Zero Waste
Moving into the digital World

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Recycling &
Waste Reduction Program
Our goal is zero waste by 2020

▪ By providing consistent, efficient and user friendly services for UCSF students, staff, and faculty.

▪ By making recycling, composting and waste reduction simple, convenient and easy to understand.

▪ Our website is another avenue to capture the attention of the UCSF community.

How do we get to Zero waste?
Zero Waste Website

▪ Mobile friendly tool for the UCSF community.
▪ Provides information on how to properly dispose of hundreds of items on campus.
▪ Interactive and user friendly.
▪ Not an app!
▪ Launched to campus February 2017.
How does it work?

- Multiple categories
- Search
- Browse
- Tips
- My Statistics
- Test my knowledge

Zerowaste.ucsf.edu
Promotions and Advertising

Tabling

- Plinko Game
- Win certificates to spend at campus eateries
- Give aways: mini toters
- Teaching people how to use the website
Media and Advertisement

- Print
- UCSF websites
- Campus Life Services Facilities e-newsletter
- UCSF e-newspaper (The Pulse)
- Poster boards on shuttles
- Mass E-mails to UCSF List serves
Zero waste
Posters

Help us achieve zero waste by 2020.
Visit zerowaste.ucsf.edu for recycling tips and more.
Find the right bin, and then toss with confidence.
Track the difference you make, and test your green skills.
# Recycling & Waste Reduction

Event Report From Signup Sheet Promotional Events

<table>
<thead>
<tr>
<th>Events Location units</th>
<th>Survey responses</th>
<th># of participants per building</th>
<th>Blue mini toter</th>
<th>Green mini toter</th>
<th>Bear hugs # -0.0001 $ 5.00</th>
<th>Bear hugs # -0.0001 $ 3.00</th>
<th>Mood Participation 1 &lt; 5</th>
<th>Co-worker</th>
<th>Analytics goals</th>
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</thead>
<tbody>
<tr>
<td>MCB</td>
<td>10</td>
<td>20</td>
<td>7</td>
<td>4</td>
<td>-8</td>
<td>-5</td>
<td>4</td>
<td>Ammer, Pablo</td>
<td>1,000</td>
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<tr>
<td>MU Walgreens</td>
<td>10</td>
<td>40</td>
<td>9</td>
<td>3</td>
<td>-7</td>
<td>-14</td>
<td>4.0 + 3.0 + 5.0</td>
<td>Tida, Alexis, Daniel</td>
<td></td>
</tr>
<tr>
<td>The View cafe</td>
<td>10</td>
<td>50</td>
<td>2</td>
<td>4</td>
<td>-9</td>
<td>-14</td>
<td>3.0 + 4.0</td>
<td>Susan, Daniel</td>
<td></td>
</tr>
<tr>
<td>MB Farmers Market</td>
<td>1</td>
<td>45</td>
<td>2</td>
<td>5</td>
<td>-5</td>
<td>-14</td>
<td>3.0 + 2.0</td>
<td>Daniel, Ammer, Pablo</td>
<td></td>
</tr>
<tr>
<td>MB Housing</td>
<td>0</td>
<td>45</td>
<td>16</td>
<td>13</td>
<td>-14</td>
<td>-13</td>
<td>3.0 + 3.0</td>
<td>Adam, Ammer, Pablo</td>
<td></td>
</tr>
<tr>
<td>Parnassus Saunders Court</td>
<td>1</td>
<td>107</td>
<td>20</td>
<td>22</td>
<td>-29</td>
<td>-27</td>
<td>5.0 + 5.0 + 5.0 + 5.0 + 5.0</td>
<td>Daniel, Ammer, Pablo, Tyda, Alexis, Susan</td>
<td></td>
</tr>
<tr>
<td>Dentistry School</td>
<td>0</td>
<td>37</td>
<td>6</td>
<td>6</td>
<td>-5</td>
<td>-19</td>
<td>4.0 + 4.0 + 4.0</td>
<td>Daniel, Pablo, Tyda, Alexis</td>
<td></td>
</tr>
<tr>
<td>Buchanan Dental</td>
<td>0</td>
<td>45</td>
<td>5</td>
<td>5</td>
<td>-10</td>
<td>-10</td>
<td>4.0 + 3.0 + 5.0</td>
<td></td>
<td></td>
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<tr>
<td>Parnassus Saunders Court #2</td>
<td>0</td>
<td>30</td>
<td>5</td>
<td>11</td>
<td>-11</td>
<td>-8</td>
<td>4.0 + 4.0 + 4.0</td>
<td>Ammer, Pablo, Tyda, Alexis</td>
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<tr>
<td>654 Minnesota</td>
<td>0</td>
<td>30</td>
<td>5</td>
<td>11</td>
<td>-11</td>
<td>-8</td>
<td>4.0 + 4.0 + 4.0</td>
<td>late event 12am</td>
<td></td>
</tr>
</tbody>
</table>

