

The Power of Ten:

Advancing zero waste through collaboration
between University of California campuses

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Road Map

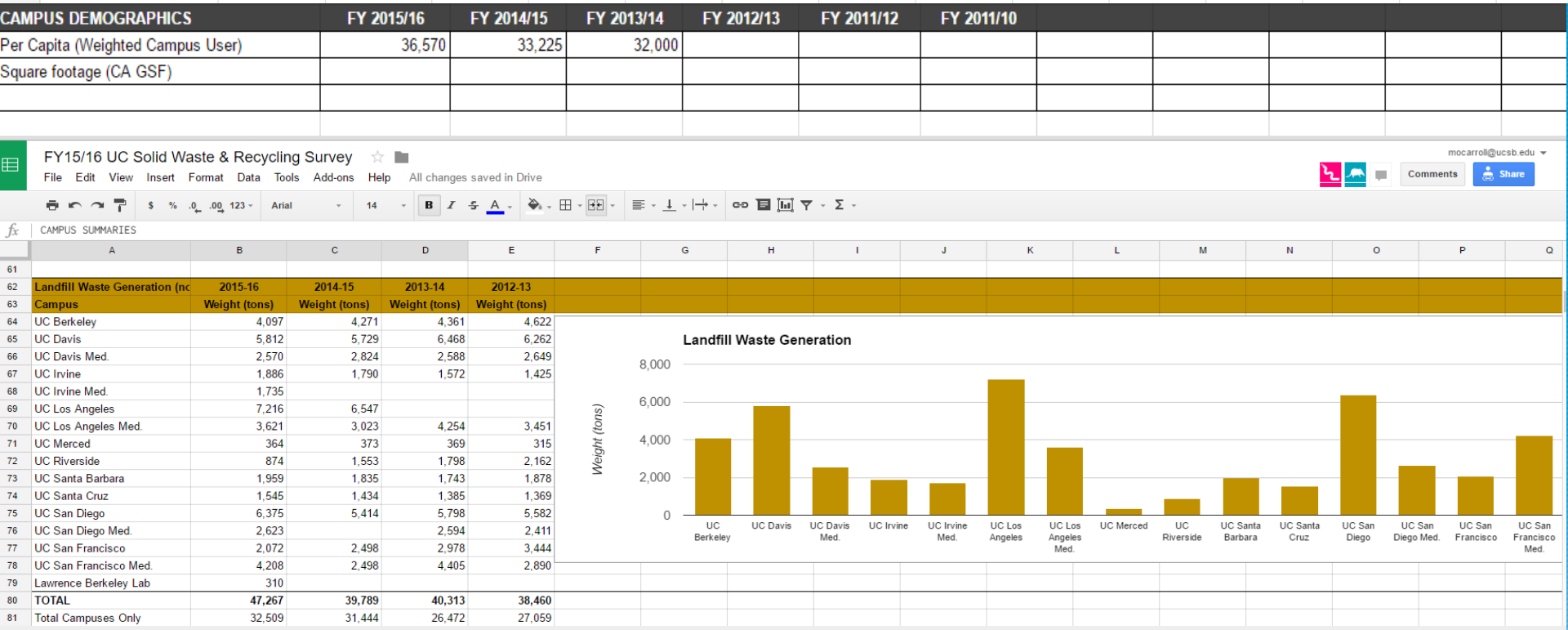
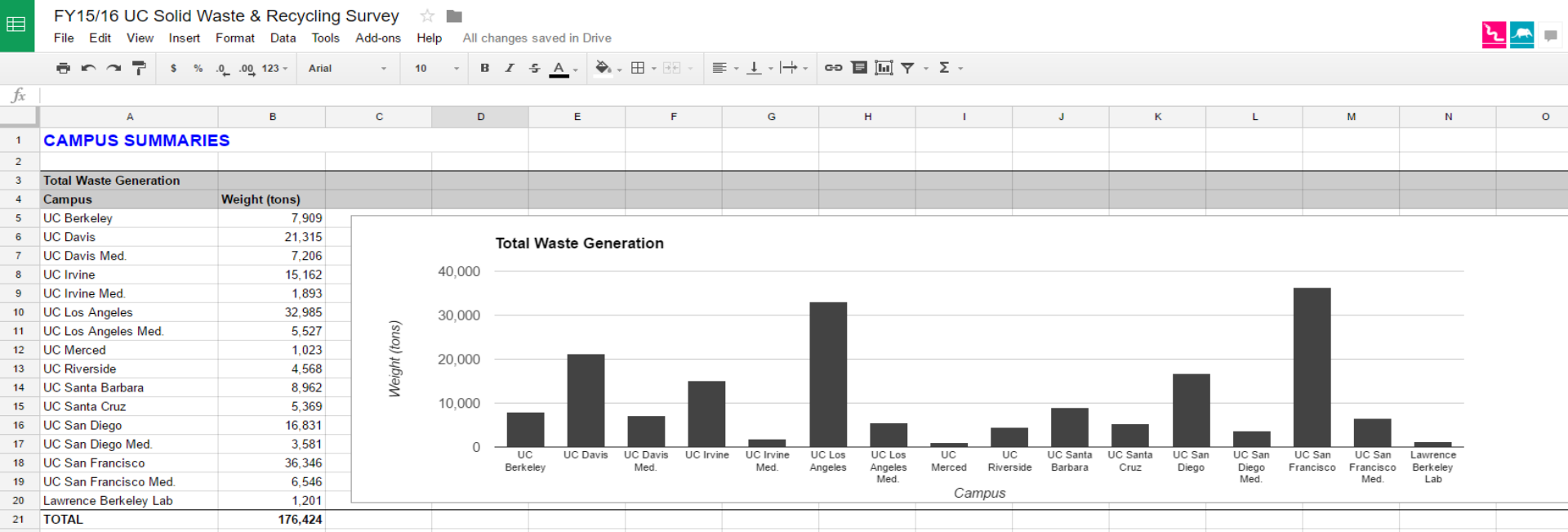
- History of UC Collaboration + Zero Waste Goal
- UC Waste Diversion Data
- Best Practice Sharing Examples
- Collaboration Examples:
 - Negotiated Sustainability Incentive from Lab Vendors
 - Green Event Certification Training Grant
 - Zero Waste 2020 Communications Plan
 - Systemwide Zero Waste Plan
 - Potential Centers of Excellence
- Challenges & Opportunities

