



Activity Guide for Freshmen, Dorm Dwellers, and Student Leaders



California State University, Northridge



2019

RecycleMania Activity Guide

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THE ACTIVITY GUIDE

Who is this guide for?

This guide is for college and university students who wish to help their school participate in waste reduction and waste elimination measures, increase recycling, and take part in the RecycleMania Spring competition.

What is this guide for?

The Activity Guide aims to help you take action during the year to reduce waste, increase recycling, and introduce new students to what it means to be part of a sustainable campus. Use the activities and resources that follow to engage RAs and new students, increase waste reduction and recycling practices among all students and faculty, and prepare for the RecycleMania competition in the Spring.

The RecycleMania Mission:

Using fair and friendly competition to provide tools and opportunities that inspire, empower, and mobilize colleges and universities to benchmark and improve their efforts to reduce and eliminate waste.

To begin planning for the RecycleMania Spring competition, follow this guide and be sure to check RecycleMania's [planning check-list](#), [downloadable materials](#), and [webinars](#) for more resources.

GETTING STARTED

RecycleMania is a national competition in the spring that puts colleges and universities across the country head-to-head to see who can recycle the most. In addition to being a fantastic opportunity to promote waste reduction and recycling, it's also a great benchmarking tool. While the competition takes place in the spring, campuses are encouraged to take action to reduce waste and increase recycling in the fall and year round.

WHY PARTICIPATE IN RECYCLEMANIA?

- Build excitement and raise awareness for recycling and zero waste with your fellow students.
- Compare your school's recycling program against other universities.
- Generate support for your campus recycling programs.
- Gain leadership skills to include on your resume.

GET YOUR SCHOOL TO PARTICIPATE

As a college student you have a unique and impactful voice within your college community. You can help to influence positive environmental behaviors with other students and even impact your campus operations through relationships with staff and faculty. Use this voice to promote recycling and ask your school to participate in RecycleMania! Here are some places on campus you may want to ask for support:

- Sustainability office
- Recycling department
- Facilities department
- Faculty in environmental studies or sustainability departments
- Student government representatives

SUPPORT YOUR CAMPUS

Does your school already participate in RecycleMania? If so, you can help your campus increase recycling and become one of the top ranking campuses! To support existing efforts, follow these steps:

1. Find out who your campus lead is. Generally this is your campus sustainability or recycling office
2. Determine what type of support your campus needs
3. Plan activities to engage your fellow students using this guide

GETTING ORGANIZED

1. ESTABLISH YOUR TEAM

Will your waste reduction initiatives and RecycleMania competition be steered by members of an environmental club on campus and your sustainability office? Are you a group of Freshmen who want to lead your campus in waste reduction? Whether you're called Eco-reps, Waste Warriors, or the Green Team, this committee will help plan activities, spread the word on waste reduction, and lead your campus to victory.

2. MAKE CONNECTIONS

Coordinating with various student groups, offices, campus businesses, and individuals is key to a successful RecycleMania campaign. Finding common ground with other departments and organizations to collaborate on sustainability projects is an excellent way to explore how sustainability touches the lives and interests of different people, even if they don't identify as environmentalists.



Try partnering on events with social justice clubs, outdoor clubs, food enthusiasts, bee-keepers, your campus Science and Engineering fraternity, young entrepreneurs, and more.

3. COMMUNICATE EARLY AND OFTEN

Have preparation and planning meetings beginning in the Fall leading up to the spring competition. Use these meetings to establish your plan of action, organize events and activities, and set your goals for waste reduction on campus. Get plans in order and responses when you need them by communicating, meeting, and confirming plans frequently with partner offices and organizations.

RECYCLEMANIA ACTIVITY GUIDE

ACTIVITIES

These activities can be done as part of the RecycleMania spring competition and as standalone activities during the Fall semester to increase student engagement and reduce campus waste.

RA BULLETIN BOARD: GREEN YOUR DORM

Effort: **Easy**

RAs have the opportunity to shape how freshmen and other students experience dorm life - and can help them build sustainable habits. Using this outline, create materials for RAs to use as bulletin board, door, or hallway decoration. Providing these educational materials pre-made is the easiest way to ensure that RAs participate and inform their residents of RecycleMania in the spring, and provide important waste reduction and sustainability tips for the whole year.

Keep it local

Rather than order items online and deal with excess packing material, plastic and paper waste, encourage students to shop in local stores or on-campus markets and bring reusable bags.

Search for Secondhand Treasure

Give dorm necessities like hangers, storage containers, desk lamps, and more a second life by reminding students to buy secondhand and thrifted items.

Remember to Recycle

Sample guidelines from Tulane University: Be sure to research your school and area's specific recycling guidelines!

Residence halls have a recycling station outside the dorm, or a recycling and garbage room on every floor. Use your room's recycling bin or your own bag/box to collect recyclables and then bring them to your dorm's recycling room or station.

Please sort your recyclables into the correct container:

- Paper: All paper accepted, including color paper, newspaper, magazines, envelopes, and folders. No bound books or food containers.
- Plastic bottles & aluminum cans: Only plastic bottles (#1 and #2) are accepted. Please remember to clean out all recyclable materials before depositing them. No plastic bags.
- Cardboard boxes: Remove all non-recyclable trash, plastic, and Styrofoam packaging, and place next to the outdoor recycling station or in the recycling room.

Reduce, Reuse

Use these must-have items to cut down on disposable waste.



WATER BOTTLE

Reusable water bottles help remove waste from landfills, and can be refilled at multiple water bottle refilling stations around campus.



REUSABLE COFFEE MUG

Bring your own mug (up to 20 oz.) to all PJ's Tulane locations and receive a \$0.30 discount on your beverage.



REUSABLE BAGS, TUPPERWARE, AND SILVERWARE

Utilize reusable versions of these items to save money and reduce waste. Remember to carry reusable silverware and straws.

Be Efficient With Energy



Lights Out! Turn off all lights in your room and common rooms when daylight is sufficient and when you are last to leave the room.



Fight Vampire Power: Anything that is plugged in is still using energy, even if it is turned off. You can easily save energy by plugging appliances into power strips which you can turn off when you leave the room.



Keep the Air Flowing: Do not block the air flow vents in your room. If you have a large metal fan unit in your room, do not cover or put belongings on the top vents or put furniture in front of it.



Leg Day: Burn calories instead of kilowatts by taking the stairs instead of the elevator.



Leap Ahead to LEDs: Use LED light bulbs in place of incandescent and fluorescent lighting in all personal lamps.



Watch Your Windows: Don't open windows when the air conditioning is running.



Buy Smart: Buy Energy Star labeled computers, refrigerators, and other electronics and appliances.

Don't Waste Water

- Don't leave faucets running when brushing your teeth, shaving, or washing hands.
 - Turning off the tap when brushing your teeth in the morning and at night can save 8 gallons of water a day
- Limit your shower time to 3-5 minutes
 - The average shower uses about 2 gallons of water every minute
- Only wash full loads of laundry and use cold water
 - Each load of laundry uses between 14 and 40 gallons of water

Compost What You Can

Compostable items in dorms include: Paper towels, paper plates, pizza boxes, some teabags and food waste.