| Group Totals          | 32               | 419                            | 72              | 73               | -98                         | -124                        | 4                         | 0        | 1,000          |
Promotions

Survey responses
Blue mini toter
Bear hugs $ 5.00

# of participants per building
Green mini toter
Bear hugs $ 3.00

MCB  The View cafe  MB Housing  Dentistry School  Parnassus Sauncers  B Dental
Google Analytics
Examples of past direct advertisement campaigns
Marketing and Outreach
Traditional Direct Advertising

3D Items Retail Poster Boards

5” x 7” table displays
<table>
<thead>
<tr>
<th>Media Type</th>
<th>Detail</th>
<th>Qty</th>
<th>Finished Size</th>
<th>Vendor</th>
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</thead>
<tbody>
<tr>
<td>Flyer 8.5x11 - V1</td>
<td>Stop, Think, Sort</td>
<td>30</td>
<td>8.5x11&quot;</td>
<td>DMM</td>
</tr>
<tr>
<td>Flyer 8.5x11 - V2</td>
<td>Search, Stats, Test</td>
<td>30</td>
<td>8.5x11&quot;</td>
<td>DMM</td>
</tr>
<tr>
<td>Poster 11x17 - V1</td>
<td>Stop, Think, Sort</td>
<td>5</td>
<td>11x17&quot;</td>
<td>DMM</td>
</tr>
<tr>
<td>Poster 11x17 - V2</td>
<td>Search, Stats, Test (may increase to 35)</td>
<td>5</td>
<td>11x17&quot;</td>
<td>DMM</td>
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<tr>
<td>18x30&quot; BigBelly Can</td>
<td>Double-sided V1 &amp; V2</td>
<td>26</td>
<td>18x30&quot;</td>
<td>DMM</td>
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<tr>
<td>18x30&quot; Poster</td>
<td>Single-sided Version 2 only - Search, Stats, Test</td>
<td>60</td>
<td>18x30&quot;</td>
<td>DMM</td>
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<tr>
<td>Digital Sign</td>
<td>Version 2 only - Search, Stats, Test</td>
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<td>1201x801, 96 dp</td>
<td>DMM</td>
</tr>
<tr>
<td>Social Graphic</td>
<td></td>
<td>1</td>
<td>1200x630</td>
<td>DMM</td>
</tr>
</tbody>
</table>

**Pick-up Information**

Attn: Pablo Ortega  
600 16th St, Genitech Hall, Rm. 112  
San Francisco, CA 94158  
415. 502.1223

**Misc Notes**

Marketing - Copy: CLS website, FS website, CLS Mobile App

Spaces for “BigBelly” can:
- 5 Coreplast finish
- 18x30” (flute along the 30”)
- 4mm White Core Plast
- Gran format Inkjet 2 sided (version 1 on one side, version 2 on the other)

1-30-17 - revised quantity on the 11x17 to 62 (plus 52, an original 100 since these will also be used for shuttle)
Reflections

Successes

▪ Wide spread Campus engagement through promotions and outreach events.

▪ Continued regular campus use.

▪ Collection of data in google analytics.

Challenges

▪ Gathering pictures, descriptions, & actions.

▪ Maintaining & updating the website.

▪ Continued promotion and outreach bandwidth.