History of UC Collaboration

- Recycling Managers self-organized meetings
- Formal working group charged with policy development
- Waste Management & Recycling policy section adopted in 2007
 - Goals for 50% diversion by 2008, 75% by 2012; Zero Waste by 2020

Working Group Process

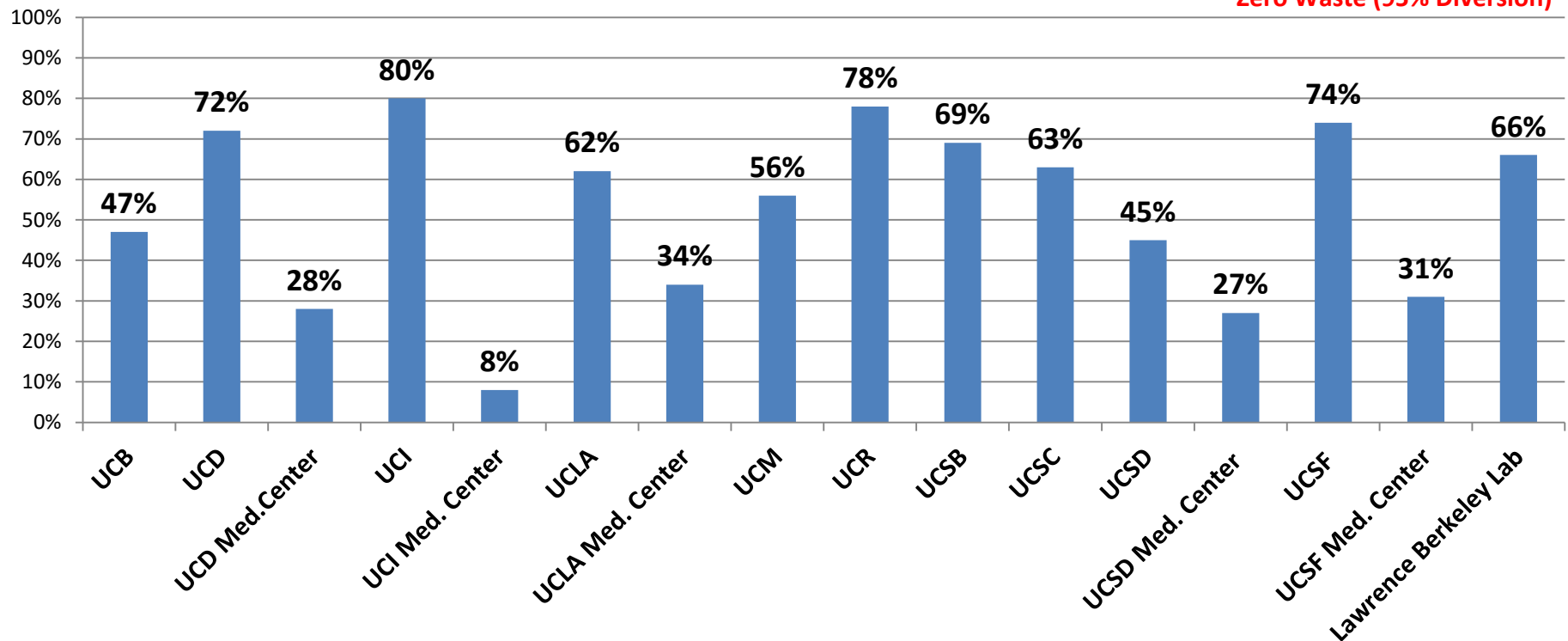
- Working group developed policy language and oversees implementation and reporting
