

An aerial photograph of the University of Iowa campus, showing various buildings, green spaces, and a river. The word "IOWA" is prominently displayed in the center in large, bold, yellow capital letters.

IOWA

Iowa will change you. You will change the world.

2014 accomplishments

- 2nd in the Big Ten – up from 5th in 2013
- 34% recycling rate – up from 29% in 2013
- Grew mailing list from 100 to 1,000
- Detailed participation data
- 98 Waste Zero Heroes
- 11 COR Interns
- 8 promotional videos
- Awarded Best Public Education Campaign



School	Recycling Rate	Big Ten rank	National rank
Purdue	39.4	1	55
Iowa	34.0	2	90
Michigan St	31.3	3	105
Wisconsin	30.2	4	111

Basic information

- University of Iowa located in Iowa City, IA (eastern Iowa, pop. 70,000)
- 20,000 undergraduate, 10,000 graduate
- 7 sustainability targets to achieve by 2020
- Single-stream recycling as of Fall 2011
- Pre-consumer composting in all cafeterias, post-consumer in 2
- Waste audits showing 30, 30, 30, 10 split
- Recycling coordinator and Office of Sustainability housed in Facilities Management



Planning

- Goals
 - Keep it fresh with 8 weeks of activities
 - Incentivize and track participation
 - Get lots of individual commitments
- Stakeholder input and commitments
 - Students and staff from our Recycling and Waste Reduction Committee
 - Small meetings with Residence Life and student organization leaders
 - Communication commitments to share messages weekly
 - Weekly message includes activity, testimony, ranking, winners, pep, and video
 - Acquired individual commitments from building coordinators (share message, posters), UI Student Government, Strategic Communications, Res Hall Governance, and more



What do I do?

Recycle to WIN!

FACEOFF with the Big Ten
to recycle the MOST and waste the LEAST
February 2 - March 29

Log participation, win weekly prizes, see standings at

recycle.uiowa.edu

#UlowaRecycleMania

Sponsored by: Associated Residence Halls,
Office of Sustainability, University of Iowa Student Government,
University Housing and Dining



Game Plan

8 weeks: 8 ways to reach the top

Feb 2-8	Knowledge-is-power quiz Broaden your recycling knowledge and pledge to do more
Feb 9-15	MUGSHOTS Bring a mug to UI cafes for discounts and a chance to win
Feb 16-22	Waste, WHAT??? Compare your trash with our FAQ picture guide
Feb 23- Mar 1	A recycling story—share it! Submit a recycling and waste reduction story
Mar 2-8	Recycle like a HAWK Help Herky recycle at Carver Hawkeye Arena
Mar 9-15	Spring cleanout! Clean out your office or dorm room and recycle
Mar 16-22	Be free from your trash 😊 Ditch your personal bin, use a communal trash
Mar 23-29	Be a recycling MANIAC Submit video or photos of your over-the-top recycling antics



