

Toolkit

# Campus Greening

# Planner's Guide

Campus Greening provides Net Impact members the opportunity to make a difference by promoting sustainability initiatives and chances for students to work on projects big and small, making their campus or local community a greener and more environmentally sustainable place.



## Preparation

### 1. Select a Campus Greening Leader:

Select a dedicated leader to organize and manage the program for your chapter. Their role includes: goal setting, event planning, campus and community outreach, student organizing, relationship management, and more.

### 2. Build a Team:

Recruit members from your chapter or other environmental groups on campus to participate in your Campus Greening program. Once you have a team, you can spread out the workload and have an even bigger impact!

## Objectives

Net Impact members participate in Campus Greening to:

- Educate their classmates on sustainable business and lifestyle practices
- Raise awareness about environmental issues and policy
- Form partnerships with local organizations to help them reduce their environmental impact
- Establish environmentally sustainable practices on campus and in the community
- Help their university save money and increase efficiency

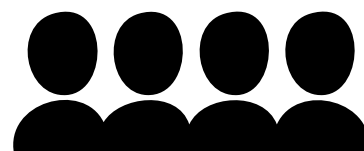
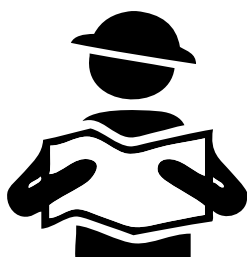
## Execution

### 1. Find your Focus:

There are many ways to have a positive impact through awareness, education, policy, and more. Determine your focus and set goals for each semester or the year.

### 2. Engage Key Stakeholders:

Create a map of the stakeholders and their respective interests in relation to your project(s) and identify strategies to communicate and collaborate with each group. Groups to consider: students and chapter members, faculty and administration, facilities, student clubs and organizations, and the greater Net Impact chapter network.



## Example

# Mt. Trashmore

*Thank to the Purdue University Chapter for sharing this example.*

Recycling bins on campus and throughout the community are becoming commonplace, but the question remains, “Do we really know what goes where?” The signs and labels on bins are informative, but not exhaustive, and the common limiting factor to getting people to change their behavior around recycling is education. This exposition serves the purpose of sharing key recycling behaviors and educating the community on what can, and should, be recycled.

To get started, follow these steps:

- 1. Choose a location** - Select a central place on campus where you're exposition will be visible (*and smellable*) to other students, faculty, and university staff.
- 2. Check-in with facilities** - You'll want to work with campus facilities to reserve space and to make sure you can use the space for an event of this nature.
- 3. Pick a date/time frame** - Choose a day when most students and faculty are on campus. Generally Mon-Thurs are the busiest. Also, decide on the time frame for your event. If possible, collect the trash the night before to get a complete/24-hour picture of the disposal practices on campus. Then, plan your sorting event for a few high traffic hours the following day.
- 4. Recruit volunteers** - Your pile of trash and recycling will do a lot of the talking for you day of, but be sure to recruit volunteers by reaching out to friends, classmates, like-minded groups, and even professors to participate. Create a schedule of shifts for collecting and sorting the recycling bins, and get people to sign up for half or full hour-long blocks between and after classes.
- 5. Prepare your materials** - You'll want a tarp to cover the ground, gloves for all volunteers, a bathroom scale if you plan to weigh the trash (this is helpful to quantify the lbs of trash diverted by the event), and a notebook to record your results. Also, make sure you and your volunteers know what materials can and cannot be recycled.
- 6. Keep track of your results** - As you sort the contents of each bin, compile your results to find trends in recycling behavior. Track how many lbs. of each type of material (computer paper, mixed paper, corrugated, newspaper, magazines, glass containers, aluminum cans, scrap metals, plastics, batteries, styrofoam, etc.) are being thrown away (*landfill stream*) or recycled (*diversion stream*).
- 7. Engage with passersby** - People will undoubtedly be interested in what you're doing. Take time to talk to them about the why you're doing this event, share recycling tips, and invite them to get involved!
- 8. Share your findings** - Contact your school's newspaper to both get your event on their calendar and to invite a reporter to come and cover the Mt. Trashmore event.