

## University of Michigan, Ann Arbor, MI

### Getting 60,000 Students, Faculty, and Staff on the Same Page

In Ann Arbor, Michigan, more than 60,000 students, faculty and staff live, learn, work and play at the University of Michigan. There, the school's Office of Campus Sustainability provides waste education and more to the entire campus — something that has proven to be no easy feat.



### Challenge

- “We constantly get asked questions on what can I recycle? What can I compost? What about this weird thing I found in my office; where does it go?”
- “We had amassed this giant list of materials, but we didn't have any easy way for people to search for it.”
- Much stress for folks on campus, from the people who were confused about how to dispose of their items to the staff members at work fielding emails and answering those questions.

### Results

- Insights into what materials people on campus are struggling with have been added bonuses. “I would have never known that someone was looking for that sort of material.” Now, it gets added to over 300 searchable items.
- Lower call & email volumes; extensive use of mobile campaign features for special announcements
- QR Codes directly at the point of decision; so when a student, faculty or staff member are “at the point of decision, they can just pull it right up and see what to do with the material they're actually holding in their hand.”

“What the Waste Wizard tool does is something we had been looking to add to our website... why reinvent the wheel? This is exactly what we want.”

— Alison Richardson  
Office of Campus Sustainability  
Program Manager

## About Routeware

Routeware is the waste and recycling industry's most trusted software and technology company. Our enterprise solutions help municipalities and haulers save time and money, increase efficiency, improve safety, and green up our world. Find out more at [www.routeware.com](http://www.routeware.com)