

Manchester Metropolitan University (MMU) and the University of Manchester (UoM) Community Innovation Zero Waste - Give it don't bin it!

About the project

Summary

Zero Waste, Give It, Don't Bin It! – a campaign that encourages students at the end of the year to donate their unwanted items- promoting a reuse ethos and creating lasting partnerships across Manchester's community.

Manchester is the UK's most popular student city, with 74,000 student residents. The impact of their annual migration back home is colossal. The Zero Waste partnership built upon this as an opportunity to engage the masses, and realising the potential reach of the campaign, especially in Manchester, the Universities and Manchester City Council formed a strong partnership to work collaboratively to deliver the Zero Waste campaign.

Anything and everything is collected and donated, reused or recycled- including books, clothes, electrical items, food, crockery, furniture, kitchen equipment, duvet and pillows and much more!

The partnership grew exponentially across Manchester to include stakeholders from the private housing sector, local communities and most of the city's halls of residence providers.

From humble beginnings, the campaign has generated 418 tonnes of donated items- raising £412,500 for the British Heart Foundation alone.

Project partners

The partnership includes stakeholders from the Universities, City Council, private housing sector, local communities, most of the city's halls of residence providers.

Key partners to date include: The Housing and Environment Partnership Group, Manchester City Council, University of Manchester, Manchester Leadership Programme (UoM), Manchester Metropolitan University, Enterprise Manchester, MMU Futures, Oxfam, Wesley Community Furniture Project, Manchester Student Homes, Mustard Tree, RSPCA homes, The Salvation Army, Fareshare, Age Concern and Society for Abandoned Animals, The Mustard Tree, Manchester Central Food bank, Good Stock, V-inspired , British Heart Foundation, Manchester Student Homes.



Profile (Urban HEIs)

MMU

- 37,000 students
- 3,600 staff

UoM

- 37,925 students
- 11,025 staff

Category supported by



The results

The problem

Manchester is the UK's most popular student city, with 74,000 student residents. The impact of the student annual migration back home is colossal.

Before the Zero Waste Project began, the end of term migration caused numerous complaints from residents about the state of their neighbourhoods at the end of the university term.

The city saw huge problems as unwanted belongings were abandoned in the university halls and private houses (which were later skipped by landlords), dumped in the streets and alleyways, or thrown away in bins. It was clear that a multi-stakeholder approach was needed to address the challenges faced.

The approach

The successes of the Zero Waste campaign are because of the strong multi-partnership approach, which has proved invaluable in communicating with students across Manchester.

Our goals

Along with a continued growth of donations, reuse and recycling across the city, the partnership have further ambitions to expand the project- such as the possibility of multi-city, multi-council approach over the course of 2015/16.

Performance and results

The campaign has generated 418 tonnes of donated items- raising £412,500 for the British Heart Foundation alone.

Since 2011, by engaging students to donate and recycle their unwanted stuff, waste costs for the Universities and City Council have been reduced by an estimated £117,000.

The future

Lessons learned

Make it relevant and about issues that students and staff can connect.

Use a partnership approach, learning from and supporting each other.

Sharing your project

A consistent and cohesive message is communicated to students from the day they come to University to the day they leave- a Manchester wide 'Housing and Environment Partnership' group acts to steer the Zero Waste project- ensuring the same campaign is communicated to all 80 000+ students across Manchester.

The Zero Waste partnership have worked hard to disseminate and share our strengths- we are delivering best practice sessions at national conferences as well as providing mentorship services to other cities and councils who would like to engage students and residents. The partnership intends to

develop a Zero Waste Mentorship package to enable any city to learn from Zero Waste Manchester's successes.

What has it meant to your institution to be a Green Gown Award finalist?

Professor Malcolm Press, Vice-Chancellor, Manchester Metropolitan University:

"At Manchester Metropolitan University we pride ourselves on our sustainability credentials and are delighted to have our achievements and successes so highly recognised and valued within the sector. The Zero Waste Campaign demonstrates the value of creating strong partnerships across the City to benefit our local communities and to support national charities."

Dame Nancy Rothwell's, President and Vice-Chancellor, University of Manchester:

"Social responsibility, including environmental sustainability, is one of the University's three core goals. Winning a Green Gown Award would be testament to this commitment, and recognition by the EAUC in this way would reinforce the worthwhile impact of the 'end of term reuse scheme.'"

Further information

MMU

www.mmu.ac.uk/environment

Twitter: @mmuenvironment

Sign up to the MMU Let's make a sustainable planet newsfeed

UoM

www.manchester.ac.uk/think

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