RECYCLEMANIA FRESHMEN REPRESENTATIVES

Effort: **Easy to Moderate**

Before you launch your Fall activities, identify freshmen to help out with events, outreach and communication. Involving freshmen early on in leadership positions related to RecycleMania and campus waste reduction will give them lasting skills which they will carry throughout their time on campus. Freshmen Representative building captains motivate and organize their fellow residents to recycle, reduce waste, and save energy before and during the competition.

1. Work with Housing and RAs to designate monthly freshmen RecycleMania or Waste Reduction representatives

- Plan to have one rep per hallway, floor, or building depending on the size of your campus dorms

2. Encourage Freshmen to join by advertising the benefits.

Becoming a Freshmen Rep is a great way to...

- Gain experience in a leadership position
- Add something to their resume
- Learn about waste reduction and sustainability
- Make a difference in their campus environment

3. Give FRs tasks such as...

- Leading text and social media campaigns with reminders about waste reduction events
- Postering around dorm common rooms (kitchen, bathrooms, hallways) with waste reduction and recycling tips
- Leading an activity, such as the Carbon Footprint Game (p.12)
- Tabling outside of dorms with recycling instructions
- Conducting surveys of their fellow freshmen. Surveys can include questions such as: How often do you recycle? Do you use a reusable water bottle? Etc.

PAPER TOWEL COMPOSTING

Effort: **Moderate**

Composting is a great way to reduce landfill waste on campus and teach students about a sustainable practice they may not be familiar with. If your campus dorms use paper towels in their bathrooms, this influx of waste can begin to be diverted through composting and education early on in the school year. By teaching freshmen about composting in their own dorms as they move in, they will learn a sustainable habit for life and be prepared for the spring competition.

1. Gather Materials

- Secure funding for supplies for each dorm, or for a demonstration session.
- You will need: command hooks, reusable bags, and compostable brown paper bags.

2. Secure, create or partner with a composting location

- If your campus does not have a student-accessible composting location on campus, they can be created easily in the proper location. See the resource section [How To: Compost](#) for more information.
- Check your area for local composting organizations who will collect from your campus or will take delivered compost.

3. Plan a composting education and demonstration day

- Do at least one demonstration per dorm in the first two weeks of school. It is important to form this habit early.
- Work with RAs to do a demonstration in each hall, if possible.

4. Instructions for paper towel composting:

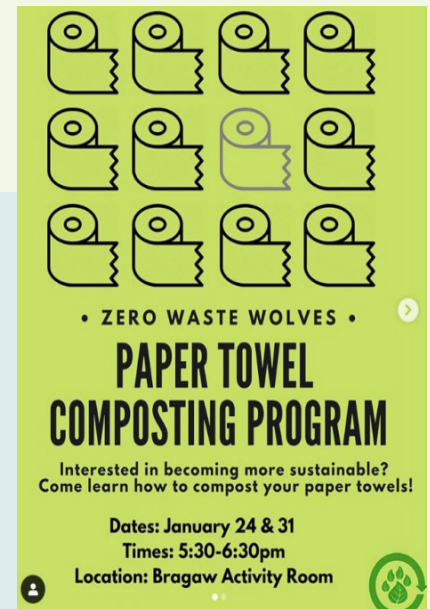
- Place a command-hook near their paper towel dispenser in their restroom.
- Attach a reusable bag to the hook (which acts as a support) and insert a brown paper bag (the liner).
- Place used paper towels in the bag; when full, carry out using the brown paper bag and dispose of in composting location.
- Stock and pick-up extra paper bags at the dorm's service desk or reuse a bag from a grocer.
- Re-insert into reusable bag and continue composting!

5. Include signage!

- Remind students to compost their paper towels with signs near dispensers or stickers on bathroom mirrors and stall doors.

6. Designate Composters

- Have RAs designate a "Composter of the Week/Month" to ensure the compost is taken out.
- If possible, work with your administration to incorporate composting into custodial plans.



Students at North Carolina State University developed a student-driven paper towel composting program for campus residence halls to improve waste diversion and create life-long sustainable knowledge and habits for students.



WASTE WARRIORS STARTER KIT

Effort: **Moderate to Substantial**

In order to build sustainable habits, it's important to give freshmen the tools they need to reduce and reuse as soon as they get to campus. A Sustainability Starter Kit can provide new students with reusable essentials like a coffee mug or tumbler, silverware, a shopping bag, and a water bottle. These reusable items will help students cut down on waste throughout the year, and during the RecycleMania competition.

1. Secure funding and campus administrative support

- Work with a campus organization or office to secure funding for reusable items of your choosing. Try:
 - Reusable shopping bags that fold into small, easily carryable forms
 - Hot/Cold coffee tumblers with lids and reusable straws
 - Metal silverware in convenient carrying cases
 - Water bottles with attractive designs or school colors
- Work with your campus Housing/Residence office, Sustainability Office or Campus Services to incorporate the kit early on in the Fall semester, with an aim of providing a kit to every incoming Freshmen.

2. Include educational materials and recycling resources

- Make sure to include a handout alongside the Starter Kit with information about recycling on campus, the benefits of reduction and reuse, and an introduction to RecycleMania.

3. Distribute during move-in or orientation week

Distribution Options:

- If working with campus Housing, Sustainability Starter Kits can be left in dorm rooms for each new student as they move in or be distributed by RAs.
- Distribute at orientation events where all freshmen will have access to them.

4. Work with campus businesses to promote reuse

- Advertise the benefits of reusables in campus markets, bookstores, coffee shops, and dining areas.
- See if your campus coffee shops will offer a discount for the use of reusable tumblers/mugs, and promote it.



Tulane University Waste Warriors worked with the Office of Sustainability to provide reusable tumbler mugs, straws bags, and silverware to students.

CARBON FOOTPRINT GAME

Effort: Easy to Moderate

Play this game with students at tabling events, dorm meetings, or activity fairs to introduce students to carbon measuring in their every-day lives.

1. Using the categories shown below, create a set of yes-or-no questions about carbon dioxide-releasing activities that are relevant to your campus and student body. For example, under “Shopping,” ask “Do you bring a reusable bag with you when shopping at campus stores?”

Create a board displaying the categories and questions.

2. Cut paper into footprint shapes (10-20). On each footprint, write a fact about green house gases, climate change, waste and landfills, etc.

3. For each question the students answer which add to their carbon footprint (ex. answering “no” to bringing a reusable bag), place a footprint on the ground and ask them to read the fact. For each question they answer that saves CO₂, take a footprint away.

4. The longer the path of their footprints, the larger their contribution to carbon dioxide release. Have materials on hand to educate students on how to continue decreasing their footprint with waste reduction, recycling and energy conservation tips.

Example
gameboard
from Tulane
University



TRASH TRIVIA NIGHT

Effort: **Easy to moderate**

Test your school's knowledge of sustainability and waste reduction with a trivia night! Held in a dorm, campus meeting space, or off-campus, trivia competitions get students interested in why waste reduction matters, local environmental concerns, and how they can make a difference on their campus.

Here are some questions to get you started...

1. How long can it take a glass bottle to decompose?
4000 years or more.
2. What are the "3 R's" of waste reduction, and in what order are they?
Reduce, Reuse, Recycle.
3. How much energy does recycling just one aluminum can save?
Recycling one aluminum can saves enough energy to run a TV for three hours, this the equivalent of a half a gallon of gasoline.
4. Recycling plastic saves _____ times as much energy as burning it in an incinerator.
2 times as much energy

CASE STUDY

Rider University created recycling themed questions for students to test their knowledge of eco-facts and had them compete to win three top prizes – a portable solar charger, a set of bamboo utensils, or a bamboo toothbrush.