RecycleMania

Participation

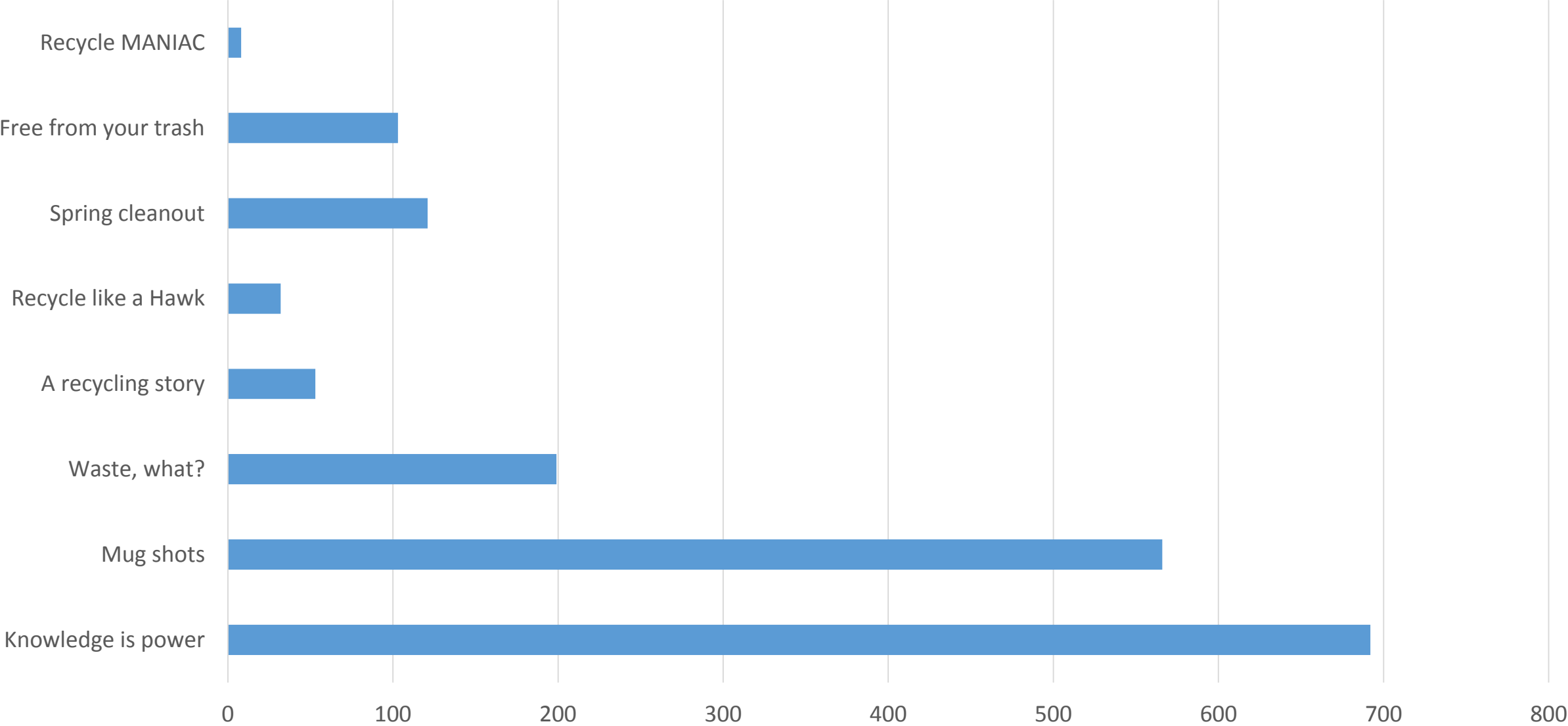
- Weekly activity that promotes awareness, action, and fun
- Weekly email highlighting activity, upbeat message, names of winners, ranking, testimony, and video
- Social media: same thing
- Participation
 - Log at recycle.uiowa.edu or by using #UIRecycleMania
 - Honors system
 - Name, email, building, role
- Logging participation
 - Enters into weekly drawing
 - Waste Zero Heroes: 4 or more activities
 - Give us great data





