

# The Official Guides to Waste Sorting & Energy Saving

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### Introduction

Though UC Berkeley currently aims for Zero Waste by 2020 (90% diversion of recycling and composting) and Carbon Neutrality by 2025, our campus lacked comprehensive introductory material for incoming students, faculty, and staff to engage with. With that in mind, we sought to create two videos: The UC Berkeley Official Guide to Zero Waste and The UC Berkeley Official Guide to Energy Saving. These videos were accomplished with the help of my student intern team in the ASUC Department of Zero Waste: Rohith Mookalatt, Ryan Chien, Brian Lu, Mili Nakamura, Sam Coffey, and Avani Vaid, all of whom also starred in them.



### Project Goals

The goal of this video project was to create a timeless resource for new members of our community to learn about our sustainability initiatives and to look back on for reminders. Our ultimate target was to have the two videos shown at Golden Bear Orientation (GBO) each year and be featured in staff trainings.



### Materials and Methods

We contracted with GiANT Filmmakers, an on-campus student film organization to create these two videos. In advance of filming, we drafted scripts, collected props, and worked with campus stakeholders such as Cal Zero Waste and the Energy Office to ensure that the information presented was as accurate and cohesive as possible.

### Results and Outcomes

We finalized the Zero Waste video in November 2019 and had it posted to YouTube; as of mid-March, we were ramping up its advertising campaign and had reached 1,200 views. Unfortunately, the disruption to campus activity caused by COVID-19 halted such efforts, as well as disrupting the filming of our Energy Saving video. We are working with GiANT Filmmakers to explore our options for a finalized version and hope to continue our publicity campaign when campus activity resumes. In May 2020, GBO agreed to include the Waste Sorting video in their new student presentations.

### Conclusions

This ongoing project has the potential to act as an important stepping stone towards our Zero Waste and Carbon Neutrality goals. We continue to strive to meet our sustainability goals with modern solutions and to educate and engage our community in a diverse variety of welcoming and accessible methods.

### Future Goals

As we accomplished our initial goal of having the Waste Sorting video implemented in Golden Bear Orientation, our next objective is to accomplish the same with the completed Energy Saving video and to have the both incorporated into staff and faculty training. Our quantitative target will be to add at least 10,000 views to each video annually.



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