

Goodbye,
Goodbuy!





Initiating and Optimizing a Student-led Move out Program

The Goodbye, Goodbuy! Story at
RIT



Initiating and Optimizing a Student-led Move out Program

PRESENTERS

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Rochester Institute of Technology

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Rochester Institute of Technology, leader of Goodbye Goodbuy and
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Goodbye, Goodbuy!: A Student-Led Sustainability Program

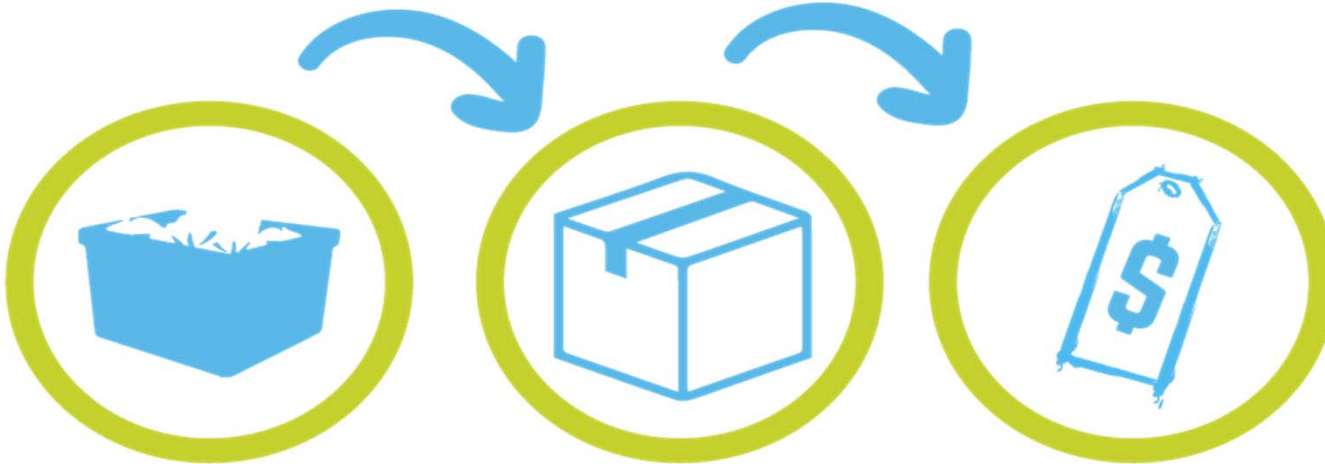
11 student employees

300+ volunteers

2 weeks

70,000 pounds of usable goods

Goodbye,
Goodbuy!



**MOVE-OUT
COLLECTION**

**SUMMER
STORAGE**

**MOVE-IN
SALE**

The Beginning

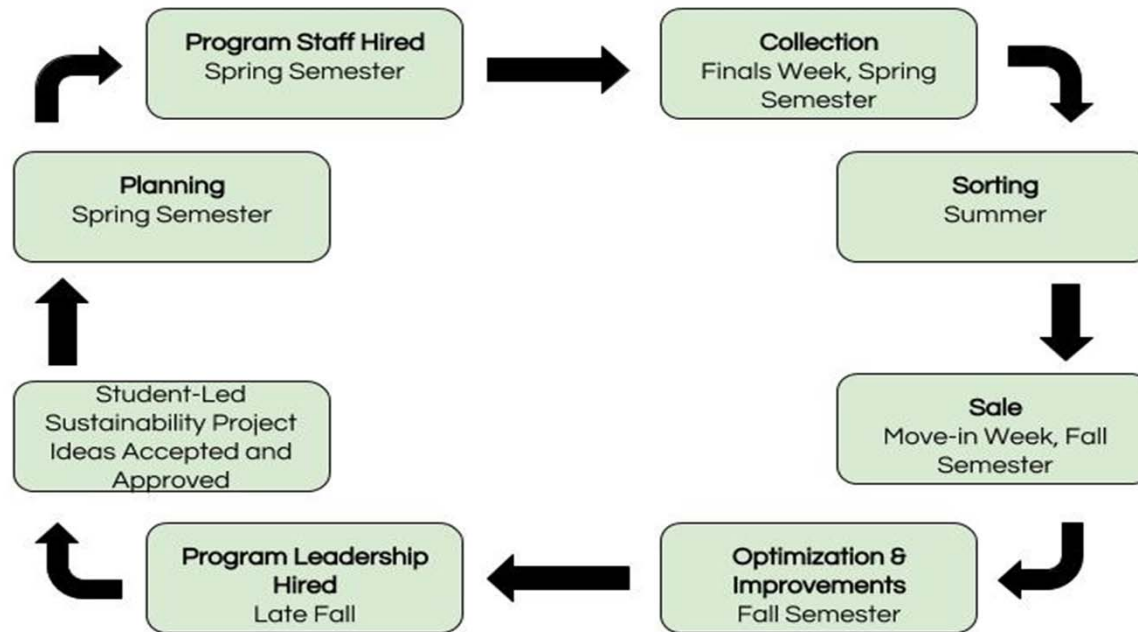
Goodbye, Goodbuy! was started in 2015, by two students.

