

## **2.2.1 Campus Food Waste Tracking**

**2023–2024**

AASTMT continues to strengthen its comprehensive food waste tracking and management system across all campuses through multiple efforts.

### **Aquaculture Research Center**

Waste from campuses is used into further productions and bio-fertilizers through the Aquaculture Research Center from 2010 until now, where organic waste is composited and biodiesel is produced from waste using cooking oil.



[Aquaculture Research Center](#) on AASTMT webpage

[Aquaculture Research Center](#) on AASTMT webpage

### **Greenland Project**

The ongoing Greenland project that AASTMT takes part in stresses the importance of applying sustainable strategies to reduce waste through engaging with its society. It also promotes awareness among students and staff through educational campaigns, sustainability workshops, and events that encourage responsible consumption and environmentally conscious behavior.

[Greenland Project](#)

[Greenland Project](#) on AASTMT webpage

### **Marketing & the Society Food Waste Project**

In the Marketing & Society course (Spring 2024), business students developed a project focused on raising awareness about food loss and waste reduction on a small scale within the university community. The initiative aimed to highlight the social and environmental impacts of food waste while encouraging sustainable consumption habits. Through a series of on-campus campaigns, the students organized the collection and redistribution of surplus food from cafeterias and events to campus staff and nearby communities in need. They also

**2023-2024**

created engaging educational materials and workshops to help students and employees understand how to repurpose leftovers, store food efficiently, and compost organic waste. By combining marketing strategies with social responsibility, the project not only reduced food waste but also fostered a culture of care and community support, demonstrating how marketing can contribute to solving real societal challenges.



[Marketing & the Society Food Waste Project](#) on AASTMT webpage