



Campus Race to Zero Waste 2024

**Tips, Best Practices and Resources to Engage
Your Campus in the Competition**

Agenda

- 2023 Competition Impact
- Quick Category Review
- Set Goals for your competition
- Planning steps to get ready
- Online Resources
 - CR2ZW logos, infographics
 - Activity ideas
 - Guide, *Stemming the Tide*
- Campus spotlights



Cal Poly Humboldt



CAMPUS RACE TO ZERO WASTE

IN PARTNERSHIP
WITH



National
Wildlife
Federation



RUBICON

A college and university waste
reduction and recycling competition



The bad news...

**Globally, only 9% of
recyclable plastic is
actually recycled**

(National Geographic)

Trash kills wildlife >

It's estimated that
ingestion of plastic kills
1 million marine birds
and 100,000 marine
animals each year

(One Green Planet)



Trash harms habitat >

5.25 trillion plastic
particles in the ocean
from food and beverage
containers, microbeads
from personal care items,
etc.

(One Green Planet)



The good news...

In 2023, CR2ZW campuses:



Cut out **205 million** single-
use plastic containers

Donated, recycled
and composted **29.4
million pounds** of
waste



Prevented the release of
**29.108 metric tons of
carbon** dioxide equivalent
(MTCO₂E) into the
atmosphere, equivalent to
preventing annual emissions
from **6,128 cars**



Category Opportunities

- **Diversion** (8 weeks)
- **Per Capita Recycling** (8 weeks)
- **Food Organics** (8 weeks)
- **Zero Waste** (8 weeks)
- **Green Events** (1 day)
- **Electronics** (1 month)
- **GameDay Basketball**
(1 home game)
- **Race to Zero Waste –
One Building Challenge**
(1 month)
- **Case Studies** due end of mid-June 2024



Salisbury University

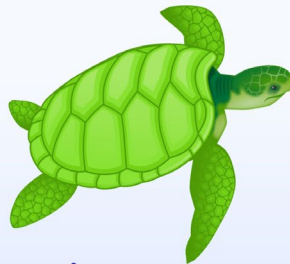
Set Participation Goals

- *Mobilize the campus community around waste reduction activities*
- *Tackle plastics on campus*
- *Minimize food waste on campus*
- **Engage a specific target audience or area of campus**
- **Build campus support for new Zero Waste plan**
- **Launch (educate) new collection system**
- **Raise profile & admin support for waste reduction/recycling program**
- **Benchmark against other schools**
- **3rd Party recognition (AASHE STARS, etc.)**



Issue Calls to Action

- What are the priority actions you want your campus community to take?
- Set your challenge to publicize to audience
 - Clear and specific, easy to communicate
 - Make it achievable
 - Highlight specific categories
- Make it positive & inclusive
- Speak to values of audience – bring it home
- Stay on message



**It's estimated that
ingestion of plastic
kills 100,000 marine
animals each year.**



Join the Race!

Register Today.

www.CampusRacetoZeroWaste.org

Call to Action Examples

- **Increase use of reusable items (water bottles, clamshells, bags, etc.)**
- **Choose recycling bin over the trash bin**
- **Set Internal competition between residences or other types of buildings**
- **Top 20 nationally in Bottles/Cans category – message around keeping plastics out of the environment.**
- **#1 in state, athletic conference, system**
- **Beat XX school at GameDay Basketball**
- **Collect 10,000 lbs. of electronics**

Planning Steps

1. Define Target Area audience

Where on campus provides strong, consistent visibility?

Dorms, dining halls, student unions, etc.

2. Assemble Team – Students, Faculty & Staff

3. Determine Resources (partners, budget, volunteers. Etc.)



Amherst College

On-Campus Partners

- Student government
- Res-Life – can communicate through RA's
- Sustainability/Recycling/Facilities
- Dining Services
- Print shop
- Parking and transportation
- University/student Life
- Greek life
- Eco-clubs



University of Southern California

Source of possible financial support, recruit more volunteers.

Off-Campus Partners

- Pouring rights provider
- Dining services provider
- Local government
- State recycling organizations
- Hauler
- National Wildlife Federation Affiliate
- Local charity



University of South Florida

Possible source of financial support, donations of reusable items, coupons, etc. to use as incentives to engagement.