 - Monthly conference calls
 - Shared drive for minutes, data, and other documents
 - Introduced a user-friendly data reporting and survey tool with built-in comparison dashboards
 - Subcommittees on labs, procurement, and communications



FY 15-16 Data Update

2015-2016 Diversion Rate (without C&D)

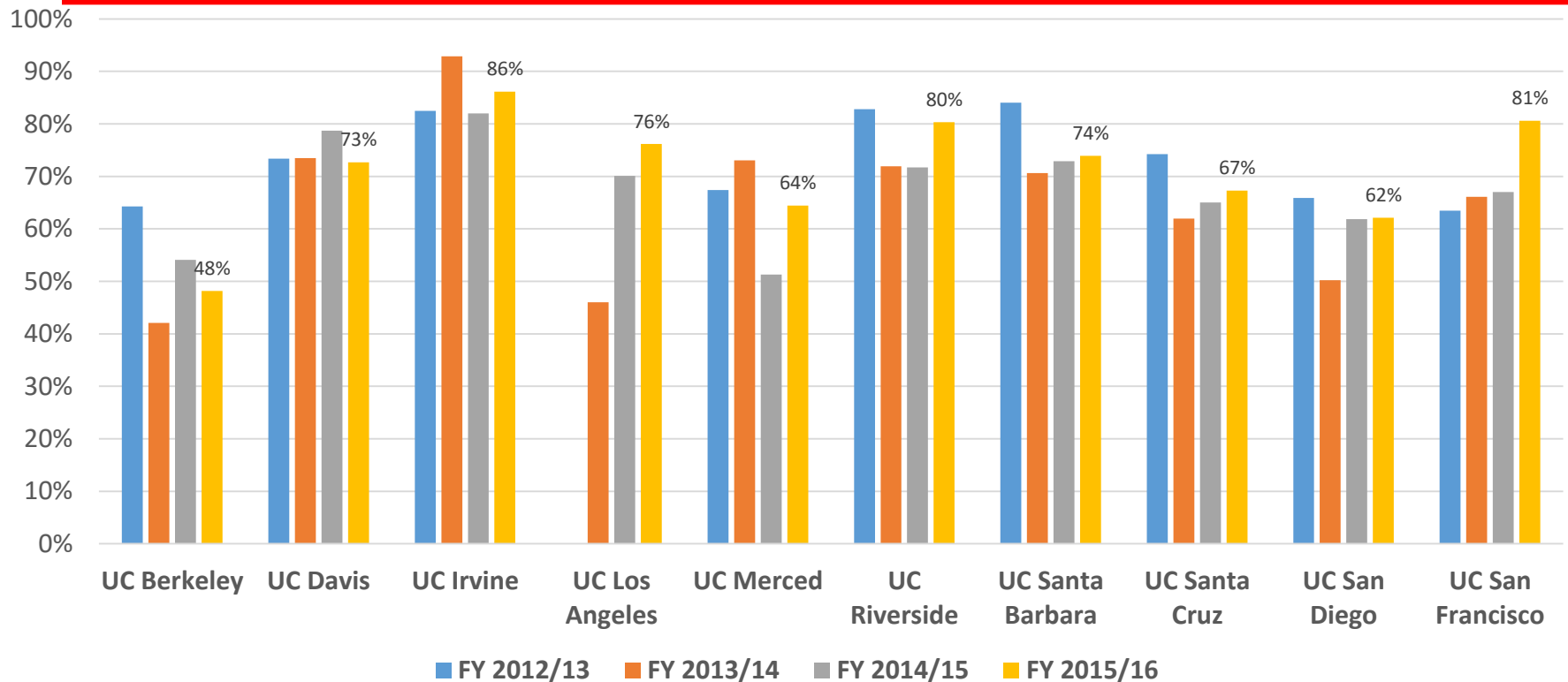
Zero Waste (95% Diversion)