DORM ITEM/ CLOTHING EVENT

Effort: **Moderate**

Hosting a clothing and dorm item drive early in the Fall semester can help set a thrifty tone for the whole year, encouraging students to buy and trade secondhand items and donate instead of sending items to landfill.

1. Decide your donation format.

Will you have a clothing swap for students to attend on campus? Will you collect items for a local charity, shelter, or non-profit? Wherever the items go to, you'll help address a culture of waste accumulation on campus. See more information on formats below.

2. Advertise widely (while limiting paper use).

The larger your network of outreach, the more donations you'll save from landfill. Use social media, your network of campus organizations, and digital advertising before resorting to paper posters and fliers.

3. Secure volunteers and donation destinations.

Make sure your team is prepared to handle the amount of items you may receive. Have an organization secured and transportation of items arranged. If hosting a "Swap" style event, ensure that your event location is easily accessible, large enough to accommodate attendees, and visible to students.



Students at California State University, Northridge hosted a Thrift Shop Pop Up from student-donated clothing items.

Swap

Have students swap their unused items - one item for another. Donate what is left over.

Pro: Gives students incentive to participate.

Collect & Donate

Collect donated items to benefit a local organization.

Pro: Help your local community.

Collect & Sell

Collect donated items. Host a "Thrift Pop-Up" event and sell the donated items at low prices.

Pro: Raise money for your RecycleMania promotion or donate money to a local environmental organization.

MUG SHOT

Effort: **Easy**

Use social media to promote waste reduction and Recyclemania. Promote the use of reusable mugs as a normative behavior for students and staff to emulate by take photographs of people holding reusable mugs and create a social media campaign.

Step 1: Prepare

- Create a “wanted”-style frame template to insert photo. Make sure frame says “Mug Shots” to communicate the pun, and include a message such as “Wanted: Reusable Mugs”, as well as a website URL or details about any discounts offered locally for bringing your own mug. See the **Resources** section for a sample “mug shot” template that you can adapt for your college or university.

Step 2: Point, Shoot, and Post

- Take photos of random people on campus posing with their mugs. Look for students walking to class in the morning or filling up their mugs at a dining hall or campus café. Post photos on social media and inside campus coffee shops.
- Make it a dorm competition with difference hashtags for each dorm - plan a prize for the winner!



BONUS: Consider purchasing a reoccurring ad space in the campus paper to feature the mug shots during the RecycleMania competition.

University of Iowa students posed with a Mug Shot poster during their Recyclemania campaign.

THRIFT STORE OUTFIT-OF-THE-DAY

Effort: **Moderate**

Objective & Overview

Fast fashion (clothing produced rapidly and thrown away in large quantities) is a significant source of landfill waste. Purchasing and wearing clothing from thrift stores is a fun and affordable way to cut down on this waste stream. Promote thrifted clothing on campus through an “Outfit of the Day” social media campaign asking students to share their thrifted outfits, and provide tips on where to shop “slow” and green.

1. Create a social media campaign

- Plan your campaign hashtags. Rider University used the hashtags #BroncosGoGreen and #OOTD to promote their thrifted outfit campaign.
- Work with a club or multiple campus organizations to maximize awareness and attendance.

2. Educate and Provide Resources

- Post about the effects of fast fashion for people, animals and the environment.
- Research and promote local thrift stores in your area.
- Connect thrifted and “slow” clothing to the goals of RecycleMania and remind students of the spring competition.

3. Incentivize

- Enter participants in a raffle. Prizes could include a gift card to a local thrift store.

BONUS: Connect this campaign with a clothing drive or your own campus thrift store pop up (p.14).



PLASTIC BAG CHARGE (OR BAN)

Effort: **Substantial**

Plastic bags are made from nonrenewable resources like petroleum, require huge amounts of energy to manufacture and transport, and can not be recycled on most campuses. They take at least 1,000 years to decompose and release dangerous chemicals over time as they sit in landfills. Single use bags also contribute to a widespread global litter problem, including land, ocean, and waterway pollution which affects land and sea animals. The best way to address the plastics problem on college campuses is to target their use.

1. Plan Your Policy

- Determine if a charge on single use bags (paper and plastic) or a total ban is feasible at your school. There are benefits and costs to each:
 - Bag charges deter customers and students from taking a bag if it's not needed, without inconveniencing them.
 - Bag bans put an end to this source of plastic and paper waste, but can cause a backlash from consumers if they are not on board.

2. Gain Student Support

Through surveys, town-hall style meetings, and rallying events, gauge student support for a single-use bag charge or ban. Increase support with information about the effects of plastic and paper bag production, pollution and landfilling.

Bonus: Create a petition about the policy for students to sign. Campus administrators want to see real student support for new policies, and a petition with many students signatures is one way to show this.

3. Implement It

Work with Student Government and/or your administration to develop the single-use bag policy with the aim of cutting down waste from plastic and paper bags used in dining, marketplaces, and elsewhere on campus.

CASE STUDY

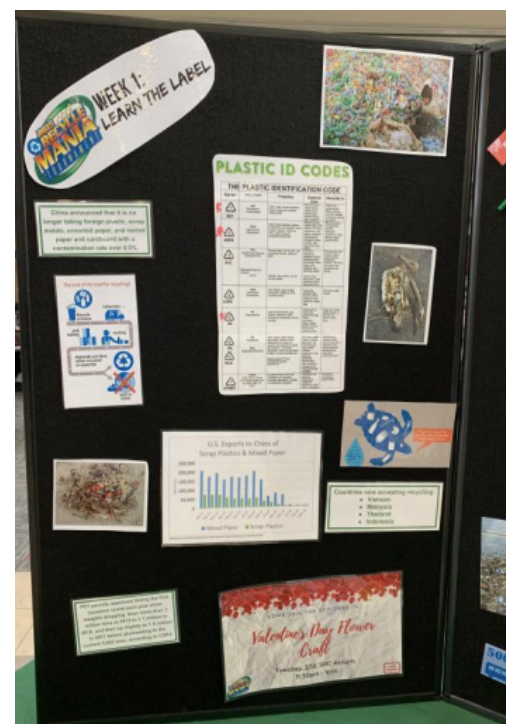
The Undergraduate Student Government at Tulane University, working with the Office of Sustainability and Dining Services, passed a resolution to phase out single use plastic and paper bags across campus. After passing legislation, they worked with campus vendors and the Tulane Administration to advertise the new policy and encourage students to carry reusable bags. Starting with a 15 cent charge on all single use bags, they plan to remove plastic bags completely by Fall 2020.



LEARN THE LABEL

Effort: **Easy**

Table in your dorm with information about different kinds of plastics, their labels and what can be recycled on your campus.



Rider University display board

1. Research

- Collect up-to-date information on what can be recycled on your campus and what additional materials may be collected by your town/city. Your school may only accept certain numbered plastics, such as #1 and #2 plastic bottles.

2. Create materials

- Create display boards about plastic pollution, the fossil fuel costs of plastics production, and the environmental effects of plastic waste and landfilling.
- Create materials with plastic label facts and information about which numbered plastics can be recycled and where.
- Have eye-catching materials, pictures and info-graphics displayed, as well as handouts for students to take with them.