Planning Steps Continued

4. Plan Activities & Displays

- Internal competitions
- Distribution of reusables
- Public waste audit
- Trash art display
- Posters, Flyers, table tents
- Dorm Storm
- Get Caught Green handed
- Half time promotions
- Social media challenge
- Tabling

5. Schedule

- Spread across 8 weeks
- Weekly themes



Hope College

Campus Communications: Traditional

- Student Newspaper
- Residence Life
- Department List-servs or Newsletters
- Posters and Flyers
- Table Tents



University of Texas at Dallas

Communications: More Strategies

- Social media (most used)
 - Other department accounts
- Bloggers
- Chalk art
- On-campus advertising “screens”

Towson University



Central Michigan University

Communication Strategy

- **Consult Communications/ PR office** at the outset
- **Engage Communications/Marketing/Arts Department**
- **Set Key message(s)** – Zero waste, plastics, recycle?
- **Understand best medium to reach target audience** (what are people using – Instagram, TikTok, Twitter, etc.?)
- **Objective:** how to amplify, reinforce message
- **Solicit media outlets in advance**
- **Shape activities to be communication friendly**
 - Include a hook for follow up stories

Key Messages (Goes back to “Call to Action”)

- Launch new waste reduction efforts
- Reinforce call to action
- Specific actions: Reduce, reuse, recycle
- Give regular progress updates toward goal(s)
- Let them know when goal achieved
- Impact of their efforts – connect their action to a positive outcome
- Bring it home – environment, wildlife, human impacts



Online Competition Resources:

- Planning checklist
- Download logos, files
- Activity ideas
- Rules details
- Case studies
- **Guide:** *Stemming the Tide: Taking Action on Campus Against Plastic Pollution*

www.campusracetozerozero.org



Logos and Participant Badge



Campus Race to Zero Waste 2023

200

colleges and universities participated



3.4 Million
students, faculty and staff reached

41

states in the U.S., District of Columbia & Canada represented



29.4 Million

pounds of waste donated, composted and recycled



205 Million

single-use plastic containers kept out of the landfill



equivalent to preventing the annual emissions from 6,128 cars



REASONS TO PARTICIPATE

CAMPUS RACE TO ZERO WASTE
IN PARTNERSHIP WITH



National Wildlife Federation

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RUBICO



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Fun Quizzes



- **Test your knowledge of how plastic pollution impacts our marine environments!**
- **Text your knowledge of the materials you purchase and use each day!**
- **Which shark species are you?** Share this as an engagement tool and educate about reusable items to reduce plastic pollution that negatively impacts the marine environment.
- **What endangered species are you?** Share this as an engagement tool around how important sustainability is and how it positively impacts wildlife and the environment.

Step-By-Step Activities



Get Caught Green-Handed Campus Race to Zero Waste Activity

Effort & Resources



Easy. (Can be done with free time and little advance planning).



Moderate (\$100 for reward gifts).

Objective & Overview

Use this activity to encourage reuse and recycling by rewarding students caught "green-handed." A team of spotters will watch and recognize people "caught" in the act of using a reusable water bottle, bag, or recycling, etc. This is a great way for an R.A. to connect with students in a dorm!

Step 1: Pick a Time, Place, and Strategy

This activity can be conducted anywhere on campus. A green team or sustainability club could station itself in a school cafeteria or at a sports game/other organized event, or an R.A. could go door-to-door in a dorm and reward people with recyclables in their bins.



Mug Shots Campus Race to Zero Waste Activity

Effort & Resources



Easy.



Low to no cost.



Dorm Storm Campus Race to Zero Waste Activity

Effort & Resources



Easy to moderate.



Low to no cost.

Objective & Overview

This activity is designed to get students excited about the Campus Race to Zero Waste competition and recycling in general by "storming" dorms on campus with prizes for recyclers. This can be a good kickoff or mid-competition activity.

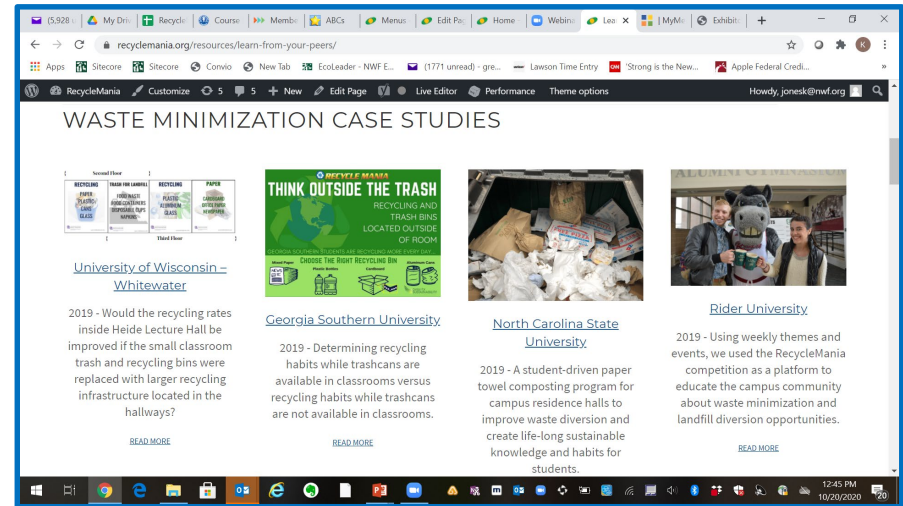
Step 1: Gather Materials and Set Schedule

- If you don't have them already, order t-shirts or buttons for your team. Enlist campus partners like residence hall councils, Eco-Reps or other groups to help underwrite the t-shirts.