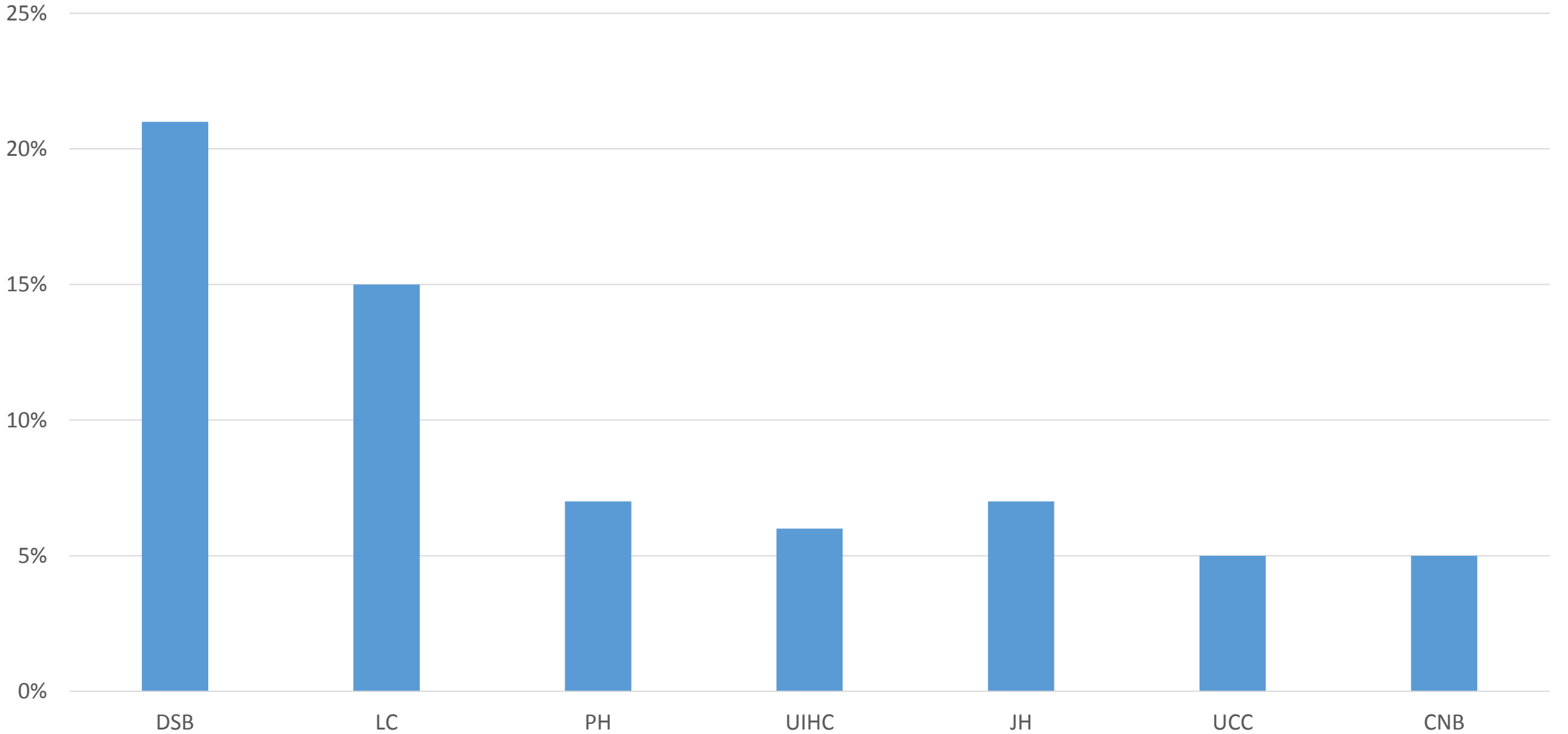
Participation by activity

of participants



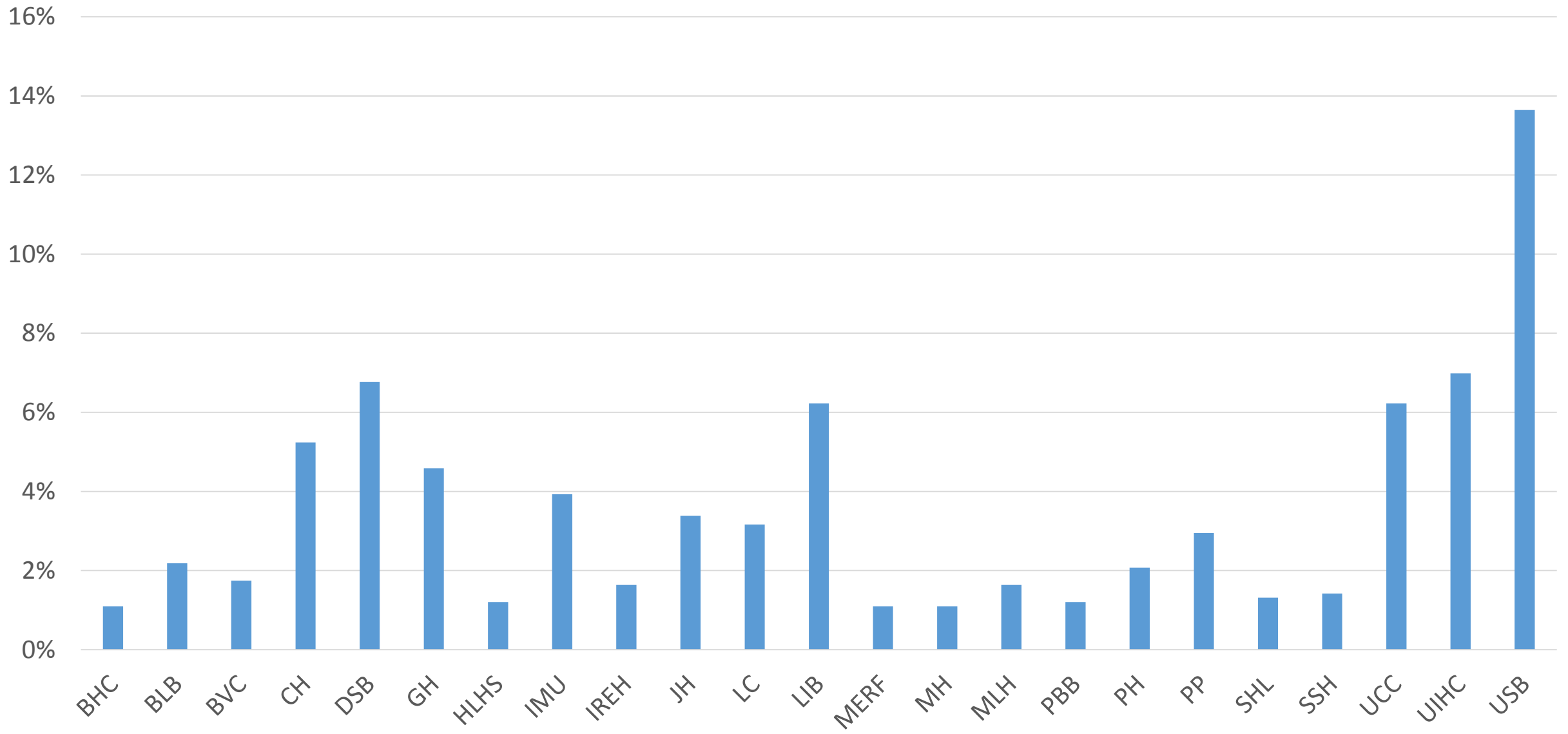
Faculty participation by building

as % of total faculty participation in competition



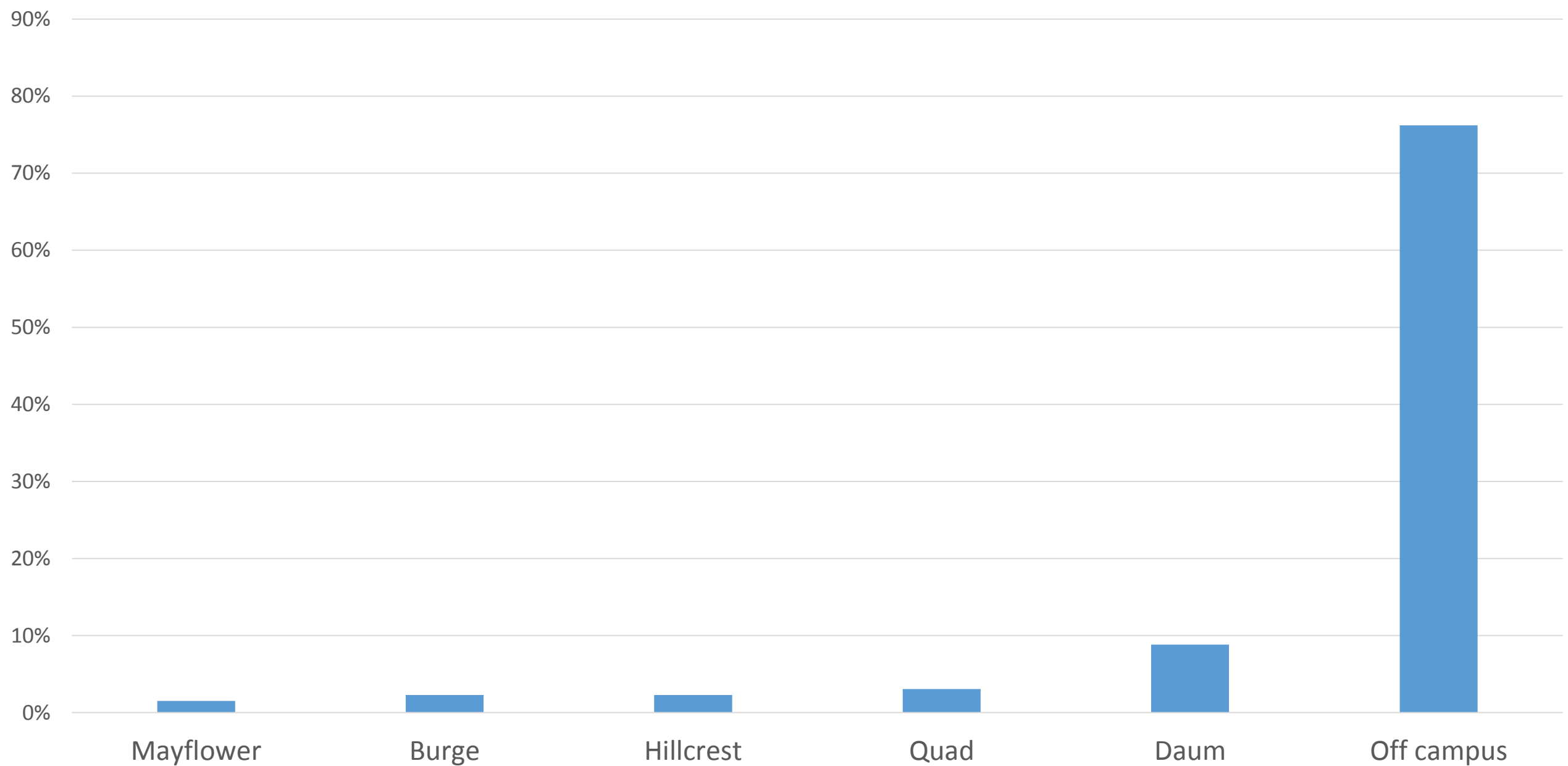
Staff participation by building

as % of total staff participation in competition

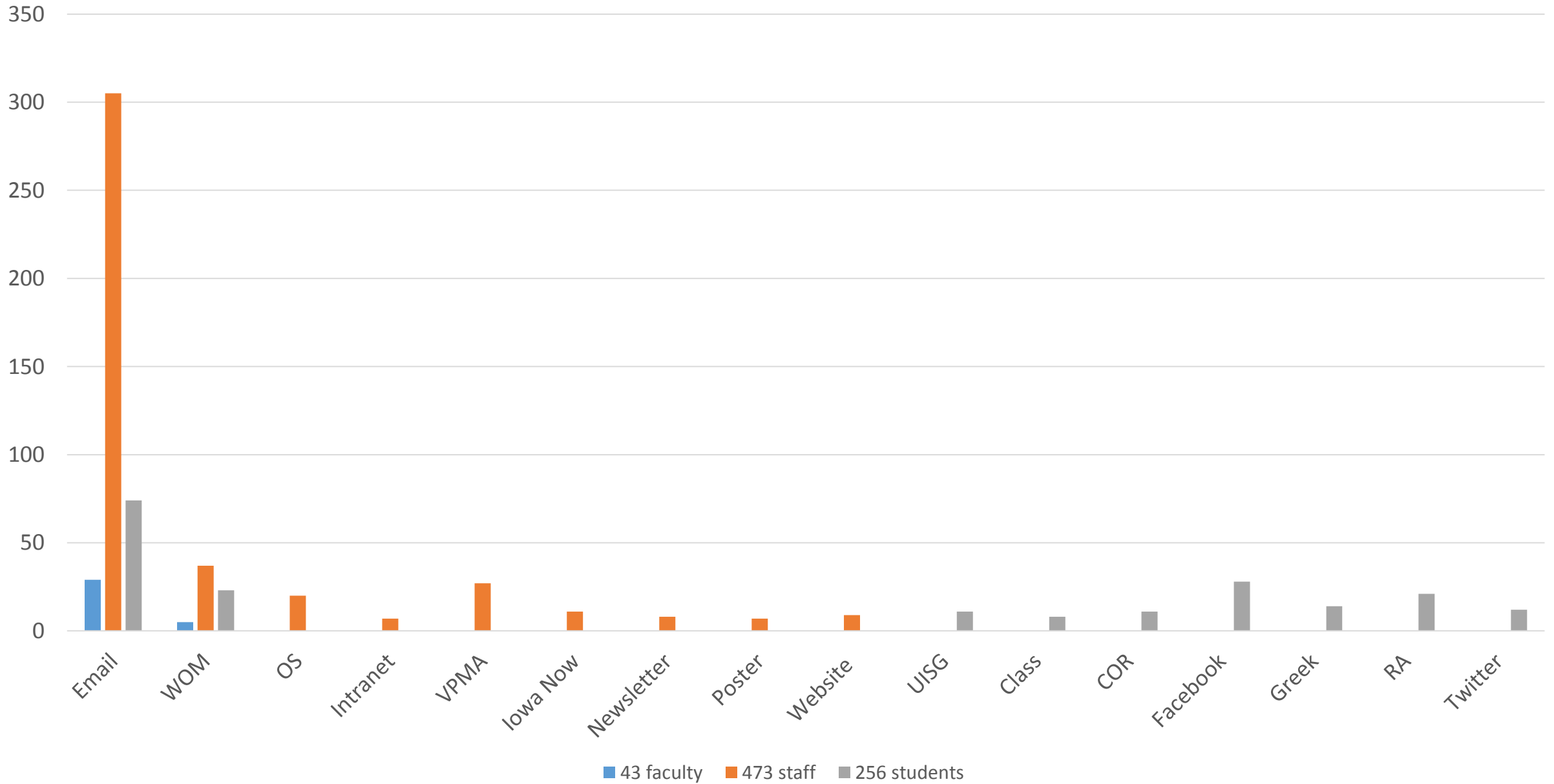


Participation by Res Hall