Zero Waste Progress

Recent Diversion Rates (MSW & C&D)

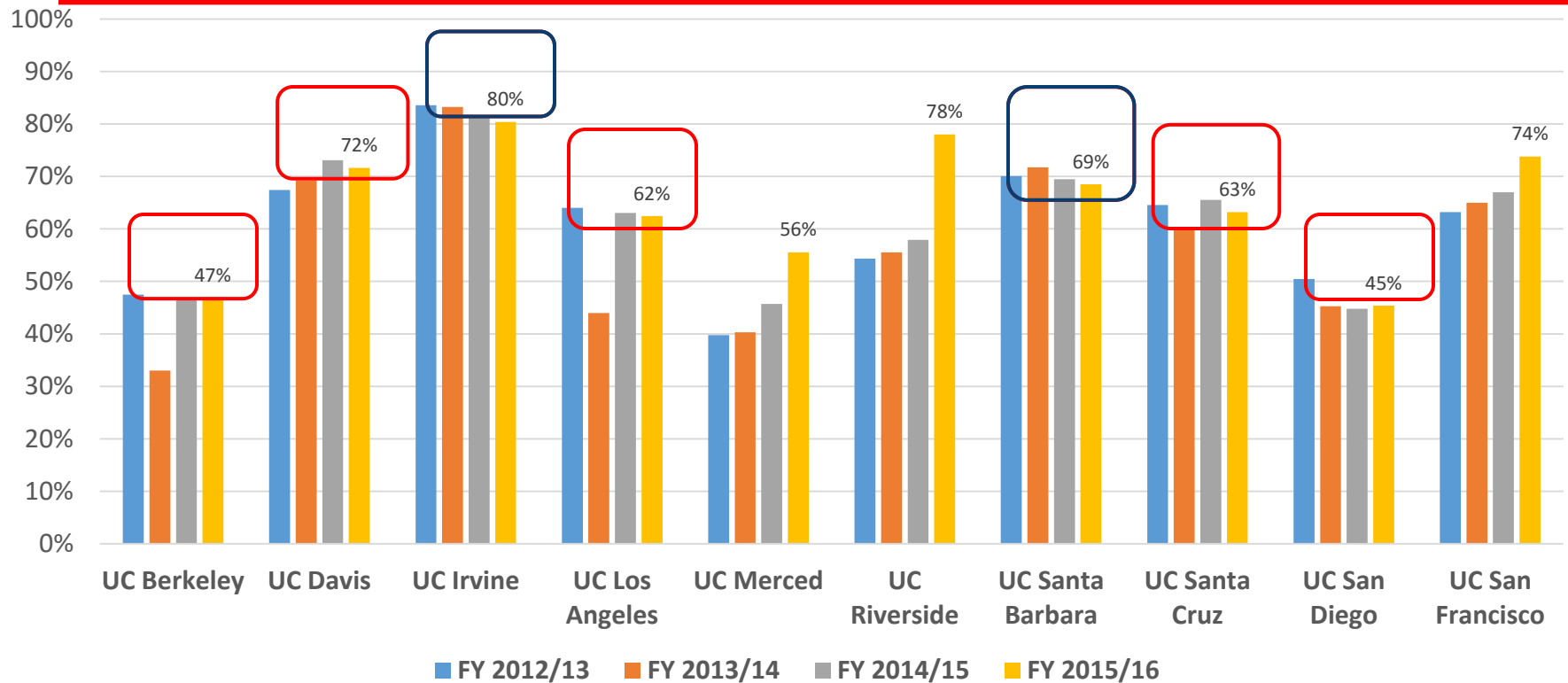
Zero Waste (95% Diversion)



