

DIVERSION CHAMPION
SPOTLIGHT:

83.89%

Diversion Rate

**Loyola Marymount University
Los Angeles, CA**

Having won the Per Capita Classic in the 2016 competition, Loyola Marymount came back stronger than ever in 2017 winning the Diversion Category, as well as three additional categories: Paper, Corrugated Cardboard and Bottles & Cans.

“ RecycleMania has helped LMU Recycling entrench and expand our campus' commitment to create a better tomorrow via recycling. The RecycleMania Tournament has truly captured the imagination of the entire LMU Community. ”

BILL STONECYPHER
Loyola Marymount University



RecycleMania Tournament Report 2017



RECYCLEMANIA is a friendly competition among colleges and universities designed to raise awareness with students and staff about recycling and sustainability, and provide schools a benchmarking tool to measure their progress toward waste reduction goals. Each spring, colleges across the United States and Canada are ranked according to the amount of recycling, organics and trash they collect, and use the results to rally their campus through special events, displays and other awareness activities to beat rival schools or achieve campus recovery goals.

GOALS

- ♻️ Engage students and staff to reduce waste and increase recycling
- ♻️ Generate attention and support for campus recycling/zero waste efforts
- ♻️ Encourage colleges to benchmark recycling collection activity as a means to continuously improve waste reduction programs over time.



4.1 Million
students

69.9 Million

pounds of recyclables
& food organics collected



77,791

MTCO₂E of greenhouse
gas emissions prevented

PER CAPITA RECYCLING
SPOTLIGHT:

76.09
lbs

per capita

**Rhode Island School of Design
Providence, RI**

This is Rhode Island School of Design's first win since claiming the Bottles & Cans title in 2008. The school believed clear and concise labeling on recycling and trash bin labels was critical to their success – nobody wants to take the time to read long and detailed instructions! It was an added bonus that Rhode Island School of Design students are more visually inclined!

“ Participating in RecycleMania inspired me to re-label and improve the layout of recycling and trash areas on campus. ”

ALAN CANTARA
RHODE ISLAND
SCHOOL OF DESIGN



RHODE ISLAND
SCHOOL OF DESIGN

2017 NATIONAL WINNERS

Eight Week Categories

CATEGORY	SCHOOL
Diversion Champion	Loyola Marymount University
Per Capita Classic	Rhode Island School of Design

Special Categories

CATEGORY	SCHOOL
Race to Zero Waste	Agnes Scott College
GameDay Basketball Diversion	Ohio University
GameDay Basketball Per Capita	Drexel University
E-CycleMania	Southwestern College

Additional Recognition

CATEGORY	SCHOOL
Total Recycling	Rutgers University
Waste Minimization	North Lake College
Paper	Loyola Marymount University
Corrugated Cardboard	Loyola Marymount University
Bottle and Cans	Loyola Marymount University
Organics	Union College



View the complete list of participating schools at recyclemania.org

MEDIA

2K

mentions

163.6 M

impressions

\$265K

publicity value



SOCIAL MEDIA

Facebook Likes: 5,459

Twitter Followers: 2,798

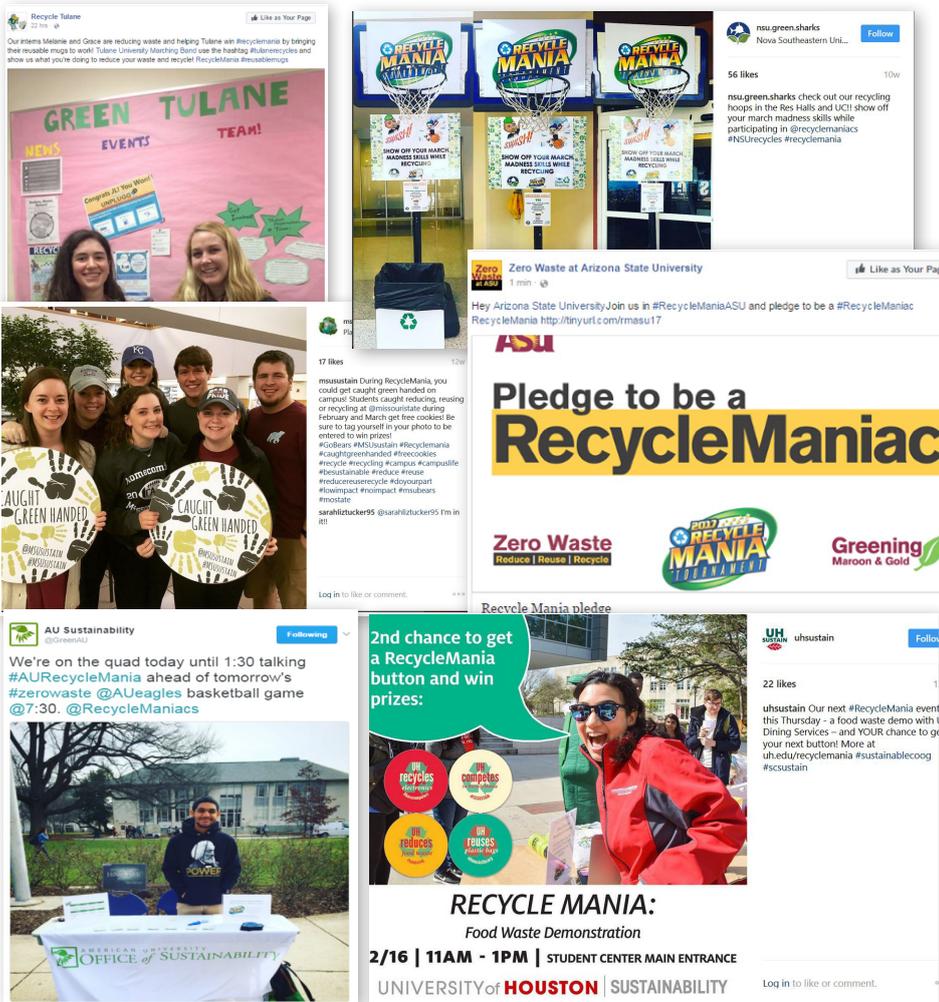
Schools across the country shared their events and displays! Here are some of our favorites!