Learn From Your Peers > Campus Case Studies

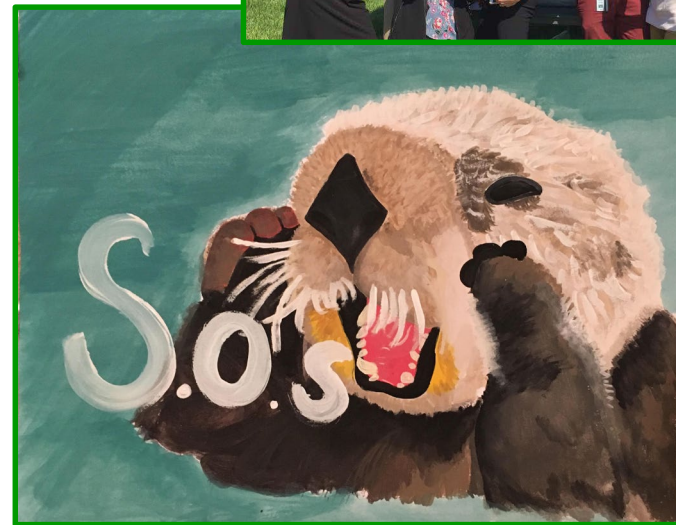
Four categories:

- Waste Minimization
 - Education and Awareness
 - Food Organics
 - Summary of waste reduction efforts (at least one year)
- All case studies posted on the website, national press release, shared via CR2ZW FB and Twitter
- **Due mid-June 2024**



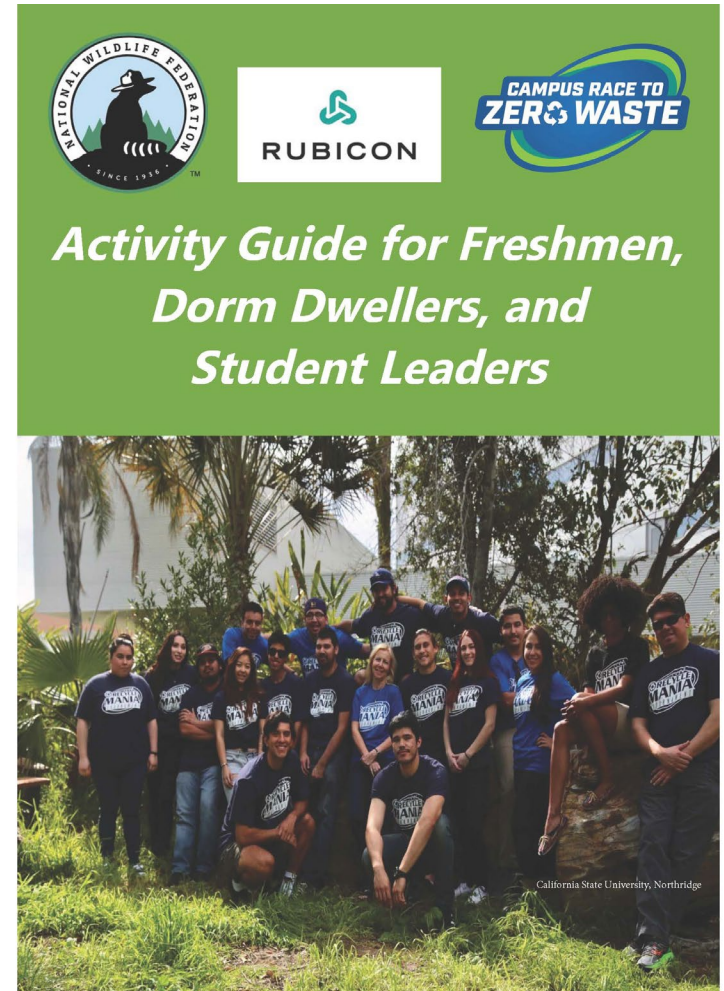
Stemming the Tide: Taking Action on Campus Against Plastic Pollution

- What is plastic pollution?
- Easy ways to reduce, reuse, and recycle plastic
- Explore campus-wide solutions
- Recycling
- Education and Awareness
- Plastic recycling process and plastics 1-7



Activity Guide for Freshmen, Dorm Dwellers and Student Leaders

- Activities for Dorm Dwellers
- Activities for Campus-Wide Action
- Easy > Moderate > Substantial Level Ideas
 - Zero Waste Event tips
 - Advertising & promotions planning tips



Student Engagement



- Meet new friends and network with others with similar interests.
- Gain leadership skills such as communications, project planning, problem solving, and more.
- Learn more about waste management and solid waste impacts on wildlife and the environment.



