Tufts University 2020 Green Fund Application

Supports campus sustainability projects

Name: Mia Nixon

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Role: Undergraduate

Campus: Medford/Somerville

Project Title: FlowGreen at Tufts

One Sentence Description *(This is how your project will be described on the Green Fund website):*

FlowGreen capitalizes on QR code and landing page technology to make recycling information readily accessible and dynamic for Tufts community members, encouraging both a greener campus and a community more engaged in green campus initiatives.

General Application Questions:

1. What project would you like to fund with the Green Fund?

People don't know what to recycle because the rules change among municipalities, universities, and states. Have you ever been in a situation where you don't know whether the item you're holding can be recycled? I know I have. It's confusing. My Green Fund project would outfit all campus trash bins with QR-codes directly linked to our local recycling guidelines. Students, faculty, and other campus visitors can quickly and easily scan the circular QR code (aka a "Flowcode") using their cellphone camera to be directed to online information regarding town recyclables. I believe these FlowGreen stickers will promote education around proper recycling, while minimizing the waste created by producing and circulating traditional flyers and pamphlets. I conceived of this project while interning this summer with a startup that specializes in QR codes, and I am already working to establish this idea in my hometown.

Currently Tufts has a long scrolling page that describes how and what to recycle at tufts. A QR code is like a central info station where a student can find all of this information immediately and updated**.**

2. **Who would you work with on this project? Who would need to be involved? Include their role** *(collaborator, advisor, vender, resource).* **Have they been confirmed?**

I am in the process of engaging with the following contacts and will update the Green Fund when I receive confirmation.

Kristen Kaufman, Recycling and Waste Reduction Coordinator (Tufts Office of Sustainability):
-   **Role:** Advisor, project coordinator
Facilities Services or **Medford/Somerville facilities/bins contacts**
-   **Role:** Coordinate recycling bin infrastructure/ code placement
Tufts Informational Technology Department
-   **Role:** website and other technical management
Samuel Liggero, Academic Director, Online MSEM, Technology Strategy and Innovation
-   **Role:** Advisor, product development
Eco-Reps
-   **Role:** assist with product management (ex. flyers and advocacy)

3. **What costs would be involved in your proposal? Please provide a rough budget.**

Based on a budget calculation I performed for the pilot program I am hoping to implement in my hometown, I would need roughly $1500 to implement this project on Tufts campus. The costs are associated with the following resources: Email software, fliers, logo design and development, code stickers, Website development and management.

4. **What steps would you take to accomplish this project?**

The first step would be organizing a meeting with stakeholders. Next we would need to setup the communications and links technology, including website pages. Next we would design and assign the QR-code stickers on the trash cans around campus. The final step would be educating the Tufts community on campus recycling and how to properly use the QR-codes.

This project does not need future funding beyond educating/training every new Tufts class, which could be included in first-week events. I would also be interested in adding steps after implementation to monitor recycling rates, evaluate improvements, and measure success.

5. **How would your project help the Tufts community?**

This would benefit the campus and the environment by reducing waste through proper recycling education and management. It would bond the campus community in a shared commitment and understanding of recycling habits and rules. Students always have their phones, so it would be easy and fun to know what bins to use for what time. It could be scaled to other campuses, therefore making Tufts a thought leader. It would raise the public engagement STARS Score for Tufts, currently at 12.18/20.00, and possibly the Operations/Waste score, currently at 4.95/10.00. It would also help the goal of the Campus Sustainability Council to reduce waste by 3%/year in that it targets waste reduction, through waste management strategies and behavior change.