**2024 Campus Race to Zero Waste Case Study Competition**

**Instructions for Writing the Case Study**:

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 2024 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***

Please respond to the following questions.

1. Contact info (name, department, school, email, phone)
2. Focus of Case study (Summary 25 words or less)
3. 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 2023/2024 academic year or during the fall 2023 or spring 2024 semester. Efforts that take place during the 2024 competition timeframe (Feb-March 2024) will receive extra points during the judging process.*

1. Planning steps & timeline to implement:

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

1. Resources and stakeholders involved

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

1. Describe the Results of this campaign component
   1. General results *(ex: attracted attention of campus president, campus paper did a news story on the event, etc.)*
   2. Specific measurable impact figures, if applicable *(Ex: Reduced contamination rate 13%, Gathered 316 pledges to recycle more, etc., 250 people engaged, etc.)*
2. What would you do differently in the future?
3. What advice would you give to another college that wanted to do a similar effort?
4. 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.*

**Please email the completed WORD template form and attach supplemental documents (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 Monday, June 24, 2024. Case study winners will be announced in August 2024.