as % of total student participation in competition



How did you hear about RecycleMania?



The RecycleMania Committee awards

Name Here

with the designation of

WASTE  **HERO**

for outstanding leadership in RecycleMania.

You play a critical role in the University of Iowa's pursuit of 60% waste diversion.

16 April 2014

Eric Holthaus, Recycling Coordinator



SUSTAINABILITY
THE UNIVERSITY OF IOWA



RecycleMania 2015

Week	Activity
2/1-7	RecycleMania Game Plan Pledge Pledge and survey to build excitement and knowledge
2/8-14	Mug Shots 800 mugs and Tumblers are handed out across campus
2/15-21	Eco Hawks Training Main campus and UIHC training for Eco Hawks program
2/22-28	Visual audits Audit your trash, consult List of Recyclable Items (LORI)
3/1-7	Zero waste future Film event and youtube vid, zero waste need and future
3/8-14	Spring cleanout Clean your office and dorm room
3/15-21	Trash free Go a week without your trash, promote Tiny Trash
3/22-28	CCOM waste audit

Improvements

- #UIRM
- Include “assist”
- More Herky
- More tabling
- Fewer, more pointed videos
- More structured tasks for COR Interns
- More student involvement
- Collaboration with existing events
- Expend more effort on buildings from last year with low participation

Why do we do RecycleMania?

**To raise the bar,
year after year**