Trash Art Contest and features submitted art pieces.

Wednesday April 6th

- The Trash Art Contest is featured in the weekly faculty and staff e-newsletter “UW Insider”

Friday April 8th

- UW Surplus features the Trash Art Contest winners in their e-newsletter

Thursday April 14th

- Post an Instagram highlight spotlighting winners from each category

Friday April 22nd

- The Trash Art Contest video is featured in the UW News daily e-newsletter “UW Today”

Resources and stakeholders involved

A budget of \$450 USD was needed to purchase prizes for the five winners of this contest. UW Recycling staff hosted this project. Other campus stakeholders such as UW Sustainability helped promote the event via e-newsletters and social media. UW Recycling staff also asked the UW Art and English departments to promote the contest to their students.

UW Recycling’s Marketing & Outreach Specialist shared information through social media. The Specialist also asked other departments and registered student organizations to help promote the contest.

Describe the Results of this campaign component

a. General results

Five total winners were selected. Camus involvement included support for UW Recycling, while UW Recycling supported partners’ social media pages. UW Sustainability and UW Surplus marketed the contest on their media platforms as well. The blog post announcing the contest winners was also shared by the staff and faculty e-newsletter, the [UW Insider](#), and the main University account on LinkedIn.

b. Specific measurable impact figures

| Date of Social Media Post | Analytics |
|---------------------------|-----------|
| 2/1/22 | 9 likes |
| 2/2/22 | 39 likes |
| 2/16/22 | 20 likes |
| 3/7/22 | 26 likes |

| | |
|--------|----------|
| 4/1/22 | 68 likes |
|--------|----------|

[January 31st blog post:](#)

- 1, 168 pageviews

[March 31st blog post:](#)

- 1,237 pageviews

[April 4th blog post:](#)

- 44 pageviews

Notable Numbers:

- 21 unique contest entries
- 11 students, 9 staff, and 1 faculty member entered this contest
- 162 total likes
- Gained 59 new Instagram followers between January 31st – March 31st
- 476 views on the UW's Youtube video featuring the Trash Art Contest

What would you do differently in the future?

After discussion, the UW Recycling team would make the following changes to the campaign:

- Add examples of previous year's submissions for each category for participants to reference.
- Include a prompt and have criteria be relevant to the prompt in the contest rules, for example "How has plastic waste impacted your life?"
- Add a descriptor to the submission form explaining that winners' responses in the form will be used in the final blog post and social media content.

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

After discussion, the UW Recycling team would recommend the following considerations to other campuses:

- Prepare a few months in advance of CRZW to outline rules of the contest and set up a timeline.
- Create a contact list of departments and student groups that may have an interest in this contest and promote through them.

Photos and Graphics

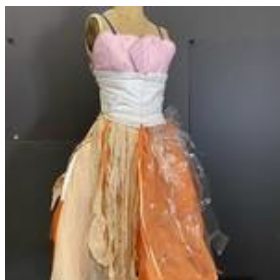
Art Pieces: Trash Art Contest Winners



1st place winner, 2D Art: Disposable by Louise Wackerman



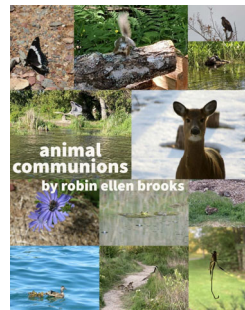
2nd place winner, 2D Art: Pollution In, Pollution Out by Rachel Yi



1st place winner, 3D Art: Metamorphosis by Isabella Harris

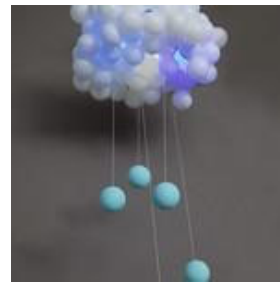


2nd place winner; 3D Art: Golden Venture Folded Basket by Lynzley Kolakowski

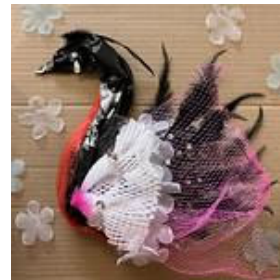


1st place winner; Literature: Animal Communions by Robin Ellen Brooks (title cover)

Art Pieces: Highlighted Submissions



Cloudy with a Chance of Ping Pong by Sarah Klassen, 3D Category



Swan in Pain by Jacquelyn Zhou, 2D Category



Test Flight by Emma Butner and Minola Motha de Silva, 3D Category



Plant Flowers in the Ground Instead of Plastic in the Landfills by Blythe Harrington, 2D Category

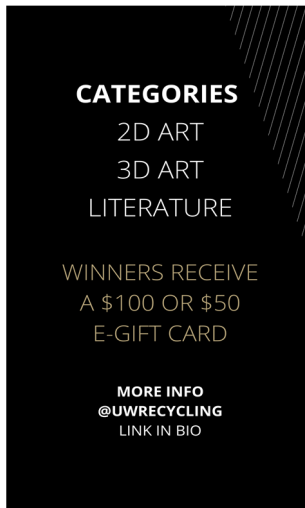
Social Media Graphics



Cover slide of the Instagram post announcing the contest winners



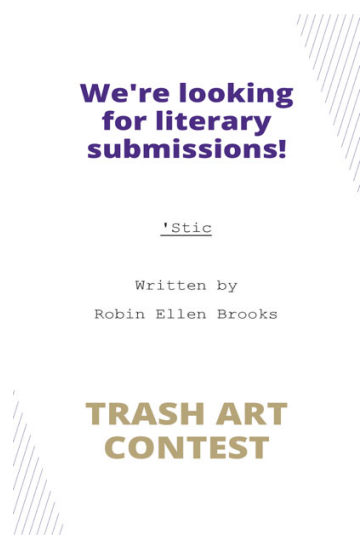
Instagram graphic advertising the Trash Art Contest



Instagram graphic advertising the Trash Art Contest



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**LITERATURE
CATEGORY INCLUDES**

ESSAY, POETRY, DRAMA,
STORY OR OTHER
WRITTEN WORK

**WINNERS RECEIVE
A \$100 OR \$50
E-GIFT CARD**

**MORE INFO
@UWRECYCLING
LINK IN BIO**



Instagram graphic advertising the Trash Art Contest