Project title:
Operation EcoChallenge

Amount requested:
$5000

Proposal author:
Jeric Quiliza

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Group/Department:
Residence Life

Sustainability theme:
Social sustainability

Project summary:
This relatively inexpensive project will help spread the word about recycling and sustainability in general throughout the student body. By pitting UAF residence halls against UAA residence halls, students will have an incentive to recycle. Additionally, UAF would end up with less waste because more materials will be recycled.

Project description:
OperationEcoChallenge will occur during Earth Week in March. Over the course of one week, recycled materials from UAF dorms will be weighed and compared to the volume of UAA dorms' recycled materials. At the end of the week, the winning school will receive some sort prize that would apply to all of that respective school's student body (eg home field advantage for Chancellor's Cup).

Goals, funds requested, desired outcomes, who will be involved, other sources of funds, previous reports if any:
Goals include increasing the recycling presence and student involvement on-campus and reducing the waste generated by UAF. Through this project, hopefully UAF students will have a stronger recycling presence. Residence Life will be one of the main departments involved in this
project, because students will be the main suppliers of recycled goods. Facilities Services will also be included because they will have to weigh and count the amount of recyclables. The Office of Sustainability will also be involved because their workers will be the ones collecting recyclables and handing them off to Facilities Services. For now, $1000 is the amount requested. This will go towards labor and/or equipment involved with any extra services Facilities Services will need to conduct for this project. Money will also be used for the prize for the winning school. Any leftover amount will go back to the SIREN fund.

Project value:

This project will help reduce the waste generated by UAF. This will foster a greater on-campus awareness and hopefully educate the student population of the benefits of living in a more sustainable manner.

Short and long term value to UAF, students and sustainability:

Short term goals include making this specific event a success and raising awareness about recycling and sustainability. One long term goal includes getting the participation of different UAF and UAA departments to make this an annual tradition.

Technical advisor:

Brad Bishop, Moore Resident Director

Project schedule:

Pre-Earth week – advertising/planning stage. Get RAs to spread the word, make fliers, talk to Residence Life and Facilities Services and any other departments involved about their roles during the recycling challenge.

Earth week – recycling challenge is under way. Sustainability employees collect materials, takes them to Facilities Services.

After Earth week – recyclables are tallied. Winning school receives prize.

Budget details:

total budget requested: 5000  
¼ of budget will be spent on advertising.  
½ will be spent on equipment/labor.  
¼ will be spent on prize.  

Equipment: Possibly some sort of large scale for weighing glass, etc. Basically what I mean by equipment is some sort of way to quantify recycled materials so that it is standard for both universities. Also maybe separate dumpsters specifically for the dorms, so they can be easily counted/measured/weighed.
Labor: This would be for Facilities Services workers in case they have to work outside their normal duties in order to count the amount of recyclables generated by this project. This could also be for any hired workers employed just for this project.

Prizes: It would be best if there was some sort of prize the entire student body would be able to enjoy. I am thinking home field advantage for the next Chancellor's Cup, since a large portion of the student body likes hockey. Or free shirts to those living in the winning dorms.

Advertising: Start with fliers and word-of-mouth, beginning with the dorms. Advertise it through our radio show. Have students make videos. Buy advertising spots in the Sun Star and other campus media.

**Budget justification:**

In the long run, this will reduce waste generated by UAF. Since the amount requested is relatively small compared to other proposals, the cost/profit ratio points, to a large degree, towards the profit.

**Qualifications and experience:**

I am an Office of Sustainability employee. My main task is recycling. I've had over one year of experience in this position.