2022 Case Study Opportunity
#CR2ZW2022

(formerly called RecycleMania)
Agenda

- Mission of CR2ZW
- Summary of CR2ZW 2021 and Wildlife Impacts
- Benefits
- Case study categories
- Best practices in writing a case study
- Visuals to boost your case study
- Recognition opportunities
- Deadlines
- New Opportunity! Plastics Reduction Partner
Campus Race to Zero Waste’s Mission

Using fair and friendly competition to provide tools and opportunities that inspire, empower and mobilize colleges and universities to benchmark and improve their efforts to reduce and eliminate waste.

University of Southern Mississippi
Campus Race to Zero Waste 2021

2.9 Million students, faculty and staff participants

25.8 Million pounds of waste donated, composted and recycled

230 Million plastic containers kept out of the landfill equivalent to preventing the annual emissions from 6,463 cars

30,669 metric tons of carbon dioxide equivalent (MTCO2E) prevented

The 2021 competition was impacted by COVID-19 restrictions
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 2021, CR2ZW campuses:

Cut out 230 million single-use plastic containers

Donated, recycled and composted 25.8 million pounds of waste

Prevented the release of 30,669 metric tons of carbon dioxide equivalent (MTCO2E) into the atmosphere, equivalent to preventing annual emissions from 6,463 cars

The 2021 competition was impacted by COVID-19 restrictions
Call for 2022 Case Studies

The CR2ZW Team wants:

• To hear how campuses are promoting and improving waste minimization and recycling.
• To share campus successes with other schools to help them improve their efforts and programs.

All colleges and universities are welcome to submit a case study, even if you aren’t participating in the 2022 Campus Race to Zero Waste competition.
Benefits

- National recognition
- Special feature on Campus Race to Zero Waste Facebook, Twitter, Instagram
- Share best practices with other campuses to help advance efforts, and help them overcome their obstacles
Case Study Categories

• Education and Awareness
• Waste Minimization
• Food Waste Reduction
• Summary of Waste Reduction Efforts (more than 1 project/effort, over at least 1 year timeframe)

One Campus Winner Per Each Category
Judging Criteria

- **Creativity** – The promotion was original or was done with a creative, original twist.

- **Transferability** – How easily could the promotion be replicated at other schools; planning and execution steps are clearly explained for others to replicate.

- **Results** – What impact did the promotion have? How well is the case study able to quantify the number of people the promotion reached, measured quantity of materials recycled or reduced, etc.

- **Detailed and Concise** – Case study communicates the important details concisely, allowing readers to understand enough to be able to replicate the event or activity.

- **Part of Campus Race to Zero Waste Competition** – The project/effort must be a part of the 2 month competition timeframe (February/March).

- **Photos or other creative materials** – Photos, digital examples of creative materials or written outreach messaging related to the promotion are provided.
Template: Components of Case Study

• Focus of Case study
• Detailed description of campaign or effort

Free Swap Clean Out Event!

Thursday, April 22nd from 11 am - 3 pm
On the Great Lawn (Outside the Campus Center)

We are hoping to re-home some of the items in the Free Swap and we need YOUR help! Come take some clothes, kitchen supplies, notebooks, books, and other random stuff!

Please wear a mask and physically distance. Follow one-way signs and staff members’ directions to ensure safety.

Macalester College
Template Continued: Components of Case Study

• 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 where needed, what if any campus dept’s or groups supported the effort, what staff or volunteers were involved.

Aquinas College
Template Continued: Components of Case Study

• 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.

• 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.)
Template Continued: Components of Case Study

• What would you do differently in the future?
• What advice would you give to another college that wanted to do a similar effort?

Capital University
Photos and Graphics

Visuals to boost your case study!!

Campus Race to Zero Waste
January 31 - March 27, 2021
Reduce • Recycle • Compost

Declutter Challenge
March 8 - 21
Let's do some Spring Cleaning!
Declutter for 14 days & share your pictures along the way!
Donate, sell, gift, or recycle - Avoid the landfill!

University of California Irvine
Recognition Opportunities

- National press release - August 2022
- Blog featuring winners and links to all case studies – August 2022
- Features on website (Learn from your peers)
- Feature via Facebook, Instagram and Twitter during the summer and fall 2022.
Deadlines

• Case studies are due June 20, 2022
• Case study winners announced in August 2022
Plastics Reduction Partner

New certification program for colleges and universities taking action to reduce the purchase and use of plastics on campus.

- Reporting will be required every three years
- Eligible for AASHE STARS Innovation credit
- Action opportunity for the #BreakFreeFromPlastic movement
- Four action areas include:
  - Building awareness
  - Support behavior change
  - Assess and implement operational change
  - Demonstrate institutional leadership
- April 5 Webinar

#breakfreefromplastic
NWF Graduate Student Fellowships

• Graduate student research fellowships
• 4-6 month timeframe (June to December 2022)
• $6,000 Fellowship Stipend
• **Fellowships RFA’s:**
  • **Community Partnerships** - Research on Black, Indigenous, and People of Color (BIPOC), or women-led organizations that are doing community based environmental/conservation work.
  • **EcoLeaders Community** (2 available) - Research of best practices in related leadership and career development programs, the advancement of equity and justice principles, stakeholder engagement, and the development of new or revised content.
Student Fellowships Continued

• **EcoLeader Tribal Colleges and Universities (TCUs)** - Research of best practices related to strengthening and building relationships with TCUs, and the advancement of equity, justice, and inclusivity principles within these programs.

• **Environmental Action & Education** - Research will include an inventory of the current environmental justice resources NWF has for youth, research new education tools for youth and share recommendations for which tools should be incorporated in an “education to action” toolkit.

• **K-12 Education Research** - Research will include the changing landscape of education in the U.S. today as a result of the continuing pandemic. How has learning and the tools used to reach students changed?

• **Applications are due April 22, 2022**

www.nwf.org/Campus/GetInvolved
Organizers:

RecycleMania, Inc.

Sponsor:

RUBICON
Partners:
Questions?

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www.CampusRacetoZeroWaste.org