

Sustainable CU Grant Application

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Small project

# The Simple Solution



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## Description of Project

*Do you know where your trash goes once it leaves campus?* This is one of many questions to be addressed in “The Simple Solution”, a student-produced documentary on waste. The film intends to: explore many of the philosophical and social pressures that lead to our current system of waste in the United States; highlight the social, economic, and environmental impacts of waste; and provide detailed solutions to minimizing waste. The documentary will focus on the trash collected at the University of Colorado at Boulder, the ‘greenest school in the country’, and demonstrate that the campus is still tied into an outdated and complex consumer system that inevitably leads to significant amounts of waste. The completed project will be presented to the UCSU Legislative Council congruent with their adoption of the UCSU zero-waste initiative, and then onto national recycling groups and other college campuses dealing with similar issues.

## Student Involvement

The film has several components of student involvement. To begin, the documentary will gain student perspectives on waste by conducting numerous random and pre-determined interviews. Second, the film will highlight student involvement with waste throughout the diversion process (i.e. Folsom zero-waste sorting, IPF volunteers and employees, Environmental Center programs, etc.). Furthermore, the documentary is created, filmed, edited, and produced by CU students with a variety of backgrounds.

## Budget: \$2,000

Attached

## Timeline and Project Feasibility

| November   | December   | January        | February | March         | April     |
|------------|------------|----------------|----------|---------------|-----------|
| Storyboard | Interviews | Finish Filming | Editing  | Finalize Film | Earth Day |
| Interviews | Filming    | Editing        | UCSU     | Submit to     | Screening |
| Grant App. |            |                |          | organizations |           |

This project has a high probability of success and is very feasible to complete over the next three months. There are several trained student cinematographers, available production technology, and established connections to the various interviewees. The documentary process has successfully completed the planning stages and the crew is already conducting interviews and filming waste-related events.

### **\*Student Impact**

*Scope of Impact:* While all students may not watch the documentary, they will be impacted nonetheless. This film will be gaining student insight (random and pre-determined) regarding waste and recycling at the 'greenest school' in the nation and will then express those views to the student government. Additionally, this documentary will highlight several tangible actions that the student government can take to minimize waste in the three major cost centers (Wardenburg, Recreation Center, UMC) – steps that will impact all CU students and community members.

*Student Involvement:* As stated above, this documentary engages students on several levels. From random interviews on Norlin Quad, to statements from IPF employees, to student government insight, this film will display a wide range of student views around waste. Additionally, this documentary is created, filmed, edited, and produced solely by CU students.

### **\*Sustainability**

This film will affect sustainability on a multitude of levels. The documentary itself will focus on the social, economic and environmental impacts of our current waste/consumer system in the United States and suggest ways to reduce those effects. Secondly, the film will be presented to the Legislative Council in conjunction with their adoption of the UCSU Zero-Waste Initiative – so the media will be able to motivate and inform policy makers to reduce waste generated on campus by following a series of steps.

### **\*Innovation**

This documentary focuses on the University of Colorado and juxtaposes the campus' green title with the significant amount of waste it sends to the landfill. The paradox will highlight the inefficiencies and social problems inherent in the current consumer system and connect those issues to proposed solutions. The film will conduct interviews from a wide range of parties involved throughout the waste stream, including: Congressman Polis (policy), Jim White and Konrad Steffen (climate scientists), city planners, western disposal and landfill workers, Erie citizens, CU students, IPF employees, CenterPlate representatives, and businesses on the Hill. All of these interviews will serve to highlight the impacts of waste, display trends in the waste system, and to provide tangible (and feasible) solutions to our growing waste problem.

Al Gore made a PowerPoint – we're making a movie.