**2023 Campus Race to Zero Waste Case Study Competition**

Please focus your case study on one component of your Campus Race to Zero Waste competition. This could be your outreach and marketing strategies, fundraising strategies, techniques to engage key campus stakeholders to ensure success, connecting with off-campus partners, key events or gatherings, incentives for engagement, etc.

Winners will be recognized in four categories:

* Zero Waste
* Waste Diversion
* Food Waste Reduction
* Education and Awareness

Submissions for the 2023 Campus Race to Zero Waste Case Study Competition will be used as a best practice resource at [www.campusracetozerowaste.org](http://www.campusracetozerowaste.org).

**Case Study Template**

**Contact info:** (name, department, school, email, phone)

**Focus of Case study:** (Summary 25 words or less)

**Detailed description of campaign or effort**: *(400 words or less)*

*Include brief history leading up to the effort, but please focus the case study on an effort that took place during the 2022/2023 academic year or during the fall 2022 or spring 2023 semester. Efforts that take place during the 2023 competition timeframe (Feb-March 2023) will receive extra points during the judging process.*

**Planning steps & timeline to implement**:

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

**Resources and stakeholders involved:**

*Explain what budget or in-kind resources were needed, what if any campus dept’s or groups supported the effort, what staff or volunteers were involved.*

**Describe the Results of this campaign component:**

* + **General results:** *(ex: attracted attention of campus president, campus paper did a news story on the event, etc.)*
  + **Specific measurable impact:** figures, if applicable *(Ex: Reduced contamination rate 13%, Gathered 316 pledges to recycle more, etc., 250 people engaged, etc.)*

**What would you do differently in the future?**

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

**Photos and Graphics:**

*Please include photos and other visuals below, examples could include social media posts, posters or other graphics related to the project. Include captions where necessary. Please include credit information for all photos.*

**INSTRUCTIONS FOR SUBMISSION:**

**Please email completed WORD template and attach supplemental files separately (photos, newspaper articles, website links, etc.) to CR2ZW@nwf.org with “Case Study submission” in the subject line.** Case study submissions are due no later than Wednesday, June 21, 2023. Case study winners will be announced in August 2023 and featured in communications during the 2023 Fall semester.