

BEYOND THE BLUE BIN

INTEGRATING
ANTI-RACISM & INTERSECTIONAL
ENVIRONMENTALISM
INTO
WASTE REDUCTION MESSAGING





NC STATE

- 36,000+ students
- 9,000+ faculty/staff
- 700+ buildings
- 2,100+ acres
- Wolfpack / ACC

Waste Reduction & Recycling

- campus waste hauler
- closed-loop on food waste
- 54% waste diversion
- robust zero waste & sustainability programs



"We must acknowledge the history of the spaces and places we occupy to both understand and unlearn the many ways that we have been socialized."

NC STATE UNIVERSITY LAND ACKNOWLEDGMENT,
AUTHORED BY LYNN-LOCKLEAR FISHER (LUMBEE)



NC STATE PARK
OUTFITTERS
BIENNIAL GAMES



STEP I: ACKNOWLEDGEMENT



COMMUNICATE

SOCIAL MEDIA

SHARE / FOLLOW / COMMENT / LIKE

BE INVOLVED

ATTEND EVENTS

SUPPORT STUDENTS

SUPPORT THE WORK

LISTEN. LEARN. REPEAT.

recycling.ncsu.edu



#BRINGYOUROWN

NC STATE UNIVERSITY

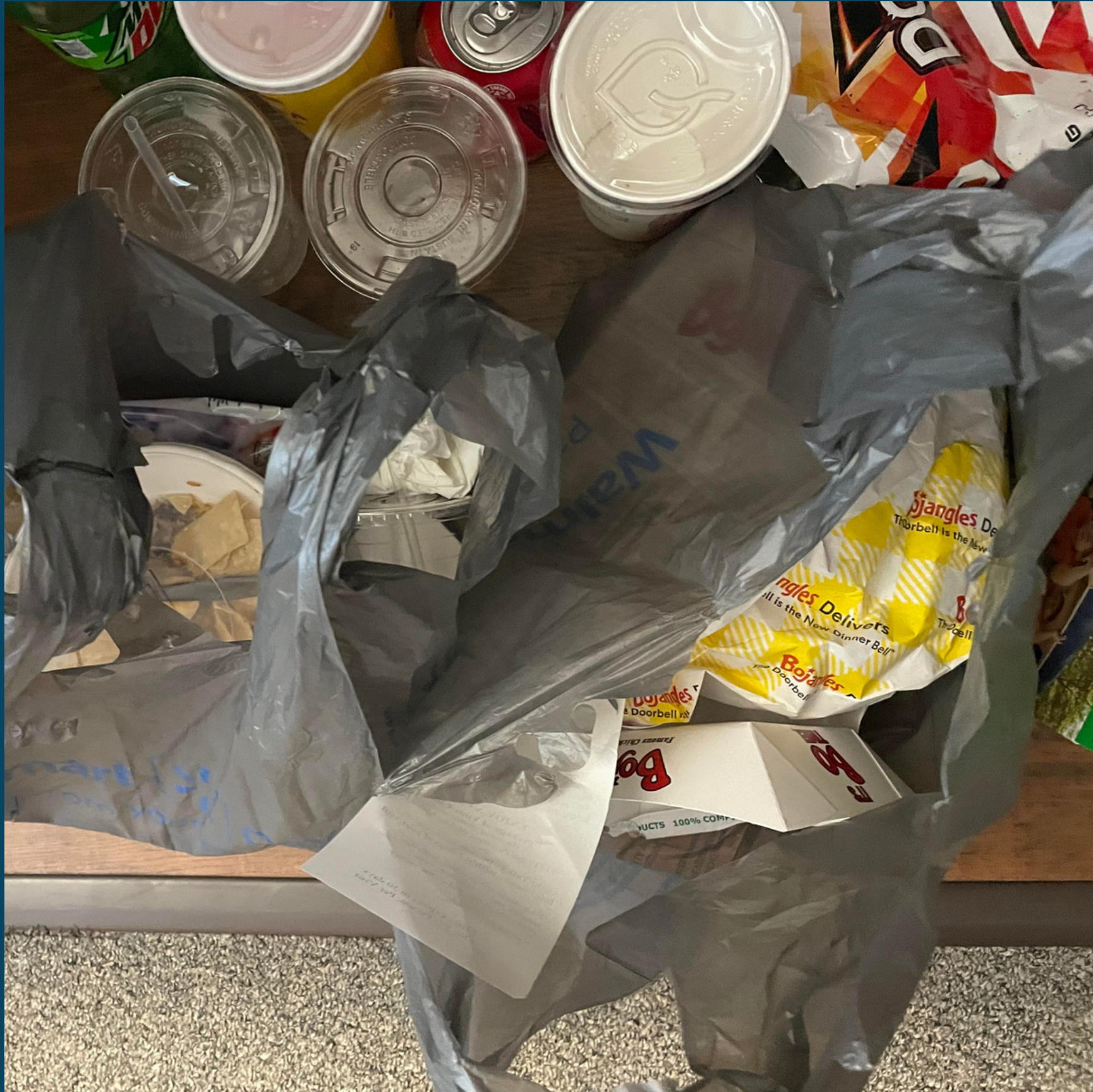
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STEP 2:
BUILD KNOWLEDGE





