



## 2023 Campus Race to Zero Waste Case Study

### Temple University Share Fair

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#### **Focus of Case study:**

A large-scale high-visibility event demonstrating the circularity of food on campus and in our urban community.

#### **Detailed description of campaign or effort:**

The Share Fair was a mass produce giveaway that demonstrated the importance of food waste in combatting food insecurity both on campus and in Philadelphia. A highly visible and large-scale event, the fair format was an inclusive celebration that offered the opportunity to highlight other programs promoting circularity at Temple.

The Share Fair was a collaborative event spearheaded by the Office of Sustainability and Temple University's chapter of Sharing Excess. [Sharing Excess](#) is a non-profit organization in Philadelphia, founded by university students, that works with retailers, wholesalers, and farmers to bridge the gap between excess food and the community. Their efforts combat food insecurity with produce that would otherwise end up in the landfill. At the Share Fair, our team coordinated the delivery and distribution of over 3,000 pounds of rescued produce, including jalapenos, mixed greens, cucumbers, peaches, and much more. Student volunteers staffed the giveaway tent from 10AM to 3PM until all of the food was distributed to students, staff, faculty, and community members.

Along with the produce giveaway, the Share Fair also featured other university programs that work to reduce waste on Temple's campus. The organization PERIOD tabled and provided information on how to join their efforts in providing free, sustainable menstrual products to students at Temple. As part of their mission, they aim to reduce the waste generated from disposable menstrual products by promoting and distributing alternatives like menstrual cups. The Cherry Pantry, Temple's on-campus food pantry, held a non-perishable food donation drive along with information on how to support their efforts in combatting hunger on campus. The food donated here consisted of non-perishable food items that would have otherwise ended up in the landfill. Temple Student Government held a business-casual clothing giveaway, providing free business-casual clothing for students in need. The clothes given away were donated from students and other university partners throughout the semester.

Lastly, the Office of Sustainability exhibited their Secondhand Cycle Program with a reclaimed bike raffle. Secondhand Cycles is a unique and extremely popular waste reduction initiative at Temple University. At the end of each semester, bikes that have been left on campus or claimed by campus police are brought to the Office of Sustainability to be fixed by student workers and resold to students at discounted prices.

Ultimately, the Share Fair provided a great opportunity for students to both learn about and utilize programs built on circularity. Through highly effective, hands-on engagement, Share Fair participants were able to take advantage of resources and learn about the ways they can get involved in continuing these efforts on campus.

### **Planning steps & timeline to implement:**

1. Brainstorming
  - The idea of the Share Fair started in the fall of 2022 when the president of Temple's chapter of Sharing Excess reached out to the Office of Sustainability for assistance in facilitating regular produce giveaways.
  - We held bi-weekly check-ins throughout the early Spring Semester to think about different ways we could use this idea to launch a larger, themed event in the late spring.
  - In February, we landed on the idea of the Share Fair, a collaborative, large-scale event focusing on representing the stewards of circularity on Temple's campus.
2. Collaboration
  - In February, the Office of Sustainability reached out to other key stakeholders at the university to establish correspondence and invite them to table at the Share Fair.
    - Reached out and held meetings with the Dean of Students, Temple Student Government, and other student organizations
  - In March, the Office of Sustainability held a meeting with Sharing Excess headquarters to discuss event logistics including timing, staffing, table set-up, and food delivery.
  - In March, the Office of Sustainability worked with campus facilities to create a strategic plan for organizing tables, chairs, and tents that would be set up at the Share Fair
3. Marketing and Promotion
  - The Office of Sustainability posted about the Share Fair on social media in the weeks leading up to the event. We also included information in our newsletters and weekly update emails. This digital promotion started about three weeks in advance of the event.
  - The Office of Sustainability and Sharing Excess partnered throughout the entirety of the spring semester to hold smaller "produce pop-ups". At these events, EcoReps and Sharing Excess volunteers distributed rescued food, teaching about the importance and impact of food waste diversion, and promoted the Share Fair later in the spring. We hosted three of these pop-ups at the student center throughout the semester.
4. Event Execution
  - On the day of the event, Friday, April 14<sup>th</sup>, I worked with a group of 10 student volunteers at around 8:30AM to set up signs, tents, and realign tables before the start of the event.
  - At around 10:15AM, the team from Sharing Excess arrived with a large shipment of rescued produce following shortly after. Around 15 volunteers helped carry 3,000 pounds of food off the truck and onto the tables for distribution.
  - At this time, other organizations arrived and set up their tables. Representatives from Division of Student Affairs, Sharing Excess, Temple Student Government, and our Office of Sustainability all tabled and engaged participants throughout the entirety of the Share Fair.
    - Sharing Excess
      - The student organization's volunteers staffed the large produce giveaway by handing out bags, food, and engaging passerbys. They also staffed a table to provide more information on how students can get involved with the program at Temple.
    - Office of Sustainability, Secondhand Cycles