35 tons of usable goods were collected, and sold for \$21,000- enough to fund the next year's program.

The program connected groups on campus like never before.



Lifecycle of Goodbye, Goodbuy!





Program Partners

Goodbye, Goodbuy! would be impossible without the support of these departments and groups on campus.

- Sustainability
- Student Aux Services
- Facilities Management Services
- President's Office
- Center for Residence Life
- Housing
- Dining
- Orientation
- Student Groups & Clubs

How does this program benefit the campus?

Waste Diversion

Lower University hauling costs, less FMS and Maintenance work.

Accessible, Affordable Goods

Student budget friendly, available right on campus.

Employing Students

Student involvement, commitment, and planning in every part of the process fosters program investment.

Campus Sustainability

Commitments

Reinforces RIT's promise to sustainable progression.

Community Involvement

Collaboration of those from all backgrounds creates a sense of shared purpose, opportunity for future growth.

Humanitarian Aid

All food donated to the program (~8,000 lbs) was given to FoodShare, an on-campus food pantry for students.

Year 2: Optimizing the Program

Data Collection

Local Community Development

Media and Press Features



2016 Program Review

Collection

- Over 300 volunteers gave time *during exam week*
- 34.5 tons of solid waste was diverted
- Primary sorting happened alongside collection
- All in under *7 days*
- Impact of our data collection and scrutiny is boundless

Sale

- 200+ volunteers help set up the sale, making more than \$24,000
- Hundreds of couches, desks, and other furniture pieces sold
- Literal tons of clothing distributed to the local community
- Items delivered within a 5 mile radius from campus



Improved Data Collection

Thanks to a grant from the NYS Pollution Prevention Institute, the program was able to increase our analysis efforts.

- Collected information about every incoming donation: weight, origin, and timeframe.
- Weights of food, toiletries, household cleaners, hygiene products, and furniture, aiding in:
 - Solid & Hazardous Waste analysis
 - Donations to local shelters
 - Cradle to Gate carbon footprint calculation
 - Planning for future collection processes
- Inventory of all collected goods showed scope of program



Local Community Development

- In its second year, the program donated goods to *seven* more charities within Rochester.
 - Provided specialized supplies to shelters based on their specific needs.
- Around 8,000 lbs of food sent to RIT's FoodShare pantry, providing students with food at no cost to them.
- Volunteers were welcomed from the Rochester community, allowing them to interact with students and campus, and learn more about the culture and program.



Media and Press Features

This year, Goodbye, Goodbuy! was featured in several print and virtual news sources- both at RIT, and in Rochester.

- Brought the Program and University great attention and press
- Informed local community of program benefits, volunteer opportunities, and the idea of “waste” as an asset.
- Expanded brand recognition and program presence.
- Created a student Marketing position





Overall Benefits of the Program

Waste Diversion

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Community Involvement

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Humanitarian Aid

About 8,000 lbs of food to an on-campus food pantry for students. Tons of supplies to local shelters.