3. Table

- Table in dorms, dining halls, student centers, outdoors, and at games. Take this opportunity to help students learn about the recycling process, and to decrease contamination in recycling bins caused by students adding the wrong kinds of plastics.



Rider University Students help others "Learn the Label"

UPCYCLING: PUBLIC ART ACTIVITY



Also known as creative reuse, upcycling is the process of transforming by-products, waste materials, useless or unwanted products into new materials or products of better quality and value.

Effort: Easy to Moderate

A public display of art made from non-recyclable waste materials is a great way to educate students on the effects of waste accumulation and promote creative reuse of up-cycled materials. In the Fall leading up to RecycleMania, engage students by collecting used non-recyclable plastics, Styrofoam, and more to create Halloween skeletons or a project of your choosing! Display the art on campus along with educational materials about waste reduction.

1. Prepare and Pick a Date

Work with individuals, a campus club or your Sustainability Office to pick a date, such as around Halloween. Secure an area to display your art for at least a week.

2. Prep educational materials

Using the [Resources](#) section of this guide, create complementary displays and handouts about the effects of plastic production, waste accumulation in landfills, and local wild-life concerns.

3. Collect art materials

Plastic milk jugs which may not fit in some campus recycling bins, Styrofoam, and non-recyclable plastics: collect any waste materials spotted around campus that inspire your team. Have scissors, paint, glue, tape and markers ready to create your masterpieces.

4. Display

Display your art and educate your fellow students on why reducing landfill waste is so important. Inspire them to upcycle their own waste materials!



Upcycled art made from tin at Central New Mexico Community College.

GAME DAY RECYCLING

Effort: **Moderate**

Promoting waste reduction and recycling at a game is a great way to make recycling fun, broaden your audience, and encourage recycling in a place where recyclables are being used. Leveraging sports rivalries can help “up the ante” for RecycleMania— this activity is designed to bring school spirit from the field to the bin!

Engage students in game day recycling in the Fall with [Game Day Football](#) and during the spring competition with [Game Day Basketball](#).

1. Recruit and Train Volunteers

- Recruit members of campus environmental organizations, environmentally-themed classes, or others to be Game Day Recyclers.
- Provide recycling bags to volunteers, and train them to ask spectators to place their drink cans and bottles in the appropriate space.

BONUS: Provide volunteers with eye-catching t-shirts to let patrons know they are there and looking out for recyclers.

2. Work the tailgate, and the game

- If a tailgate is held on your campus, have volunteers spread out and spread the recycling message.
- At the game, Have volunteers at each entrance/exit to collect recyclables as people enter and leave (when most people are ready to dispose of their cans, bottles, and other materials).
- Work with concessions staff in advance to find out which recyclable products will be at the game.

CASE STUDY

California State University, Sacramento employed both their school mascot and a new, recycling mascot dressed completely in blue to match the bins! The mascots helped collect recyclables at halftime and greeted fans entering the game.



ELECTRONICS RECYCLING DAY

Effort: **Moderate to Substantial**

E-waste is a common source of campus waste. Computers, printers, toner, cellphones, chargers, and more can be diverted from landfills, recycled and used to create new products. Plan a monthly Electronics Recycling Day on your campus to remind and encourage students to recycle this common waste form and make it a campus norm before the RecycleMania competition.

1. Check your campus and local recycling guidelines

- If your campus does not usually take electronics to be recycled, research local drop-off location and times. Secure a way to bring recycled materials to the location.
- If your campus has a electronics recycling program, work with your Sustainability Office or another campus administrator to organize a monthly day dedicated to these materials.

2. Collect e-waste that can be recycled. This typically includes:

Computers, laptops, telephones/telephone systems, keyboards, speakers, telephone/computer cables, video gaming systems, MP3/DVD/CD players, UPS batteries, Circuit boards, Portable Navigation/GPS devices, ink jet/toner cartridges, digital cameras/video recorders (DVRs), fax machines, small printers, monitors, processors, networking equipment, stereos, and security systems.

BONUS: Offer to enter participants in a raffle to win a small gift, such as a portable solar charger.

3. Advertise to students and faculty/staff.

Electronics are used by everyone on campus, and many not be aware that these materials can be recycled. Promote your Electronics Recycling Day on social media, in academic buildings, in libraries and in student centers.

If your school is interested in hosting electronics recycling in the spring, you can participate in this [special category](#) of the spring RecycleMania competition!

CASE STUDY

Georgetown University sponsored a campus-wide electronics recycling drive on Earth Day 2010, collecting about 200 old computers and nearly three times the amount of electronics normally recycled in a month.

Southwestern College students bring their E-waste for collection.



WEIGH THE WASTE & DINING HALL TABLING

Effort: **Moderate**

Food waste is the second highest component of landfills, which are the largest emitters of methane—a major contributor to climate change. Weigh the Waste is an outreach event and behavior change campaign that aims to reduce food waste by educating students about food waste and food recovery, and giving students resources to reduce their food waste. By weighing wasted food, this campaign aims to expose food waste as a preventable issue in your campus dining hall.

1. Gather materials

- Your team will need bins for collecting liquids, compostable food, non-compostable food, and napkins. You will also need a scale.
- Prepare educational materials about food waste and food loss, contributions of food waste to climate change, and ways to reduce food waste.

2. Set up and Weigh Up

- Set your table near your dining tray/dish return area. Place signs near trash cans that advertise the event and encourage students to wait and weigh their remaining food, or request permission to remove trash cans for a designated time.
- Ask students to scrape food remnants into the appropriate bins. At the end of meal time, weigh the bins (subtracting the weight of the bin itself).
- Record weights and dispose of the materials. Compost what you can, if possible.

3. Use the Results

- With your recorded weights, use a calculating tool such as the [EPA's WARM Calculator](#) to determine the effect of food waste on your campus in terms of GHG emissions, energy waste, and more.
- Create a social media or physical advertising campaign about the results, with direct actions students can take to reduce their food waste impact.

BONUS: Talk to school administrators about starting a pre-consumer compost program if not in place already. This involves composting food materials left over from food-prep in your dining hall kitchen.



Rider University Eco-Reps worked with their campus Dining team to hold a Weigh the Waste table in the dining hall during lunch. Students were encouraged to sort out their food waste into food, liquids, and napkins that were taken to compost. Information about food waste in the US was given out.

FOOD RECOVERY NETWORK

Effort: **Moderate to Substantial**

Creating a Food Recovery Network on campus reduces food waste by recovering excess food never set out for consumption in the dining halls and delivering this food to community partners. A general overview of this process is as follows: excess food is set aside by the kitchen staff and stored in accordance with food safety guidelines. Next, volunteers pack the food into reusable plastic bins, weigh the food and label the bins, then deliver the bins of food to a local organization.

1. Establish a Leadership Team

Designate roles for tasks such as: Coordinating with community partner contacts, communicating with the [National Food Recovery Network Office](#), and serving as the primary contact for volunteers and food run managers.

2. Obtain Necessary Materials

- Consider becoming an official club on your campus and apply for a club budget to start your chapter.
- Purchase reusable bins to start your recoveries: Mark your bins so they are kept separate from those used in the kitchen.
- A car will be needed to deliver food- this could be either a volunteer's car or a campus-owned vehicle.