- The Office of Sustainability's in-house bike mechanic raffled away two of the bikes that he repaired the previous semester. Students put in a dollar for every time they wanted their name entered into the raffle. At the end of the Share Fair, we drew names and then contacted the winners to pick up their bike.
  - Temple Student Government
    - Temple Student Government held a business attire giveaway at the Share Fair from a collection they held throughout the semester.
  - PERIOD
    - Members from the organization, PERIOD, tabled at the Share Fair to provide information on their mission to provide free, sustainable menstrual products to students on campus.
  - Cherry Pantry
    - The coordinator and student volunteers from the Cherry Pantry, Temple University's on-campus food pantry, held a non-perishable food donation drive and provided information for students looking to utilize its resources.
- Sharing Excess volunteers and Office of Sustainability EcoReps rotated shifts from 10:30AM to 3:00 PM to distribute all of the food to people in line. All 3,000 pounds were distributed by 2:30 PM.
- At 3:00 PM, student volunteers broke down the tables, tents, and chairs for pick-up by campus facilities.

**Resources and stakeholders involved:**

The Office of Sustainability and Sharing Excess were the main coordinators of the Share Fair. However, the other campus organizations all played major roles in displaying the circularity of Temple's campus. Additionally, the service fraternity, Alpha Phi Omega, was integral in helping with the setup and breakdown of the event. Campus facilities also played a huge help in set-up and providing the tables and chairs for us to use throughout the event.

**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.**

The bulk of the cost of the event came from renting the space. Since we rented the outdoor space for around 8 hours, the cost came out to \$200 for this rental. Additionally, there were a few additional costs for labor involved in the set-up and breakdown of the tables and chairs costing around an additional \$150. In total, the event cost about \$350 from our programming budget. In terms of staffing the event, we had help from a variety of staff members and volunteers. Several student workers from the Office of Sustainability helped staff our table and assisted with coordinating the set-up and breakdown of the event. Staff from Sharing Excess also helped facilitate the transportation of food from their warehouse to our drop-off location of Temple's campus. We also had a great turnout of volunteers, with around 20 people volunteering throughout the day to distribute food and provide information about the Share Fair.

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

**General results:**

This event increased awareness of the importance of creating a circular campus here at Temple. It not only highlighted the organizations already working towards circularity, but also gave participants resources and pathways for involvement and advocacy. Additionally, the Share Fair found itself on the social media pages of various student organizations and Temple University's official channels with the support of our Strategic

Marketing and Communications team. This event fostered relationships between the Office of Sustainability and student stewards of environmental action.

**Specific measurable impact:**

- 3,000 pounds of rescued food was distributed and diverted from the landfill.
- Over 350 people engaged with at least one of the tabling organizations.
- Sold two repurposed bicycles through the bike raffle

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

In the future, I would have done more outreach to other internal organizations at the university. The groups that tabled at the Share Fair did a great job. Next time, however, I want to do more outreach ahead of time to increase representation from other organizations at Temple.

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

My best piece of advice for a college looking to replicate the Share Fair would be to make sure the event is in a place of high visibility. While we did a lot of marketing and promotion prior to the Share Fair, its location at the center of campus helped increase engagement with students and members of the university. Being strategic about location helped make the event successful.

**Note:**

While the Share Fair was held in April, the initial plan was to hold it in March during the CR2ZW competition. We had to push it back due to logistical issues. However, the planning took place throughout February and March and the produce pop-ups were integrated into our CR2ZW campaign.