

Zero Waste Case Study:
Campus Safety Strategy for Winning the Great Guru Garbage Game
July 2016

Background:

The Great Guru Garbage Game, a competition between Aquinas College's Zero Waste Gurus, was held during the month of February (2016). Twenty Zero Waste Gurus participated representing 12 campus buildings, including:

Academic Building- Anne Marie Ferratt, Susan English, & Stacia Barczak

Albertus Hall- Rob Peters

Art and Music Center- Betsey Ingraham & Mary Hurd

Browne Center- Mary Clark-Kaiser

Campus Safety- Mark McCann

through emails, personal conversations, and “not-so-gentle reminders” throughout the month. There was a lot of emphasis placed on the fact that Zero Waste habits were a part of Campus Safety staff job descriptions now, another tactic unique to the Campus Safety office. Campus Safety had several advantages in the competition, including their small office size and a lack of outside and visitor interaction within the office.

Results:

The Campus Safety office increased their diversion rate to 97.5%, a full 25.9% increase from their fall diversion rate. They beat the second place building by an 8.3% change, the largest margin among the buildings who finished with a positive percent change. Mark also states that individuals who originally struggled with Zero Waste are now recycling not only in the office, but also in their own homes. “Thank You” cards were also sent out to employees who were particularly dedicated.