3. Recruit Volunteers

- As the organization expands so should your volunteer base and days of delivery.
- Contact the community service center on your campus about setting up a recurring volunteer opportunity for volunteers to sign up with your organization.

4. Establish Food Donor Relationships

- Identify food donors, common ones include campus dining services and on-campus restaurants.

5. Establish Community Partners to Receive Food

- Find partner agencies in the community able/willing to handle a varied volume of excess food produced each day (example: homeless shelters, low income apartment complexes, family crisis center).
- Issue partner agreements to each partner agency (templates provided by FRN nationals) outlining the partner agencies' role and responsibilities.

CASE STUDY

Knox College students worked with their Sustainability Office, and three off campus community partners to create their FRN. Through the coordination of these stakeholders, over the past four years Knox College Food Recovery Network has successfully recovered more than 45,700 pounds of food.



REUSABLE DINING CONTAINER PROGRAM

Effort: **Substantial**

Plastic, paper, and even compostable dining take-out containers can produce significant amounts of divertable waste. Advocating for a reusable dining container option is one way to help your campus cut down on this source of waste throughout the year and will give you a leg up during the spring Recyclemania competition.

1. Plan Your Program

- Determine if a reusable container program is feasible at your school. There are benefits and costs to the program:
 - Benefits: Reduce waste from dining take-out services, reduce campus GHG emissions, reduced long-term cost of disposable containers.
 - Costs: Initial cost of containers and machines, cleaning maintenance, takes time for students to learn the new system.
- Research different companies that provide this service. They will typically provide containers, machines for container return, and possibly trade-in tokens for keeping track of containers let out.
- Create a detailed budget for administrators and Student Government to examine.

2. Gain Student Support

- Through surveys, town-hall style meetings, and rallying events, gauge student support for a reusable dining container program. Increase support with information about the effects of plastic, paper, and compostable container production and landfilling.

Bonus: Create a petition about the policy for students to sign. Campus administrators want to see real student support for new policies, and a petition with many students' signatures is one way to show this.

3. Implement the Program

- Work with Student Government and your administration to develop the reusable container program.
- Make sure instructions are developed for dining hall workers and service providers explaining the process and purpose of the program.

CASE STUDY

Tulane University uses the OZZI reusable container program for dining take-out.



CAUGHT GREEN-HANDED

Effort: **Easy to Moderate**

Use this activity to encourage recycling and reusables by rewarding students caught “green-handed.” A team of spotters will wait near recycling bins to recognize people “caught” in the act of recycling. This is a great way for an RA to connect with students in a dorm, or a green team or sustainability office to engage the community.

Step 1: Pick a Time, Place, and Strategy

- This activity can be conducted anywhere with a recycling bin, water fountains, refilling stations, compost bins, etc. Your green team or sustainability club can station itself in the dining or at a sports game or other organized event, or an RA could go door-to-door in a dorm and reward people with recyclables in their bins.

Step 2: Plan a Prize

- Decide how you will reward your recyclers. Consider taking photos for a “Recycling Heroes” bulletin board or Facebook album. You may also want to give out low-cost reward gifts, such as RecycleMania pens or temporary tattoos. Other ways to recognize recyclers are naming them in a school-wide email or campus newspaper, or entering each “hero” to win a larger, eco-friendly prize (e.g. reusable mug or water bottle or t-shirt).
- Another approach is to give out RecycleMania buttons when tabling or catching people “green-handed,” and tell students that they can win a bigger prize (i.e. gift certificate to a local pizza place) if they are spotted with the buttons around campus!

Step 3: Catch Recyclers!

- Outfit your team in RecycleMania t-shirts and task them with identifying and rewarding students who recycle.
- Assign teams to walk around campus looking for recyclers, or have a team pack their bags with small gifts and catch recyclers as they go about their normal routines.



University of Maryland

GREEK LIFE OUTREACH

Effort: **Moderate to Substantial**

If your school has a Fraternity or Sorority system, this can be a great demographic to reach out to about waste reduction. Greek organizations typically have philanthropy goals to achieve and participate in group bonding activities, making waste reduction a perfect cause to rally behind.

1. Encourage the creation of a Sustainability Chair for each Greek chapter on campus.

- Sustainability Chairs help organize waste reduction challenges and projects, promote recycling at events and meetings, and communicate sustainability goals.
- Work with the chair to give Zero Waste presentations to the chapter, and tell them about RecycleMania.

2. Provide each chapter with a Greek life themed Zero-Waste Event guide

- Include tips on how to make chapter meetings, mixers, and other events zero-waste or low waste, energy efficient, and sustainable. See pg. 36 for a sample.

2. Recruit

- Recruit Greek chapter members as volunteers for tabling (pg. 17), Game Day recycling (19), and more.



Tulane University students assist in Game Day recycling.

SUSTAINABILITY CARNIVAL

Effort: **Substantial**

Teach students to recycle properly while also demonstrating how to put on a carnival without creating any waste through a Fall Sustainability Carnival. Give out reusable prizes for students to use leading up to RecycleMania.

1. Plan and Collaborate

- Meet to plan what the games and prizes will be, order the prizes online, and make a list of the materials to collect and food to buy.
- Collaborate with clubs on campus to get the word out and recruit volunteers.

2. Collect and Prep Materials

- Throughout the two weeks leading up to the carnival, have people collect materials needed for the games.
- Make fact posters and educational materials for each game.

3. Advertise

- The week before the carnival, put up posters advertising it in all the dorms and in public places on campus. Advertise on social media and email list serves.

4. Set up and Test It Out.

- The day before the carnival, set up and test out the games to make sure they'll work.
- The morning before the carnival, prepare any low-waste food materials.

5. Have Fun and Leave No Trace

- Have music playing and an environmental video projected in the space.
- At the end of the carnival, clean everything up and recycle all recyclable materials.

Bard College RecycleMania Carnival



CASE STUDY

Bard College planned the following games, made using unwanted or waste materials, and provided 5 facts about how to recycle properly to go along with each game. The facts were on posters made out of repurposed vinyl window shades.

BONUS: They bought reusable water bottles and food containers to give out as carnival prizes, and reusable straws to use as sticks for carnival foods like caramel apples.

GAME IDEAS

Basketball Plastic Bag Ball

Make a giant ball out of lots of plastic bags. Have the people throw them into a recycling bin, and learn about where to recycle plastic bags.

Bottle Top Toss

Line glass jars up and have people try to throw bottle tops into them, and learn about where to recycle bottle tops and glass jars.

Yogurt Box Can Jam

Have yogurt lids to toss as Frisbees into a cardboard box with a slit, similar to the game Can Jam, and have students learn about where to recycle yogurt lids and cardboard boxes.

Sort! Your! Trash!

Have 12 mason jars each containing a different item that someone might not know how to dispose of. Have people guess where to bring each item. Tape answers to the bottom of the jars.

Button Making

Provide old posters from past events on campus. Have a button maker so that students can cut out things from the posters to make buttons.

After playing a game, give participants a bottle top, which acts as a carnival ticket. Three bottle tops can win them a reusable prize!

