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UNIVERSITY OF MICHIGAN

# Continuous Stakeholder Engagement



OFFICE OF CAMPUS SUSTAINABILITY



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# Campus Sustainability Goals

U-M continues to work toward our 2025 campus sustainability goals, which are based on a 2006 baseline.

"Environmental sustainability has been one of our most important campus wide efforts in recent years." - President Schlissel



**\$100**  
MILLION  
invested toward more sustainable  
campus operations



## Climate Action: Greenhouse Gas Emissions

Reduce greenhouse gas emissions by 25%



## Climate Action: Fuel Efficiency

Decrease vehicle carbon output per passenger trip by 30%.



## Waste Prevention

Reduce waste sent to landfills by 40%.



## Healthy Environment: Sustainable Food

Purchase 20% of food from local and sustainable sources.



## Healthy Environment: Protecting the Huron River

Protect the Huron River through stormwater control strategies and reduce chemical applications to campus landscapes by 40%.

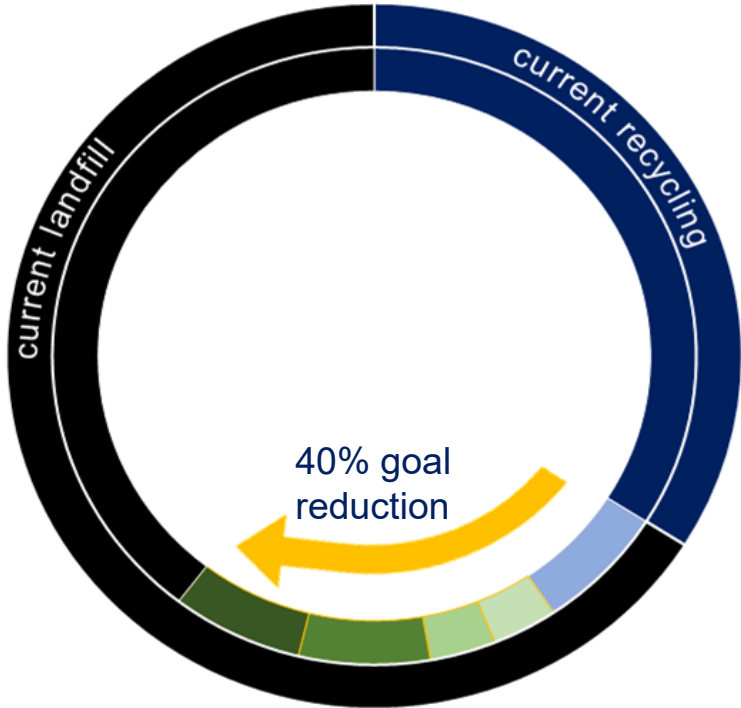
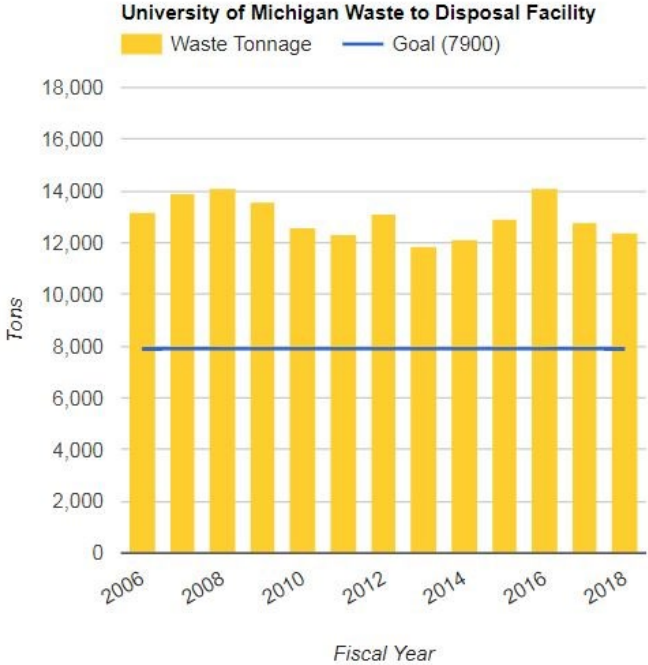


## Community Engagement

Invest in programs to educate our community, track behavior, and report progress over time toward a campus-wide ethic of sustainability.



# Campus Goal: Reduce tonnage of waste sent to disposal facilities by 40% by 2025.



# Successful Recycling & Composting = Continuous Stakeholder Engagement

- What do we mean by “stakeholder”?
- What do we mean by “engagement”?
- Why must it be continuous?

# Composting at U-M

Grounds waste is used on site



Food and other compostable



From zero waste events, food prep or staff kitchens



Picked up at the dock by U-M Waste Management Services



Taken to WeCare Denali operations



# Stakeholders

- Operational staff
  - Custodians
  - Facility managers
  - Waste Management Services
  - Event staff
- Customers
  - Departmental staff & faculty
  - Students
  - Auxiliary units (Michigan Medicine, Student Life, Athletics)
  - Campus visitors

# Implementing University-wide Organics Composting

- Pre & post-consumer composting in dining halls and unions
- MCatering fully zero-waste-ready + pre and post consumer in on-campus cafes
- Office of Campus Sustainability expanding to other campus building.





# Started with Zero Waste Events

- Technical assistance & training
- Compostable ware
- Signage / promotion and marketing
- Collection boxes bins, liners and signage
- Supported compost service at building loading dock



**Zero Waste**

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Our department is helping to reach U-M's Waste Reduction Goal: Reduce Landfill waste by 40% by 2025.

This event aims to reduce waste at every point possible by using both recyclable and compostable materials.