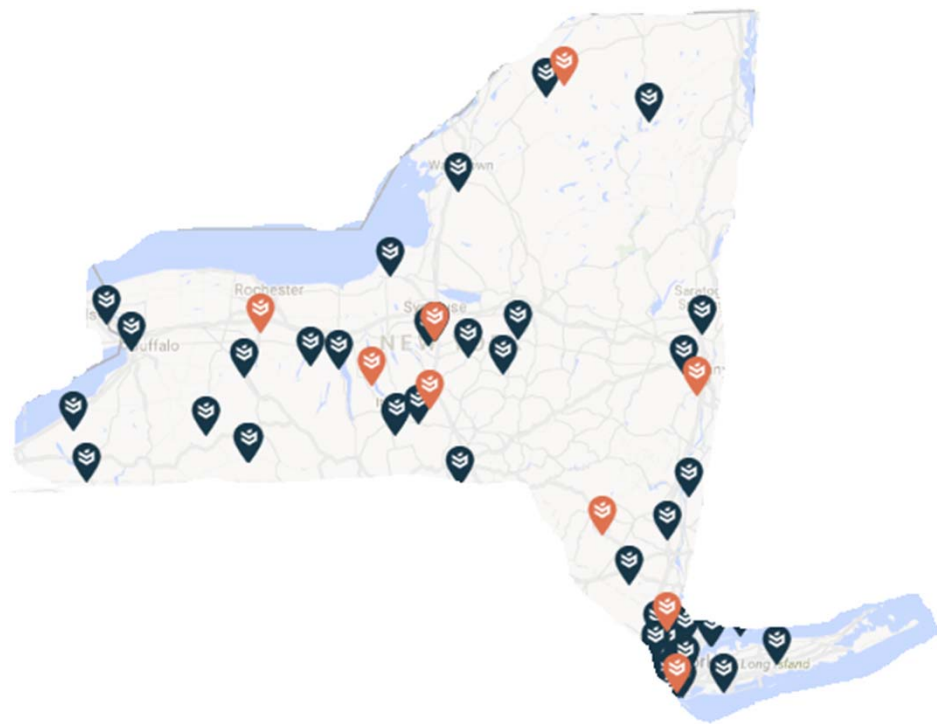
Pollution Prevention

Campus Carbon Neutrality

Am. College & University President's Climate Commitment.

Over 40 NYS Colleges and Universities,
including many SUNY campuses have
pledged to attain carbon neutrality.

Carbon Footprint avoidance through
Student Led Move Out Collections can
help us achieve that goal



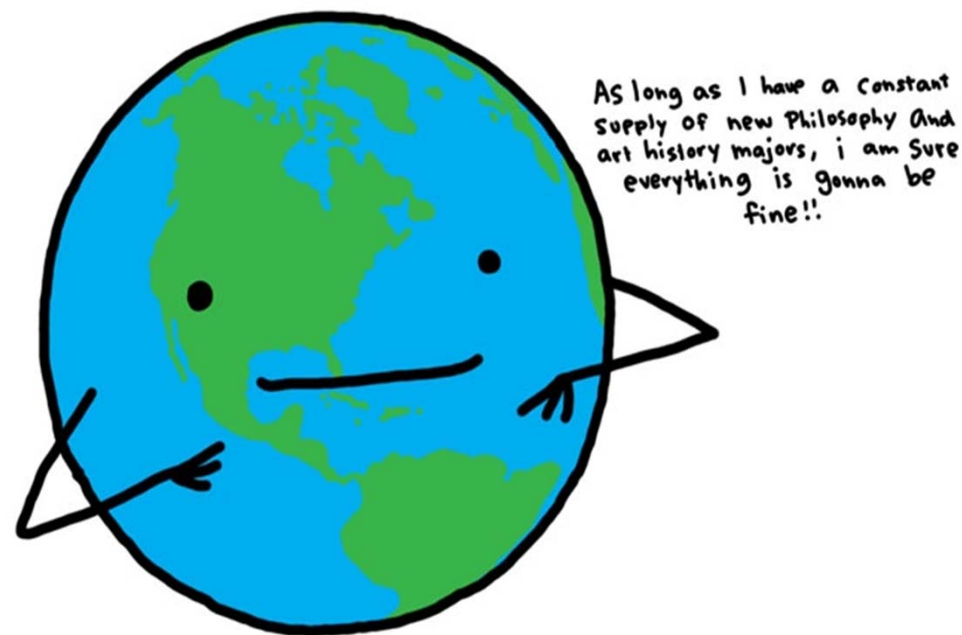
How does a Student-Led Moveout Program help the Carbon Bottom Line?