1.2K+

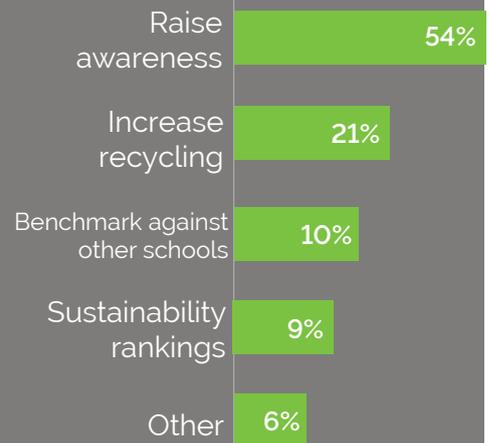
#RecycleMania across Facebook, Twitter and Instagram

420+

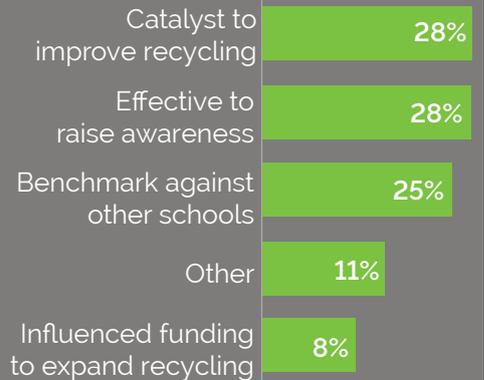
#RecycleMania2017 across Facebook, Twitter Instagram



Primary Reason for Participating



How RecycleMania Has Benefited School



THANK YOU TO OUR 2017 NATIONAL SPONSORS:

The Coca-Cola Company



SCHOOL SPOTLIGHT

Michigan State University

Michigan State University held over 10 events on campus to engage students and staff while educating them on the importance of recycling.

Events included:

- ♻️ Appliance recycling collection within Residence Halls
- ♻️ 4 GameDay Challenge green events during home basketball games
- ♻️ Office Clean Outs held throughout the competition
- ♻️ 4 library waste audits to determine waste trends before, during and after RecycleMania
- ♻️ 8 tabling events promoting "What's in our Waste stream" to students, faculty and staff

During the Office Clean Out program, the team delivered boxes to participating offices who wanted to clean up their spaces and send back recyclable or reusable items. By the middle of the competition, the team had delivered 102 boxes and collected 790 pounds of surplus items, 3,548 pounds of recyclables and 2,773 pounds of documents for shredding/recycling.



University of Washington (Seattle)

When the University of Washington entered the 2017 RecycleMania competition, their main goal was to raise awareness of recycling among the campus community.

UW Recycling handed this responsibility to EcoReps, the student-run sustainability group on campus. The group planned numerous outreach events during February and March. Despite heavy rain during nearly every day of outreach activities, the group persevered and has made this a RecycleMania to remember!

EcoReps started with several days of tabling in front of the Husky Union Building asking students to play a "Wheel of Waste" recycling trivia game for a chance to win a prize. They also held a waste sorting game testing students' knowledge of how to sort different recyclable, compostable and landfill items. Furthermore, two students represented RecycleMania at the Husky Women's Gymnastics "green meet," promoting the reduction of overall waste at all Husky sporting events.



Stanford University

Stanford's goal for RecycleMania 2017 was to educate and engage the campus on waste reduction with a focus on increasing composting, improving sorting, and reducing waste to reach 75% diversion by 2020.

With a current campus diversion rate of 65%, Stanford used RecycleMania as a platform to encourage the campus community to "Be the Difference" in achieving the 10% to school's diversion target. At Stanford, composting offers one of the greatest opportunities to reduce waste. With this in mind, outreach efforts focused on increasing compost rates and encouraging waste reduction through a combination of tabling events, student-led initiatives, Game Day Challenges, training sessions, and compost/recycling facility tours. A social media campaign featuring snapshots of campus compost and recycling locations was also used throughout the campaign, utilizing the hashtag #thisiswherelcompost.