Help out by placing your items in the correct bin

<b>Compost</b> When in doubt, throw it out. 	<b>Recycling</b> mixed 
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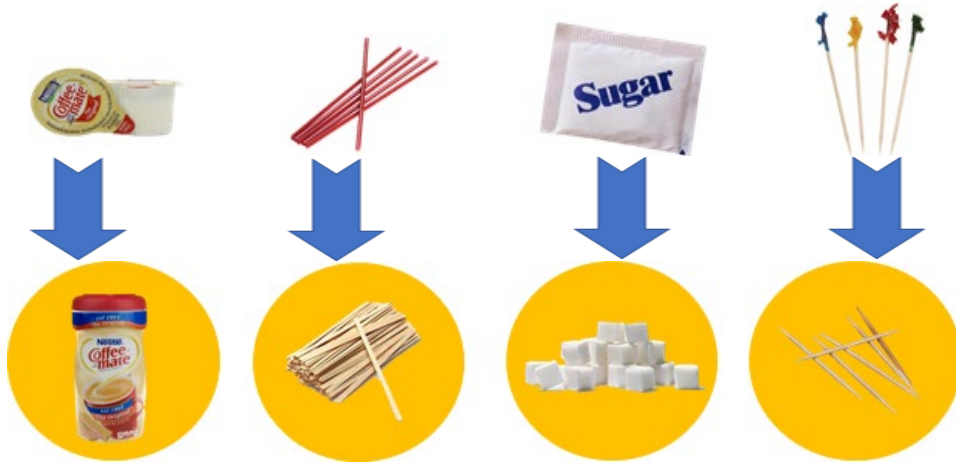
**Why it Matters?**  
35% of U-M waste could be composted. Much of this comes from U-M events.

**35%**

OFFICE OF CAMPUS SUSTAINABILITY More info: sustainability.umich.edu/zero-waste zerowaste@umich.edu

# Required Departmental Commitment

1. Communicate with caterer to avoid packaging & contamination
2. Comfortable verifying materials are compostable
3. Providing trained volunteers



# Engaging with Caterers

- Annual catering showcases
- Providing education to primary vendors
- Providing support to making events zero waste



# Engaging with Event Planners

- Identifying event planners
  - Departmental / schools
  - Auxiliary units
  - Development offices
  - Unofficial event planners
- Training and providing reusable materials
- Challenges:
  - Consistency with set-up
  - “Compostable” vs “biodegradable”, etc.
  - How to ensure volunteers are part of the plan, trained and show up!



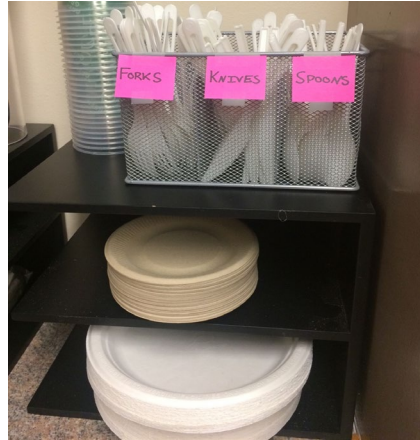
# Engaging at the Event

## Challenges

- Getting volunteers to actually show up & training them
- Consolidating stations / “enforcement”
- Contamination
- How to manage multiple vendors (ex. food trucks)
- Educating the participants

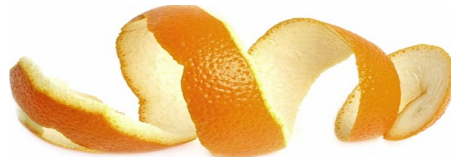


# Composting in Staff Areas



# Coffee Grounds Composting in Staff Areas

1. 3 gallon countertop bin for grounds, filters, food scraps, tea bags, etc.
2. OCS provides bin, liners, filters, signage
3. Staff responsibility to remove to dock





# Full Kitchen Composting

1. More potential contamination = more diligent education and monitoring
2. Kitchen prep / clean-out - removing ALL non-compostable ware and committing to either reusables or compostables
3. Entire Department training
4. Staff “Ambassadors” to monitor and communicate with department
5. Custodial staff take compost to loading dock





# Engaging Procurement

- Validating existing information on purchasing website
- Adding a compostable ware specific vendor
- Finding compostable and bulk kitchen items (creamers, k-cups, etc.)
- Need for dedicated sustainable procurement role

# Custodial Responsibilities

- How might this work??
- Clarifying what they do or don't do
- Consistency across buildings
  - big bins, little bins, events
  - how are things different in event spaces
- How to train and engage custodial services?



# Challenges of Kitchen Composting

## Facility Manager level of engagement

- Individual kitchens versus full school roll-out
- How that did and didn't work well

## Custodial Services engagement

- Incorporating trainings
- Support and Recognition

## Contamination Concerns

- Checkpoints (Ambassadors, CS, WMS)
- How to circle back and do follow-up education





# Recycling

- Began in 1989
- How do we keep the campus community engaged in proper recycling despite it being “boring”?

# Novelty

- New programs keep recycling fresh
- New infrastructure
  - Bins
  - Signs
- New branding

# Access

- Stakeholders must feel confident that they can gain access to resources

# Responsiveness

- Addressing stakeholder needs and concerns

# Motivation

- Tap into stakeholder motivation
  - “Michigan fans are recycling champions!”
- Competition
- Right thing to do
- President is committed to recycling



# Be Present

- Staff meetings
- Brown bags
- Tabling events

# Program Changes

1. Stakeholder map
2. Reach out personally to key stakeholders
3. Issue wide-spread communication
4. Be prepared to answer questions
5. Empower stakeholders

# Key Takeaways

- Don't overlook stakeholders (people impacted by and have an impact on the program)
- Early engagement
- Mechanism for feedback to identify problem areas
- Motivation
- It's never done!

**Questions?**