



GiveItUP! Waste Diversion for Move-Out



By Ke'alani Sison

Introduction:

GiveItUP! (GIU!) launched in Spring 2021 under the leadership of now CNU alumna, Lindsay Salmon, former Sustainability Coordinator, Jen Jones, and Goodwill Donor Manager, Roger Fournier. GIU! was inspired by other Virginia schools such as, UVA (Hoos ReUse), VT (Y-toss), and ODU, in their sustainability efforts to divert student waste away from landfills and towards the students and community.

GIU! focuses on the post-consumer pipeline by collecting items (e.g. sheets, clothes, small furniture) students no longer need and giving the items back to the community through partnership with Goodwill.

Last year, GIU! operated on a single day at a single location. This year, Spring 2022, GiveItUP! will be expanding to two locations. Additionally, donation stations will be set up within Residence Halls for students to donate to over the course of two weeks following GiveItUP! Day.

Community Partnership: Goodwill

By partnering with Goodwill, donations are then recirculated into the Hampton community for families, small businesses, and non-profit organizations. Goodwill's mission statement is to "enhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity, and helping people in need reach their full potential".

Roger Fournier (Fig. 1) represents Goodwill as the Donor Development Manager. The CSE's valuable relationship with Roger has allowed for the realization and expansion of GIU!

Methods / Project Plan:

Design Purpose: For Spring 2022, Roger and I worked to expand upon the previous year to give access to a wider student population. GIU! Day would take place on April 22nd from 10AM-3pm.

Expansion: We expanded GiveItUP! by setting up a second location.

If students could not make GIU! Day, Goodwill is lending Tall Blue Bins (TBBs, Fig. 2) that will be placed in Residence Halls for students to donate throughout Finals Week (see Fig. 3 for locations).

Volunteers are essential for the success of GIU! To both cut costs and engage students with the event, volunteers can either help service GIU! on April 22nd or help with TBB set up, monitoring, and removal. Both PLP and Service Distinction hours were approved to be met by volunteering with GIU!

SAVE-THE-DATE for:

GIVEITUP!

WHAT

A move-out program aimed to reduce waste generated during Spring move-out.

In conjunction with Goodwill Industries, donations collected will be given back to local communities!

WHEN

April 22nd
10am - 3pm

DONATIONS

- Clothes - Books
- Furniture - Like items

START SAVING DONATIONS NOW

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
18 Volunteer Training	19	20	21	22 Earth Day! GiveItUP! Day	23 Set up TBBs	24
25 LDOCs	26 Volunteers start checking TBBs	27 Final Exams begin	28	29 Reading Day	30	31
1 Reading Day	2	3 Final Exams end	4	5 TBBs removed	6	7

Project Goals:

In line with UN Sustainable Development Goals 3 (Good Health), 10 (Reduced Inequalities), 11 (Sustainable Cities and Communities), 12 (Responsible Consumption and Production), and 17 (Partnership for the Goals), GiveItUP! represents a student-based move-out program that desires a more sustainable future for all CNU students.

By incorporating Goodwill's model of giving back to the community, GiveItUP! aims to redirect the student experience into conscious decision making when buying supplies for college.



Figure 1. Bethany Mizelle (left) and Roger Fournier (right) during GiveItUP! Spring 2021 Earth Week.



Figure 2. Goodwill employee with Tall Blue Bin (TBB). TBBs are to be placed in Freshman and Sophomore Residence Halls (see Fig. 3).