Personal Waste Audits

LANDFILL 43.8%
RECYCLING 31.7%
COMPOST 24.4%

ACCESS

PRIVILEGE

WORLDVIEWS

CONSUMPTION HABITS

POLICIES & SYSTEMS

REFUSE SINGLE-USE PLASTICS



EXTRACTION & MANUFACTURING

EMINENT DOMAIN
HEALTH HAZARDS
FAIR LABOR



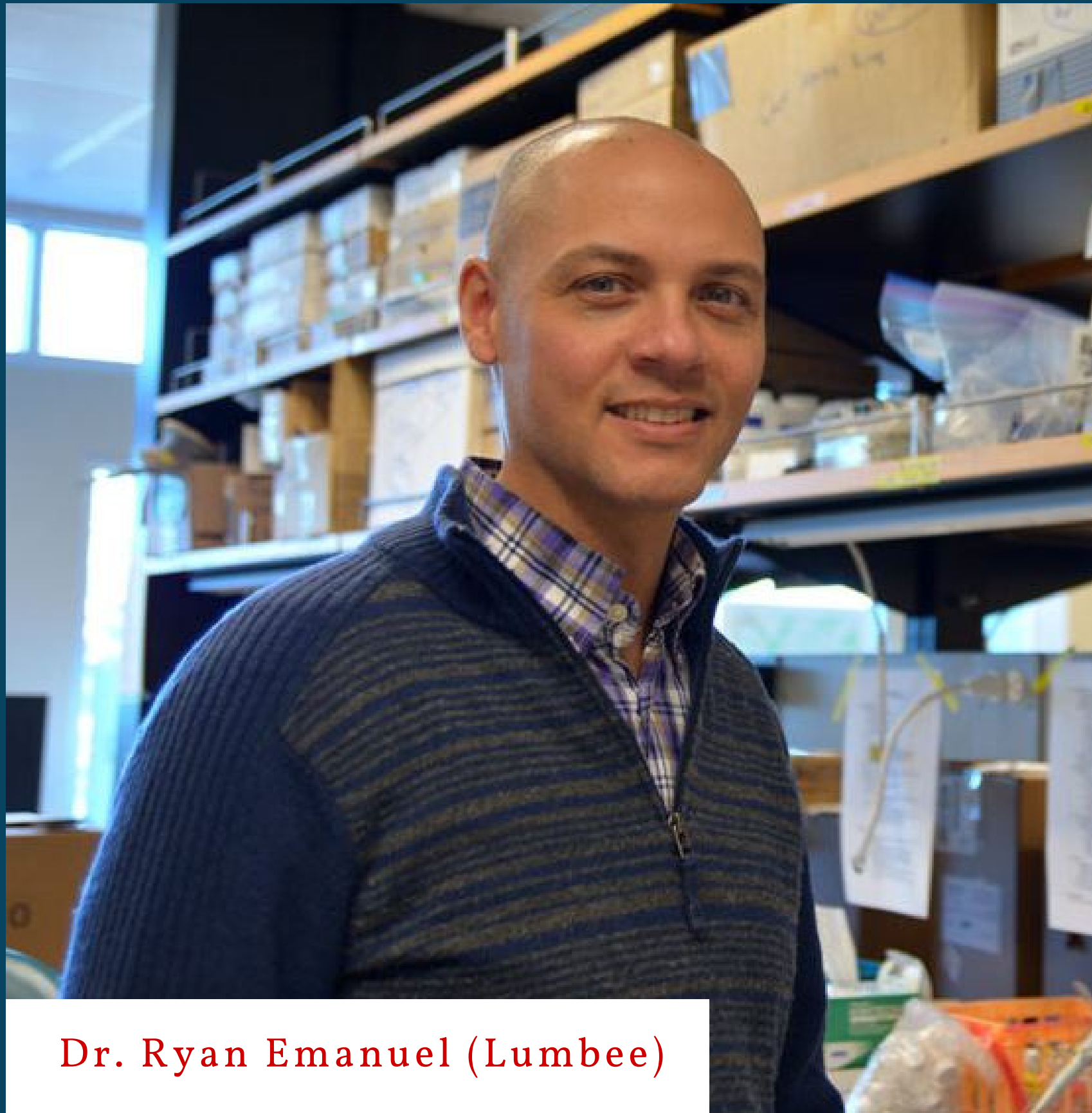
RECYCLING & ACCOUNTABILITY

LACK OF ACCESS
INABILITY TO PROCESS
PRODUCER RESPONSIBILITY

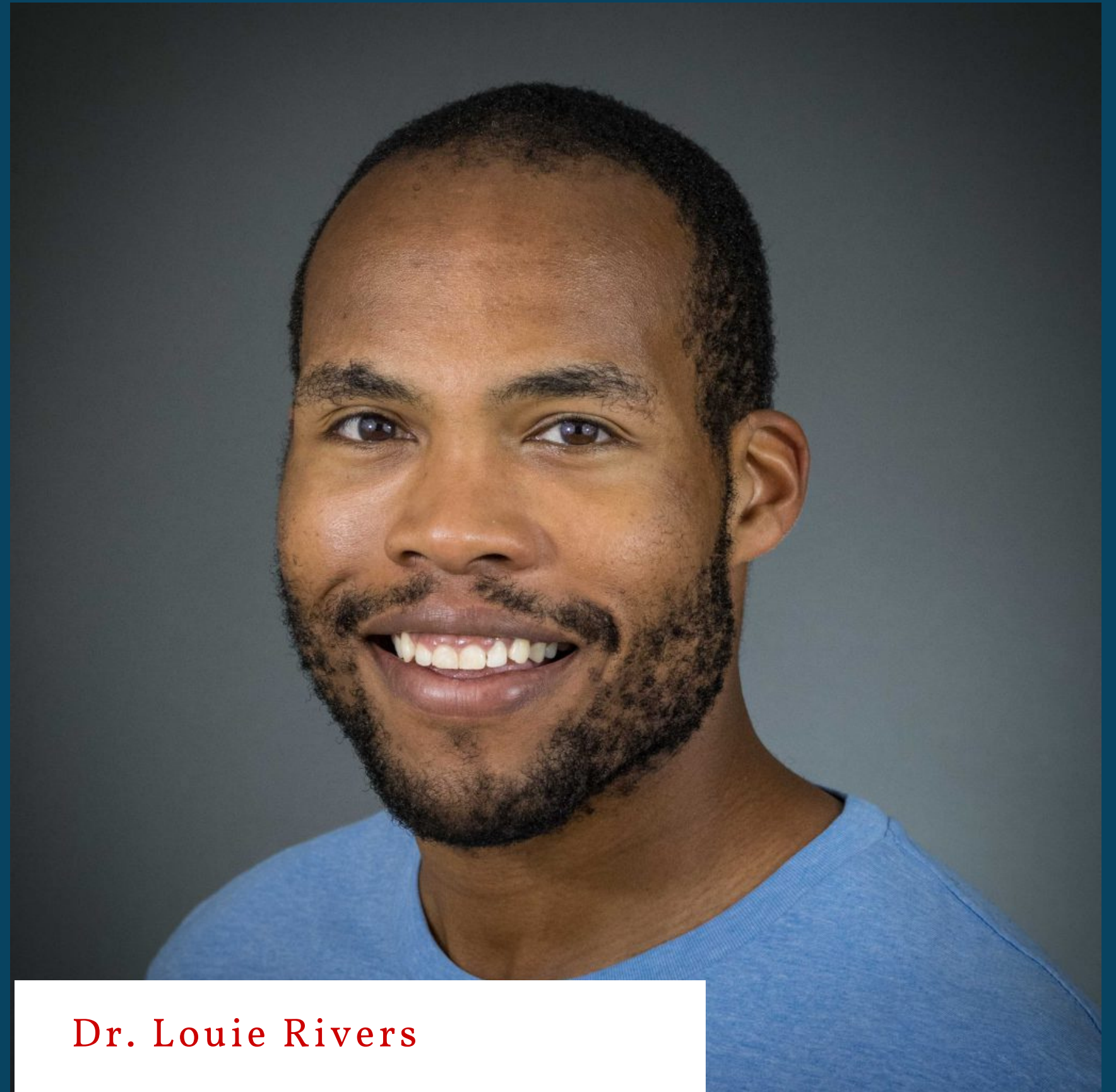


DISPOSAL & DISPARITY

BURDEN
HEALTH HAZARDS
REDLINING



Dr. Ryan Emanuel (Lumbee)



Dr. Louie Rivers



North Carolina PCB Protests, 1982



DATA-DRIVEN

PERSONAL EXPERIENCES

FACULTY & RESEARCH

LOCAL KNOWLEDGE



STEP 3:
ENGAGEMENT

BUILDING ENGAGEMENT



*Social Media
@NCStateRecycles*



*Student Interns &
Organizations*



Volunteer Programs

SOCIAL MEDIA

- Share & Promote
- Meet Your Students Where They Live
- Informal Connections
i.e. Waste Education Wednesdays
- Evergreen



@NCStateRecycles



INTERNSHIPS

- Post Your Positions
- Professional Experience
- Model What You Want to See

STUDENT ORGANIZATIONS

- Advisor
- Campus Resource
- Collaborate with Student Organizations
- Use Your Position to Support Others
- Talk to Everyone!





Diversity & Inclusion adVenture Experience (DIVE)