Leadership skill development helps with academic success, and can be shared on resumes and with prospective employers.

Clean Earth Challenge

Campus CleanUps

Help National Wildlife Federation collect one million pieces of trash!

- Host a cleanup this fall or spring on campus
- Use free Litterati app to track and report your cleanup
- Online resources include cleanup check-list, tips to host a safe cleanup, promo materials for your cleanup, and more

www.cleanearthchallenge.com



Campus Spotlight: Cal Poly Humboldt

Weigh the Waste is a campaign that aims to collect qualitative and quantitative data about consumer food waste behaviors and perspectives in the Cal Poly Humboldt dining hall while also coaching participants on the broader theme of food waste.

Tabling



Campus Spotlight:

Agnes Scott College

- **Put up posters** by the dish return in the dining hall that tell people how to sort their waste.
- **Held several tabling events** in Evans Dining hall to answer questions about composting and to encourage people in the dining hall to compost.

posters



Campus Spotlight:

University of Southern California

To help achieve our Zero Waste goal, USC enacted a policy prohibiting the use of single-use plastic beverage bottles from all university events and operations.



Campus
Mascot

Campus Spotlight: University of St. Thomas

Pop Up Shops



CAMPUS RACE TO ZERO WASTE BOOK DRIVE

Donate your books here!

Books will be used for a free pop-up book shop
on February 16 from 12-2 PM in ASC 202.



LEARN MORE ABOUT THE CAMPUS RACE TO ZERO WASTE HERE:



Campus Spotlight:

Hope College

Collecting clothing items from students during March (CR2ZW competition timeframe) and the subsequent thrift shop we hosted, diverts clothes from the landfill.

*Come shop at the
Pop-Up Thrift Shop*

Monday, April 3 from 8-9:30pm in the BSC Great Room

We have so many high-quality and unique items this semester
All items will be sold for \$1 each & cash/card will both be accepted
All proceeds will be donated to the Green Revolving Fund



Hosted by Green Hope and Hope Advocates for Sustainability (HAS)

GREEN HOPE X HAS POP-UP

**Thrift
Shop**

ALL
ITEMS
LESS
THAN
\$5



Technology

Campus Spotlight: Towson University

TU's Office of Sustainability purchased the Recollect Waste Wizard, a digital waste search directory. The tool, which lives as a widget on the university's waste webpage, allows users to search for any item to find out its proper disposal stream. Prior to the launch of TU's version of the tool, Know Before You Throw, the Office of Sustainability inputted over 200 items ranging from everyday waste like paper and soda cans to campus-specific items like Starbucks Cups and Chick-fil-a packaging.



Campus Spotlight:

SUNY College of Environmental Science and Forestry

Summary of campus stakeholder engagement techniques employed to create and implement SUNY ESF's Green Purchasing and Break Free From Plastic Policy and associated Green Purchasing Guide.



Trainings

Sustainably-Themed Events

Campus Spotlight: Texas Woman's University



41 likes

twuhousing Learn about sustainable eating practices, green room certification and recycling during Sustainability Week!

Oct. 24-28

Get Green Room Certified, take part in the swap meet and more!

[#txwomans](#) [#twuevents](#) [#SustainabilityWeek](#)

October 19, 2022



Liked by [adrieonics](#) and 252 others

twuhousing Earth day 🌍 2023

Special thanks to everyone who came out for Campus Cleanup and the Sustainability Fair last Saturday and helped keep the TWU campus as beautiful as possible!

[#txwomans](#) [#twuevents](#)

twuevents 🙌🙌🙌🙌

April 25

Campus Spotlight: Emerson College

Upcycled Art Competition

Emerson's Iwasaki Library, Costume Shop, and Campus Services departments collaborated to host an Upcycled Art Competition. Student participants created works of art from items that would have otherwise gone to the trash or recycling. The event highlighted a unique intersection between the creative strengths of Emerson College students and the institution's commitment to sustainability.



Campus Spotlight: University of Wisconsin Madison

Waste Audit



Campus Spotlight: University of Texas Dallas

Mount Trashmore Event



2023-2024 Key Dates

| | |
|----------------------|--|
| Nov 7 | Webinar: Tracking and Reporting Data for 2024 Competition |
| Jan 14-Jan 27 | Pre-season weeks (two weeks) |
| Jan 28 | Competition begins |
| Jan 31 | Deadline to register |
| Mar 19 | Webinar: 2024 Case Study Opportunity |
| Mar 23 | Last day of competition |
| April 16 | Unofficial results posted |
| April 26 | Final results announced |



QUESTIONS?



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