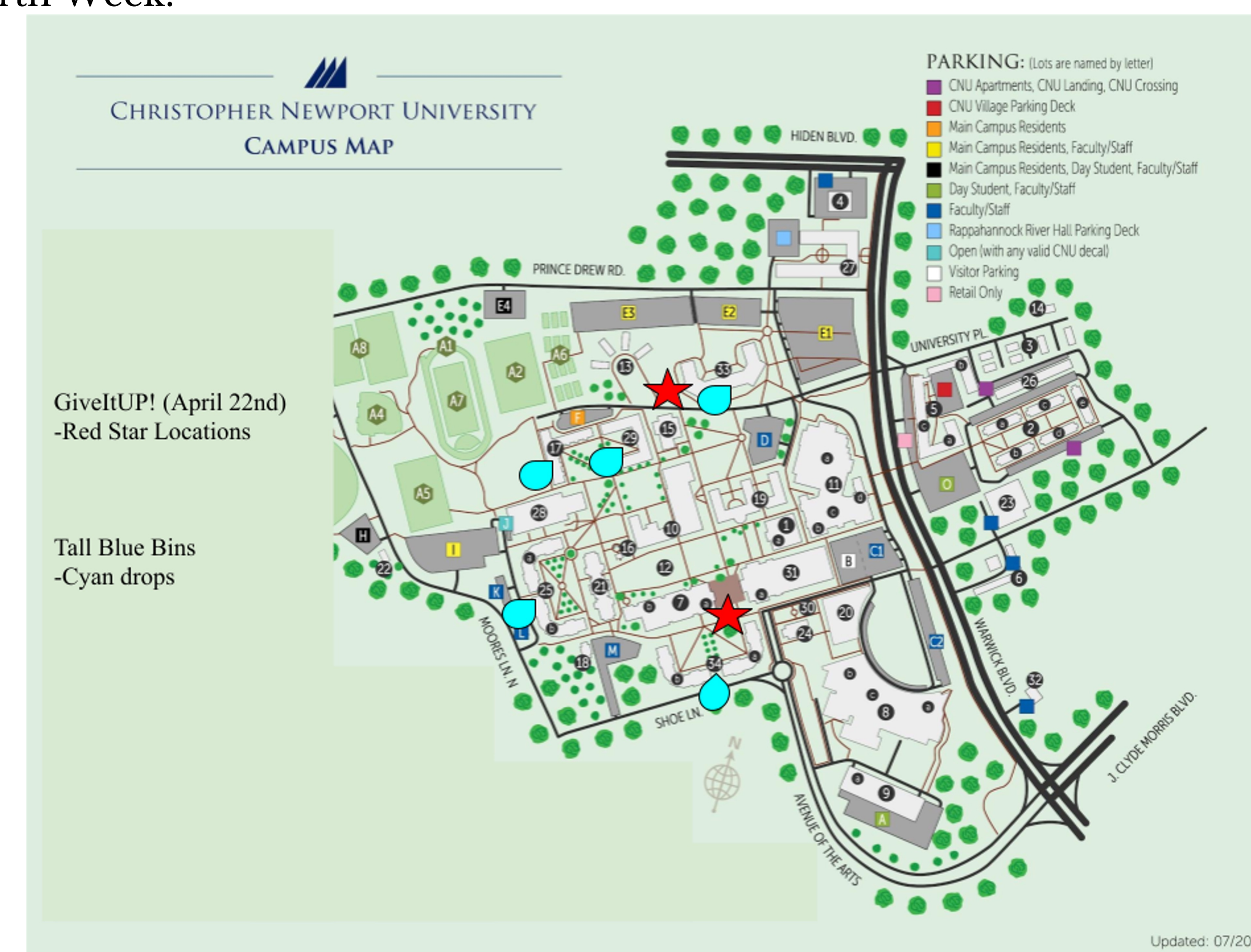


Figure 3. Map of GiveItUP! (red stars) and TBB (cyan drops) donation locations.

Results:

Due to the timing of the project, the quantity of donations, volunteer engagement, total costs, and other data regarding overall participation with GIU! has yet to be determined. Our marketing team and the CSE is hard at work spreading the word about GIU! to ensure its complete success!

Project Significance:

GIU! is about raising awareness of our consumption while living on-campus. Students tend to buy cheap, simple, and more than they need when it comes to college. GIU! focuses on collecting usable items, such as sheets, clothes, books, and small furniture, that are unwanted by the end of the academic year. Last year, GIU! collected 805 pounds of donations that were then sent to Goodwill to supply the Hampton location with necessary household goods that the community can give a second life.

GIU! targets the end-of-year move-out. Born from GIU!, PopItUP! was a semesterly event where students brought clothes that they no longer needed to the CSE. These clothes were then set-up near York Street to be picked up for free by any student who wanted those clothes. Emulating Goodwill's model, PopItUP! gives back to the CNU community as a sustainable clothing option that comes at no financial cost to the students that visited. GiveItUP! has provided a new way of thinking about student 'waste' as treasure.

Future Steps:

GIU! should continue to expand to include:

- Winter move-out,
- Spring and Summer move-out for North and East Campus,
- and a continuous donation bins for faculty, staff, and students to have access year-round.

University Admissions Office future responsibilities should be:

- Tour guides and Admissions Recruiters across VA can show that CNU cares about sustainability

Housing and Residence Life future responsibilities should be:

- Receive trainings to handle donations throughout the year,
- inform students about GIU! and other sustainability projects,
- and participate themselves in donating and spreading the word around their home communities.

Due to the nature of the items collected, one next great Ferguson Fellow project could incorporate GIU! goals in achieving a more circular exchange of standard dorm and school supplies. A Trading Center on-campus would allow for students to consistently have a PopItUP! location that included items beyond clothes.

References:

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Y-toss. Housing and Residence Life | Virginia Tech. (2021, August 5). Retrieved March 28, 2022, from <https://housing.vt.edu/experience/sustainability/Y-toss.html>

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