#MyLastTrash
Lessons from a System wide Zero Waste Communications Campaign
CHESC 2017
THE NUMBERS

UC System Wide Diversion Rates

Policy Goal: zero waste defined as 90-95% solid waste diversion from landfill by 2020

Current Performance: 60-65% on average across the system over the past few years

Challenge: How to close the gap?
SOCIAL GAP

Questions

• How can we use outreach to facilitate behavior change on campus?
• How can student hands and voices contribute to campus waste reduction efforts?
• How can we use zero waste to address embedded social justice issues?
CAMPAIGN

#My Last Trash is a system wide communications campaign to decrease consumer waste on campuses, launched to coincide with arrival of the incoming freshmen class slated to graduate in 2020.

Campaign funding came from vendors contributing to a central Sustainability Fund as well as the UCOP communications team.
#MyLastTrash

- Visual Element
- Monthly Themes
- Tool Kit Hub
- Event Ideas
- Student Involvement
- Website

**ELEMENTS**

**Let's do this Aggies!**

73% Waste Diverted in 2015-16
95% Reduce Waste Goal

[ zerowaste2020.universityofcalifornia.edu ]

**INTRODUCTION**

With less than 4 years to go until the University of California celebrates 100 years of leadership in sustainability, we are committed to increase awareness and values in the Class of 2020. The University is committed to reduce waste.

- CALENDAR & CONTENT
- ANYTIME IDEAS
- COMPOST & FOOD WASTE
- E-WASTE & SOCIAL JUSTICE
- GREEN LABS & LIVING LABS
- LAUNCH
- MOVING IN
- MOVING OUT
- PAPER
- RECYCLING & PLASTIC REUSE
- STAFF & FACULTY ENGAGEMENT

**RESOURCES**
MONTHLY THEMES

January
Launch

February
Plastic + Recycling

March
Paper

April
E-Waste + Social Justice

May
Green Labs + Living Labs

June
Move-Out

July
Staff + Faculty Engagement

August
Staff + Faculty Engagement

September
Move-In

October
Compost

November
Re-use + Upcycling

December
Reduce
Request: Create a student audience, system wide zero waste website with resources, stories, and tips for waste reduction

Underlying Gaps on Campus Sites

- Take a facilities perspective, often could benefit from student voice
- Students have to navigate multiple pages to find useful information
- Don't clearly and consistently display the 2020 goal
- Are information heavy and story weak
- Require periodic updating with new data
STUDENT DESIGN TEAM

Members
Robert Barton (UCOP)
Scott Silva (UCB)
Lujain Al-Saleh (UCSF)
Geramy Teeter (UCSF)
Angela Duong (UCSC)
Elizabeth Szulc (UCSB)
Jessica Schmitt (UCSB)

• Developed scope of work for website in October 2017
• Students on team had waste management backgrounds
• Met bi-weekly by phone in Fall 2016 and Winter 2017
• Developed website mock up for review by UCOP Communications
• Collected waste reduction educational content for use on site
STUDENT IDEAS

- Lists of books, videos, and movies
- How-to guides on zero waste living from zero waste advocates
- Twitter, Instagram, or Snapchat account to showcase waste events across UC live
- Waste art gallery from across web
- Testimonials from prominent students, professors, and celebrities
- Blog or social media account with latest in waste news
- Success stories and Zero (Waste) Heroes
- Links to global social justice issues and campaigns
ISSUES

- Student coursework-project balance
- Challenges of group teleworking
- Challenges of working for a committee
- How to align student passion with campus needs
- Distance between design process and campus level waste behaviors (hard to observe/react)
- Unclear how audience will use the site
- Need for high level technical input
- Intellectual Property of waste art
- Palatability of displaying data on site
COMING SOON

- Presented mock up to Communications in January 2017
- Basic landing page set up to create online presence
- Project review process temporarily halted due to other urgent issues
- #MyLastTrash soft launch in Winter 2017
- Further development of the MLT toolkit through Spring 2017
- Growth of MLT content and successes lays ground for revisions and further development of website
LESSONS

- Project development takes time (especially for such a broad audience)
- Students can provide valuable end-user perspective on campus level campaigns; value (data) transparency, stories, and human issues
- Student enthusiasm towards action and social engagement can boost campus level campaigns with guidance and the opportunity to provide input
- Commitment from essential stakeholders is key to success from the start
- Campus level individuals (staff and students) can provide valuable "frontline" perspectives while administration contributes time and resources
- Culture shift takes an entire campus community
THANKS TO THE STUDENTS FOR THEIR HARD WORK!

Questions?