Zero Waste Progress

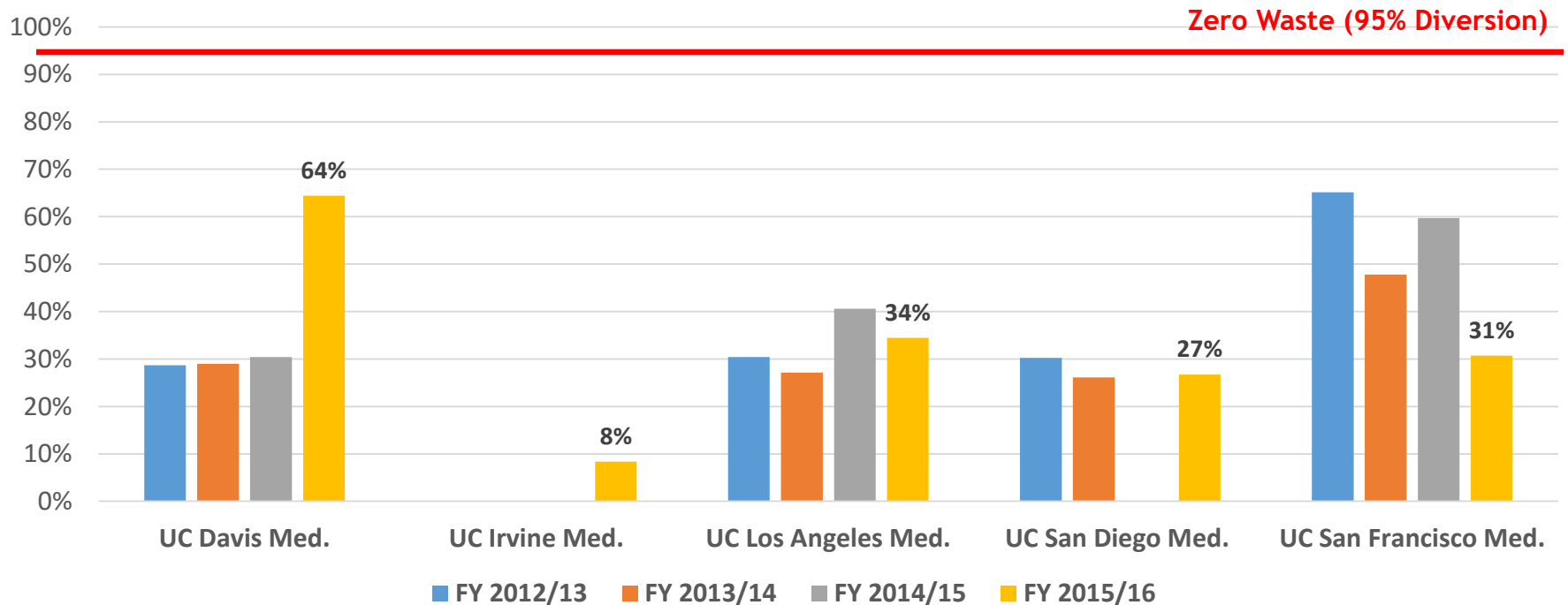
Recent Diversion Rates (MSW Only)

Zero Waste (95% Diversion)