Based on LCAs and Cradle to Gate Carbon Footprints we can approximate the carbon avoidance due to new product displacement.

AND

...EPA determined that greenhouse gas pollution threatens Americans' health and welfare by leading to long lasting changes in our climate...

Carbon dioxide (CO₂) is the primary greenhouse gas pollutant. (USEPA)



Natalie Dee.com

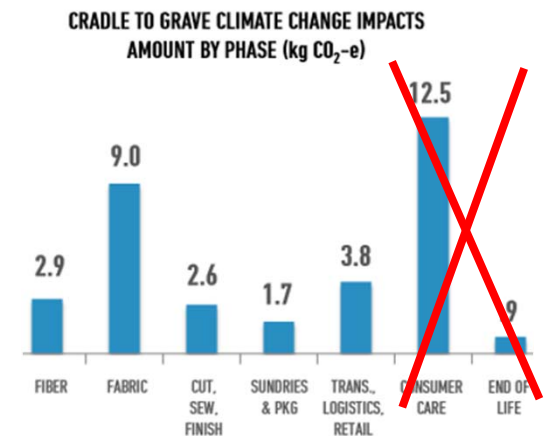
Carbon Footprint Avoidance Direct Application Example-Blue Jeans



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Carbon Footprint Avoidance Data Extrapolation Example

Office Furniture

Desks Cradle to Gate

0.40 ton Carbon per ton of desks

Other Clothing

Cotton Fabric Carbon/ton

Weight of collected clothing

Small electronics

Still Searching!



Who We Are:

The Post-Landfill Action Network cultivates, educates, and inspires the student-led zero waste movement. We inform students about the waste crisis and equip them with the necessary skills and resources to implement solutions to waste in their campus communities. PLAN empowers our generation to be change makers.



Post-Landfill Action Network





PLAN's Approach

Support network



Program advising



Workshops/certification trainings

November Workshops & Certifications

Workshops and Trainings are open to all! Free for member campuses, non-members pay a small fee. See the link for more. (postlandfill.org/workshops-and-certifications)

11/1

PLANning a Project from the Ground Up
Tuesday, 12:00 pm
led by Nim

11/2

Logistics and Lingo for Leadership
Wednesday, 3:30 pm
led by Chris

11/4

Volunteer Recruitment & Management
Friday, 12:00 pm
led by Faye

11/8

Fronting the Funds
Tuesday, 12:00 pm
led by Chris

11/14

Passing the Baton: Leadership Turnover
Monday, 2:00 pm
led by Chris

11/15

#SellingIt: Media & Marketing Strategy
Tuesday, 12:00 pm
led by Faye

11/16

Move-in/Move-out Workshop
Wednesday, 12:00 pm
led by Nim

11/17

Expanded Recycling Workshop
Thursday, 11:00 am
led by Chris

11/29

Empowering Campus-Wide Zero Waste
Tuesday, 6:00 pm
led by Nim

TBD:

Food Recovery Workshop
led by Faye



Best-practices guides & manuals



In-person speaking events



SZW conference



PLAN

Students
for Zero Waste
Conference '16

Post-Landfill Action Network

500 students from campuses
across the country,
50 speakers and presenters,
30 interactive workshops,
5 zero waste meals from
local farms

one movement

register now
postlandfill.org/conference