FIX-IT FAIR

Effort: Substantial

A Fix-it Fair is an event that can be held on your campus that adopts principles similar to communal repair workshops. These campaigns promote a less wasteful mindset by encouraging students to think beyond the garbage bin and repair or repurpose items before throwing them away and sending them to landfill.. Fix-It Fairs can include a mix of hands-on demos, Q&As, and repair help.

Tip: Throw one Fix-it Fair in the Fall semester and one during the RecycleMania competition to encourage reuse and repair all year long.

1. Plan and Network

- Initiate meetings early in the Fall to brainstorm and discuss your Fix-It Fair event.
- Began reaching out to campus organizations, departments and your Sustainability office for support and workshop partners.
- Reserve a large space on campus to host the fair. The farther in advance the better!
 - Clothing: Perform a repurposing project turning old jeans or t-shirts into reusable multipurpose pouches. Demonstrate simple clothing patching. Facilitate hand sewing and simple clothing patching to underscore the value of garment waste reduction.
 - Computers: Have a Technology Services representative answer computer troubleshooting questions and educate students on how to recondition a computer.
 - Gear: Perform zipper repairs, gear repair, button sewing, and more while providing advice on common issues.
 - Bikes: Recruit a local biking advocacy group or knowledgeable student to promote alternative transportation, address bike problems, and teach bike maintenance.
 - DIY Projects: EcoReps at Townson University led the following projects: homemade laundry detergent (using simple ingredients like borax, vinegar, and Sal's Suds with sports-topped water bottles repurposed as the detergent containers), Mason jar sewing kits, and reusable t-shirt bags.

Bonus: If funding permits, plan to provide useful and relevant giveaways such as small sewing kits, bike repair tools, etc.

2. Promote

- Use social media, email campaigns, digital ads, and chalking to promote the event. Create a few large signs rather than fliering heavily, if possible.
- Try partnering with your campus Marketing & Communications offices to increase outreach.

3. Set Up and Take Note

- Set up tables for all workshops, signage, and sign-in sheets. Prepare DIY projects in advance as much as possible to streamline and prep materials needed.
- Note the challenges and successes related to student understanding, workshop flow, material supply, and attendance. Make the appropriate changes during the next Fix-It Fair.

A clothing reuse workshop at the Townson University Fix-it Fair.



INTERNATIONAL COASTAL CLEANUP

Join the Wave! Get Involved in the International Coastal Cleanup in September.

RecycleMania is proud to be a partner of the International Coastal Cleanup, in partnership with the Ocean Conservancy. Fighting to keep trash out of our natural environment - volunteers cleanup trash, recycle what can be recycled, and discard the rest responsibly in the landfill.

Cleanups can take place on shorelines, rivers, lakes, as well as inland. They can be done on foot, using watercraft, and even underwater with scuba divers!

Since 1986, the Ocean Conservancy has been working with partners around the world to organize the International Coastal Cleanup. The Cleanup has engaged over 13 million people since its inception, removing over 250 million pounds of trash from the world's beaches and waterways. Each year, on the third Saturday in September, hundreds of thousands of volunteers participate and learn about the impacts of marine debris. The data collected by volunteers are used by NGOs, policy makers, educators, and industry innovators to engage the public, craft policies, and inform solutions to reduce marine debris. Volunteers are encouraged to collect trash and recyclable materials in separate bags to be disposed of properly.

The Cleanup is a great opportunity to get outdoors and encourage freshmen and other students to take environmental action early in the fall semester!

Learn more at: <https://recyclemania.org/home-4/plastic-pollution/plastic-pollution-cleanup/>



OFFICE RECYCLING AUDIT

Effort: **Moderate**

With the following guide, assess recycling procedures in campus offices. Using the results of the audit, propose recommendations for changes in the categories of recycling containers, container placement, user behavior, and further education.

Instructions:

1. Assign volunteers to visit all or a random sample of offices once per week for at least 4 weeks.
2. Go through the following questions, making sure to record all answers and notes about the recycling situation in each office.
3. Assess the results for areas of weakness, confusion, lack of signage, problem offices, custodial mistakes, and more. Propose recommendations to the appropriate office.

Placement:

Are trash bins in the hallway or in each room? Note any rooms without.

Are recycling bins in the hallway or in each room? Note any rooms without.

Is there a recycling bin next to each trash bin?

Containers:

Appearance

Are the recycling bins the same size as the trash bins? Which are bigger?

Are recycling bins a different color from trash bins and clearly recognizable?

State

Are recycling containers clean?

Do recycling containers contain only recyclables?

Do recycling containers contain trash?

Do trash containers contain recyclables?

Signage

Do recycling containers have signage showing what is recyclable?

Are trash cans labeled “trash,” “landfill,” or not labeled?

Behavior/Education: First observe office behavior to find possible answers. Then, ask at least one office member the following:

Do you know what is recyclable on campus? What can we recycle?

Do you recycle the following....? Include any recyclable materials on campus (plastic bottles, plastic containers, paper, cardboard, metal, e-waste, etc.).

How often do you bring the office recycling bin out to the hallway? (If applicable)

Do custodians take the recycling out of this room? How frequently?

Add additional questions and categories as you see fit!

FILE FLING

Effort: **Moderate**

Help offices on your campus get rid of unnecessary paper files piling up with a File Fling! Hosting a Fling engages faculty and staff in a fun, easy to organize event. Make it into a game by rewarding their efforts with food or giving prizes internally to whoever ‘flings’ the most. By hosting a File Fling in the Fall and one during RecycleMania, faculty and staff will know how it works in advance and be ready to fling during the Spring competition.

1. Set the Specifics

- Decide if your Fling will be done building by building throughout the Fall or all in one day.
- Set a specific day and time for each. Faculty are more likely to engage if everyone is “flinging” at the same time.

2. Promote

- Remind each office about the event in advance, the week before, the week of, and the day of the fling.
- Promote with staff emails and advertisements near trash and recycling cans.

CASE STUDY

University of Nebraska at Lincoln RecycleMania 2012 Hardin Hall hosted a “File Fling” that resulted in over 1 ton of paper being recycled in just 10 days.

3. Fling, Measure, and Recycle!

- Encourage staff to clear out all the unused, old, and unnecessary paper from their filing cabinets, desk drawers, and out-boxes.
- Set up a system to measure how many bins of paper you collect. The number of bins can be used to measure your water, energy and landfill savings.
- Make sure there are enough Recycling bins in the building to collect the recovered paper. If your event is campus-wide, you might need to arrange for extra recycling bins. You can also store the paper in boxes to be put in the recycling collection over the coming weeks.

4. Photograph and Share

- Take pictures of staff participating in the event and share them on social media.
- Using tools such as the [EPA WARM Calculator](#) and [EPA Greenhouse Gas Equivalencies Calculator](#), share your water, energy, and landfill savings facts.

GREEN PURCHASING GUIDE

Effort: Moderate

Green purchasing refers to the procurement of products and services that have a lesser or reduced effect on health and the environment. You can practice environmental stewardship by encouraging your school purchasing department or individual departments to make informed purchasing decisions, and by demanding sustainable purchasing policies.

Research

- Find products based on efficient use of energy, natural resources, and potential for safe, non-hazardous disposal. The EPA has a [resource](#) to help you identify greener products and services. This includes carpet, electronics, food services, landscaping, and more.
- Discover which reusable items students are interested in and include these in the guide as “Swag” or giveaway options. Find this out through a survey, a campus town hall discussion, or through tabling and talking to students.