City of Raleigh Yourh Council



Hmong Student Association



NC State Cricket Club

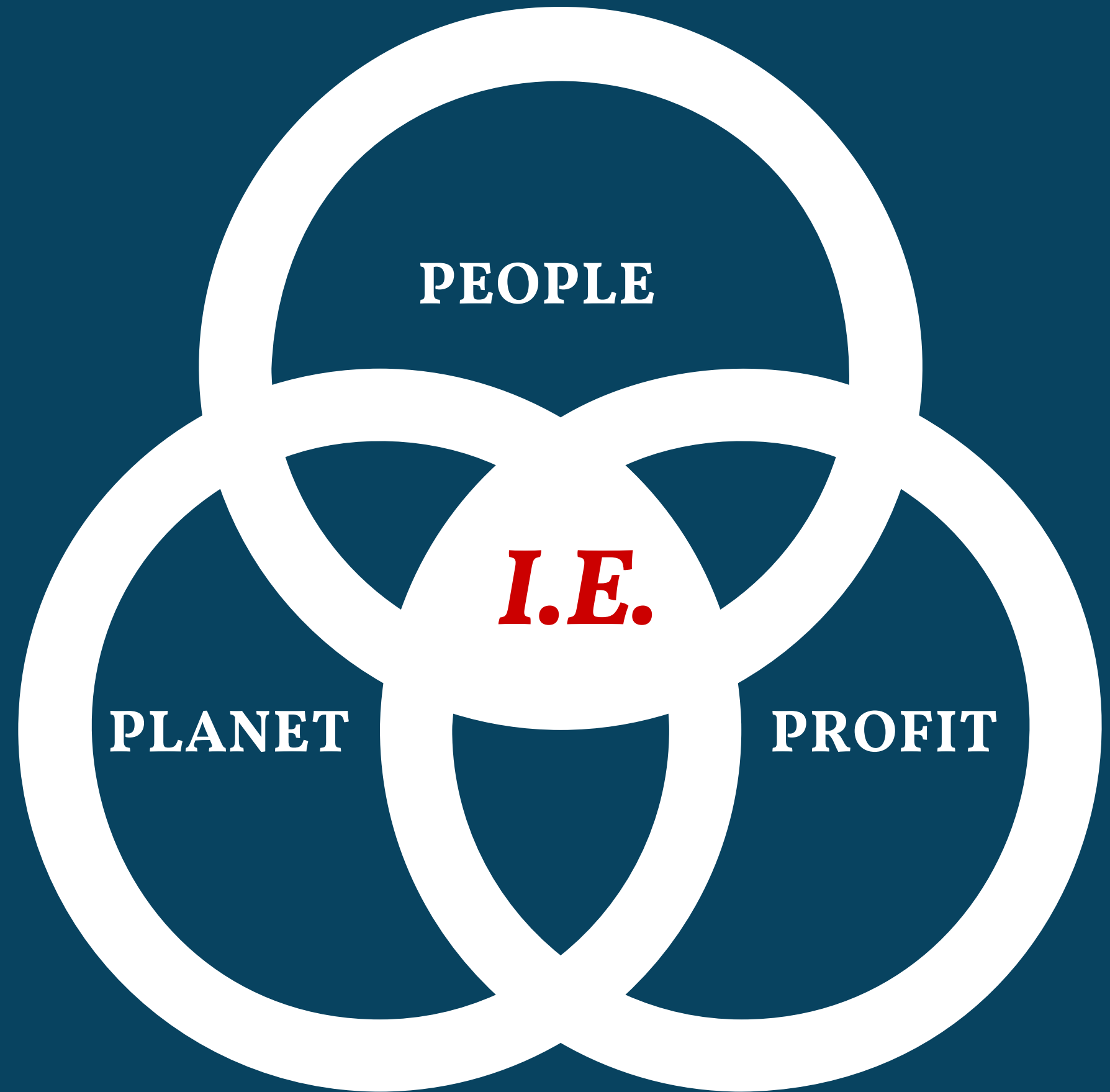


STEP 4:
ADVOCACY

*INTERSECTIONAL ENVIRONMENTALISM**

recognizing how colonization, white supremacy, and racism have created institutions and practices of today that target the environment & vulnerable communities

building knowledge within that space to educate & inspire others to create change



4 LEVELS OF ACTION

WILL GRANT (DRAWDOWN)



01

INDIVIDUAL

02

FRIENDS & FAMILY

03

SCHOOL / WORK

04

POLICY

Acknowledge

Connect with what matters

Be authentic

Build Knowledge

Dig deeper into what you are already doing to showcase the connection

Engagement

Support student dreams and solutions

Advocacy

Showcase/Support students on ways they can impact your campus, the planet, & their communities



THANK YOU

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NC State Waste Reduction & Recycling

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Instagram, Facebook, TikTok, Twitter, YouTube, Pinterest