Zero Waste Progress

Medical Centers - Recent Diversion Rates (MSW Only)



Best Practice Awards Program

- 2007: UC Davis: Composting Initiative
- 2008: UCSF: Compost Program for Animal Bedding
- 2010: UC San Diego: Toby's Spot Re-Use Program
- 2011: UC Davis: Aggie Stadium 2010 Football Season
- 2012: UC San Francisco: Instructional Recycling Video
- 2013: UC Merced: Reusable To-Go Container Program
- 2014: UC Santa Cruz: Loadman Real-Time Waste Metrics for Weight Based Recharge and Diversion
- 2015: UC Santa Barbara: Custodial Staff Engagement
- 2016: UC San Francisco: Consolidate & Sort Program

Collaboration Examples

Procurement Contract Incentives

- “Sustainability Incentive”
 - Negotiated into system-wide procurement contracts
 - Lab suppliers creating non-reusable, non-recyclable waste
 - Contracts to date:
 - Bio-Rad, Miltenyi Biotec, Stirling Global Cooling, Eppendorf, NEB
 - \$40,000 received to-date
- Grants Committee formed to award funding for projects with system-wide benefit

Green Event Certification Training

- WHAT

- WorldCentric awarded UC a \$10k grant
 - To promote zero waste and specifically the development of an infrastructure and demand for composting

- WHY

- Purpose: to accelerate and scale up Green Event Certification programs on UC campuses

- HOW

- \$1k mini-grants for each UC campus to organize a model green event to train event managers from across campus

Zero Waste 2020 Communications Campaign

This year we welcomed the Class of 2020 to the UC
“Zero Waste Class”

Goal - Introduce a systemwide Zero Waste communications campaign that fosters collaboration and unifies our efforts in reaching the Zero Waste 2020 goal collectively

Strategy - Utilize our campus communities as a catalyst for our messaging with assistance from marketing experts, UCOP Communications, M+R, and the expertise of the Working Group

PROJECT UPDATE - ZERO WASTE COMMUNICATIONS PROJECT

What is the project?

A set of tools for system wide waste communication

1. Zero Waste Marketing Campaign

A campaign with monthly themes, activities, a social media tool kit, and central visual elements that highlight zero waste

2. Zero Waste on the UC Website

A hub to share information about the zero waste campaign and zero waste practices across the UC system

3. Post Consumer Waste Sorting App

An App to help campus users figure out how to sort their waste



The consultant has presented ideas for feedback:



1. Months with different trash type themes to tie to campus calendar:

Plastics, paper, food waste, awkward waste, etc.



2. Months with different activities tied to events - move in, move out, holidays, etc.



3. Months with different themes tied to trash hierarchy (sort of)

Or a combination of the above. . .

Plastic



Awkward Trash



Moving Out



System-Wide Zero Waste Plan

Building on campus-level plans...

What can be done at the system level to support zero waste?

Preliminary Planning Objectives:

- Connect to UC mission and business priorities
- Identify and engage leadership champions
- Identify and develop (new) tactics and tools



Process - Preliminary Activity Pillars

4 PILLARS OF ACTIVITY:
DETERMINE HOW CHANGE
MIGHT BE INFLUENCED AT THE
SYSTEM WIDE LEVEL



Challenges

- Waste disposal options vary by geographic location
- Changing landscape of recycling markets
- ‘Easy’ to divert material has been achieved
- Lab, research, and medical waste is complicated
- Competing interests for funds and support within sustainability efforts
- Reporting reduce & reuse categories effectively
- Policy on Waste to Energy (WTE)

Opportunities

- Leverage Procurement (both to reduce waste and to close the loop and buy recycled)
- Encourage resource allocation to reduction and reuse
- Determine program inefficiencies/redundancies
- Engaging the campus community, students!
- Identifying policy updates that support Zero Waste
- Learning from each other and not reinventing the wheel
- Partnering with outside organizations

Network to Network

- The UC network has facilitated participation in and best practice sharing with state and national networks:
 - CURC
 - Recyclemania
 - Green Sports Alliance
 - AASHE (STARS)
 - U.S. Zero Waste Business Council
 - California Resource Recovery Association

Questions & Feedback

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