Create

- Create a guide that includes local or online green service and product providers, and ideas for reusable giveaways. Offer the guide to your school purchasing department or departments who plan campus events and giveaways.

Advocate

- Rally student support for a Green Purchasing policy. Try and get a policy passed through student government, work with your sustainability office, or advocate through campus media attention.

TAKE IT FURTHER

No Waste November Pledge

Effort: **Easy to Moderate**

Ask students to sign a pledge to actively reduce waste during the month of November. Make a banner to sign for public display.

Bonus: Make it a dorm contest- whichever dorm gets the most pledges gets a prize!

Recycling Center Visit

Effort: **Easy to Moderate**

Organize a trip to your local recycling center to educate students on the recycling process. Call ahead to see if they offer guided tours.

Host Zero Waste Events

Effort: **Moderate**

Use the Zero Waste Event Guide on p. 38 to turn any campus event into a zero waste or low waste event!

Plan a Prize

Effort: **Moderate to Substantial**

Incentivize RecycleMania participation by planning a prize for between-dorm competition winners or to celebrate your school's placement in RecycleMania ranks. Start planning in the Fall!

CASE STUDY: At Tulane University, as a reward for the winning residence hall during RecycleMania, students and the Sustainability Office planned a "Green Gathering" event. A TV show host and Professor of Political Science came to speak to students about Environmental Justice, and awards were given out to recognize hardworking students and staff.

Florida A&M University students promote reusable water bottles, and hand out recycling T-shirts



Tulane University "No Waste November" Pledge



RECYCLEMANIA ACTIVITY GUIDE

RESOURCES

RECYCLING BASICS

STEPS TO RECYCLING

1. Collection and Processing

- After collection, recyclables are sent to a recovery facility to be sorted, cleaned, and processed into materials that can be used in manufacturing.
- Recyclables are bought and sold just like raw materials would be, and prices go up and down depending on supply and demand in the United States and the world.

2. Manufacturing

- More and more of today's products are being manufactured with recycled content such as: newspapers and paper towels, aluminum, and plastic & glass soft drink containers.
- Recycled materials are also used in new ways such as recovered glass in asphalt to pave roads or recovered plastic in carpeting and park benches.

3. Purchasing Products Made from Recycled Materials

- You help close the recycling loop by buying new products made from recycled materials.

BENEFITS OF RECYCLING

- Reduces the amount of waste sent to landfills and incinerators
- Conserves natural resources such as timber, water, and minerals
- Increases economic security by tapping a domestic source of materials
- Prevents pollution by reducing the need to collect new raw materials
- Saves energy
- Supports American manufacturing and conserves valuable resources
- Helps create jobs in the recycling and manufacturing industries in the United States

RECYCLING FACTS

Aluminum

- Aluminum is the most recycled product because it is very easily made into another can.
- It is a sustainable metal so it can be used and reused indefinitely.
- The energy savings from each recycled can is enough to power a television for two hours.
- Recycling aluminum saves 95% of the energy needed to produce an aluminum product from virgin ore.
- Once an aluminum can is recycled, it can be part of a new can within six weeks.
- An aluminum can that is thrown away will still be a can 500 years from now.

Paper

- Recycling paper reduces the need to cut down trees (1 ton of paper = 17 trees).
- Landfill space is saved- paper is a major contributor to landfills (1 ton of paper = 3.3 cubic yards).
- Converting recycled paper to usable paper consumes 60% less energy than manufacturing from virgin timber.
- Trees are a valuable protection against global warming because they remove carbon dioxide from the environment.
- When old forests are cut down, newly planted forests have about 90% to 95% fewer species in them.
- Recycling paper reduces the need to plant these new forests and helps conserve biodiversity.

Plastic

- Americans use 2,500,000 plastic bottles every hour, and most are thrown into landfill.
- Plastic bags and other plastic garbage thrown into the ocean kill as many as 1 million sea creatures every year.
- Every year we make enough plastic film to shrink-wrap Texas.

Glass

- The energy saved from recycling one glass bottle can run a 100-watt light bulb for four hours.
- Recycled glass causes 20% less air pollution and 50% less water pollution than when a new bottle is made from raw materials.
- A modern glass bottle would take 4000 years or more to decompose -- and even longer if it's in the landfill.

"Recycling Basics" Sources include National Recycling Coalition, U.S. Environmental Protection Agency, and Earth911.org.

RECYCLING AND CLIMATE CHANGE

- Recycling can help cut down on greenhouse gases that cause global warming.
- Recycling helps cut back on our need for energy so less greenhouse gases are emitted during the production process.
- Recycling also helps to reduce the size of our landfills, which reduces the methane coming out of the landfills.
- According to the EPA landfills account for 36% of human caused methane. Methane is a greenhouse gas with the capability of trapping 21 times more heat in our atmosphere than carbon dioxide.

RECYCLING CONTAMINATION

Watch out for recycling contamination on your campus! Contamination refers to trash, non-recyclables (like plastic bags and shrink wrap), food waste, and liquids found in recycling bins and drop-offs. **Contamination makes recycling more difficult, costly, unsafe, and less likely to be valued and continued by recycling facilities.**

HOW TO: CALCULATE RECYCLING DIVERSION RATE

Recycling audits are critical to developing real figures for waste and recycling baselines. An accurate audit can lead to support for waste reduction and recycling improvements from your institution, and help raise awareness about the state of your campus in terms of sustainability. Awareness and support for necessary measures requires hard data that comes from an effort to reveal real recycling habits. Start with an honest baseline and begin to improve your recycling diversion rate!

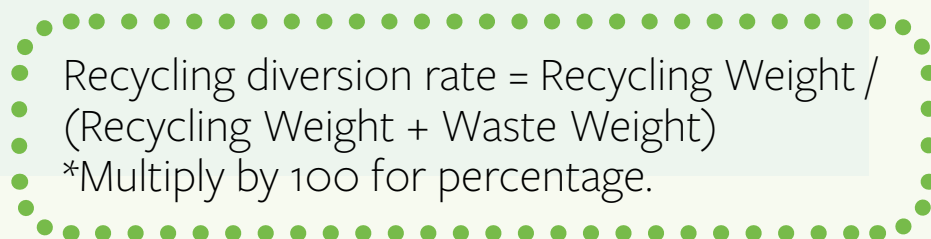
Step 1: Measure trash

Measure the fullness (0%-100%) of each dumpster on campus for at least a 2 week period, finding the total tons of trash produced based on the size of each container. Do the same for any compactors on campus. If your campus have records of waste weights, use exact figures.

Step 2: Measure Recycling

Use recycling collection tickets to measure recycling (in tons) for the same 2 week period. Your Sustainability office, custodial department, or Campus Services office should have this information, or know where to find it.

Step 3: Calculate the recycling diversion rate using the formula:


$$\text{Recycling diversion rate} = \frac{\text{Recycling Weight}}{(\text{Recycling Weight} + \text{Waste Weight})}$$

*Multiply by 100 for percentage.

Step 4: Take it to the Next Level!

Get the most from your audit by building the results into a larger story. Take out an advertisement in the campus paper afterward announcing the amount of diversion rate, write an op-ed, or get a campus reporter to do the story. Announce that you'll do another sort during RecycleMania and challenge the campus to reduce the amount of recyclables in the trash, increase recycling, and reduce waste.

HOW TO: COMPOST

Why Compost?

By composting, you can reduce the amount of landfill waste you generate by up to 30%! It quickly becomes routine and makes a big difference. The compost you help create can make campus gardens, local farms or other compost destinations healthier and less dependent on chemicals, fertilizers and watering. (U.S. EPA)

If your school does not compost yet:

Ask about starting a small-scale composting program on your campus for dedicated students to learn, practice, and reduce waste!

General Composting Instructions For Small Scale Composting Area

1. Break down larger food items and paper scraps
2. Fill compost area with compostable materials
3. Cover your compost waste with a handful of old leaves, other dried yard waste, or soil to add carbon
4. Add water if it's looking dry and mix using a rake or stick

DO COMPOST

Fruit & vegetable scraps
Houseplant cuttings
Coffee grounds
Rice, pasta, bread
Egg shells
Tea bags
Coffee Filters
Paper napkins & plates
Dryer lint
Hair
Flowers
Vegetables
Plant trimmings

DO NOT COMPOST

Meat, bones, fat, and oil
(will not break down)

Dairy products
(attract pests)

If your school does compost:

Increase composting activities by educating students about the benefits, ensuring there is clear signage on compost bins, and promoting zero waste events with compost bins available.

If you can't compost on campus, consider researching local composting organizations who take drop-off compost or have pick-up services!

ZERO WASTE EVENT GUIDE

Use these tips to hold events with zero-minimal waste! Spread these tips and others to campus organizations, event planners, and offices who may plan zero-waste events in the future.

Marketing and Communications

- Pay special attention to minimizing print materials—both in advance, and on the day of your event. Use email and web resources in lieu of paper materials.
- Avoid printing dates- create and laminate signs that can be used again for future events.
- Eliminate waste and advertise your event online! Use online advertising and social media to promote your event, instead of printed materials. Email fliers over listserves or put on social media.

Food and Beverages

- Ask attendees to RSVP to avoid over-ordering food.
- Use as few disposable things as possible: Choose reusable plates, utensils, cups and packaging whenever possible. Alternatively, avoid plates and utensils altogether by choosing finger foods.
- If reusables are not an option, choose recyclable or compostable containers or minimally packaged goods instead.
- Green what you eat! Work with your selected caterer to create a menu that has as much of the following as possible: locally grown seasonal produce, organically grown foods, Fair Trade foods or beverages, vegetarian/vegan options.
- Ensure that condiments, sauces, spreads, chips, and other items are served in bulk to avoid unnecessary waste from individual wrapping and choose food platters over individually-packaged boxed meals.
- Provide a water station with fillable water pitchers and reusable mugs in lieu of individual bottles of water.
- Have a post-event plan for composting or donating usable leftovers.

CASE STUDY

At Townson University, the Environmental Conference Committee made their 2018 Environmental Conference a Zero Waste Event. RSVPs were utilized and catering lowered their portion size factor so that no excess food was ordered. Guests were asked to bring Tupperware with them to take home any leftovers, Reusable lunch kits were provided as a giveaway, and reusable dining serve-ware was utilized. Even large scale campus events can be converted to a zero waste format!

Event Decoration

- Select reusable or recyclable signage and table covers. Minimize items such as disposables and balloons.

Equipment and Energy Usage

- Choose local vendors (Dining & affiliates) to minimize trucking cost and carbon emissions.
- Use natural light and select event spaces where the most efficient sound amplification can be utilized.

Waste and Recycling

- Provide the appropriate number of garbage, recycling, and compost bins if you have the capacity to compost.
- Be sure to check recyclable materials to make sure they are appropriate for your school's recycling program.
- Compost if you can. If your school does not have a composting program, check for local organizations that pick up compost.

Transportation

- Encourage attendees to carpool, take the shuttle or use alternate transportation to get to campus.
- Consider public transportation schedules and peak travel times when scheduling the start and end times for your event.

Swag

- Provide useful or eco-friendly products as promotional products or giveaways (reusable bags, BPA-free reusable water bottles, reusable utensil sets), etc.
- Purchase from local, handmade, plastic-free, or otherwise “green” vendors.

ADVERTISING AND PROMOTION

Use an advertising plan to promote Fall waste reduction and Spring RecycleMania events.

Weeks or Months in Advance	• Write an email release with key details • Submit to campus calendars • Create a Facebook Event • Reserve banner and postering spaces • Draft Poster/Flyer materials and create a schedule • Update websites/social media accounts with event information
1-2 Weeks Before	• Ask others with related websites/accounts to post • Secure campus radio station PSA • Send email to Provost or other administration representative for distribution • Send information to relevant community organizations to publicize • Advertise on social media, asking other campus accounts to share • Share with all relevant campus newsletters • Send ad/announcements to the campus paper or online news source • If targeting Alumni, add to LinkedIn events • Poster with Housing / Residence Office in dorms • Send info to RAs to share at meetings • Poster on campus, at local coffee shops, and bookstores
Week Of	• Advertise on social media everyday • Ask other groups to publicize through their websites, social media, etc. • Create a Snapchat filter • Send emails to Faculty lists for announcements in class • Table • Chalk on sidewalks and major paths • Place yard signs directing students to events
After	• Submit photos to campus publications, newspapers, etc. • Post photos on social media • Send thank yous to organizers

ONLINE RESOURCES

RecycleMania

Learn From Your Peers (RecycleMania campus case studies) - <https://recyclemania.org/resources/learn-from-your-peers/>

RecycleMania Campaign Badge – Earn NWF recognition
<http://www.nwfecoleaders.org/RMbadge>

Behavior Change Guide - <https://recyclemania.org/wp-content/uploads/2017/09/RM-Behavior-Change-Strategy-Guide.pdf>

Student Leader Guide - https://recyclemania.org/wp-content/uploads/2017/09/RM_Student-Leader-Guide.pdf

Tackling Plastic Pollution on Campus - <https://recyclemania.org/home-4/plastic-pollution/>

More Activity Ideas - <https://recyclemania.org/resources/activity-ideas/>

National Wildlife Federation

National Wildlife Federation's EcoLeaders Community – project planning platform and resource library
www.nwfecoleaders.org/home

Consumption and Waste pathway
<http://www.nwfecoleaders.org/projects/waste>

“Student Sustainability Educators: A Guide to Creating and Maintaining an Eco-Rep Program on Your Campus”
<https://www.nwf.org/EcoLeaders/Campus-Ecology-Resource-Center/Reports/Student-Sustainability-Educators>

Waste Reduction Resources

AASHE's Waste Resource Webpage
<https://hub.aashe.org/browse/topics/waste/>

Post- Landfill Action Network (PLAN)
<https://www.postlandfill.org/>

Auburn University Food Waste Reduction Guide and Toolkits
humsci.auburn.edu/campusfoodwaste/

EPA Sustainable Marketplace
<https://www.epa.gov/greenerproducts/identify-greener-products-and-services>

Waste Emissions Calculators

EPA WARM Calculator
<https://www.epa.gov/warm>

EPA Greenhouse Gas Equivalencies Calculator
<https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>



IN PARTNERSHIP WITH
NATIONAL WILDLIFE FEDERATION

Activity Guide for Freshmen, Dorm Dwellers, and Student Leaders