



Overview

RecycleMania is a:

- ▶ National collegiate recycling competition
- ▶ Web-based ranking & benchmarking system
- ▶ Recycling promotional framework for colleges
- ▶ Tool for colleges to improve recycling program
- ▶ Project of College and University Recycling Council (CURC)

Competition

- Ten weeks: mid-January through late-March
 - Colleges track and report weights to online form
 - Rankings updated & published weekly
- Eight competition categories
 - Overall diversion rate
 - Total per capita recycling
 - Total overall recycling
 - Lowest overall waste generation
 - Targeted materials on per capita basis
 - Paper
 - Cardboard
 - Beverage containers
 - Food waste



Goals of RecycleMania

- ▶ Fair and friendly competition
- ▶ Increase awareness of waste reduction programs
- ▶ Reduce overall waste generation on-campus
- ▶ Be a catalyst for schools to establish & expand recycling programs
- ▶ Encourage professional measurement standards & benchmarking



Resources

- ▶ Listserv for coordinators
- ▶ Technical support hotline
- ▶ Promotional strategies
- ▶ Sample case studies
- ▶ Social networking websites
- ▶ Professionally designed outreach materials
- ▶ Archive of sample promotional materials



Participation Growth

2001: 2 schools

2002: 4 schools

2003: 8 schools

2004: 17 schools

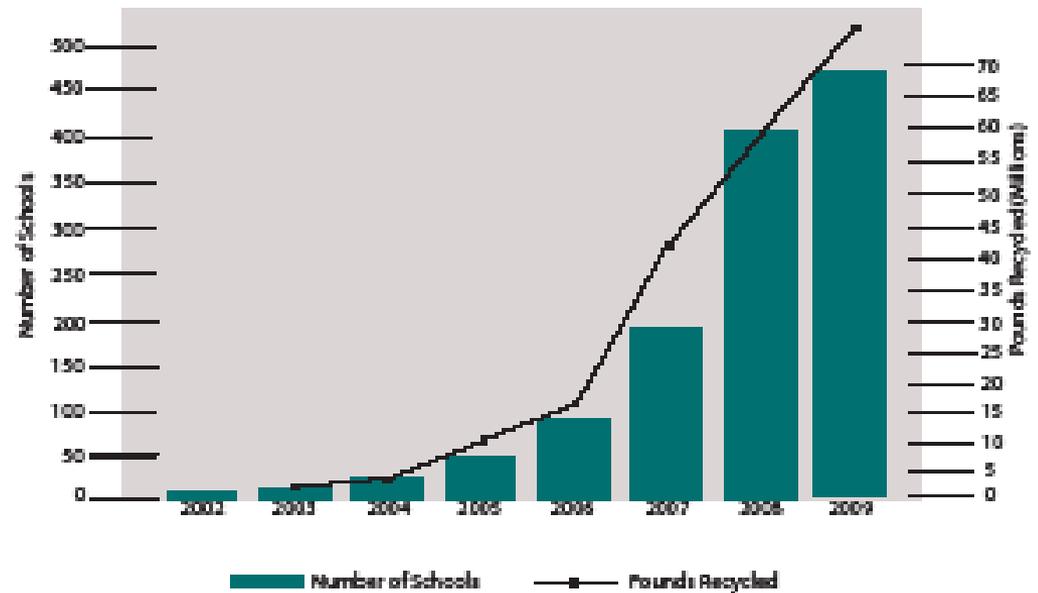
2005: 43 schools

2006: 93 schools

2007: 201 schools

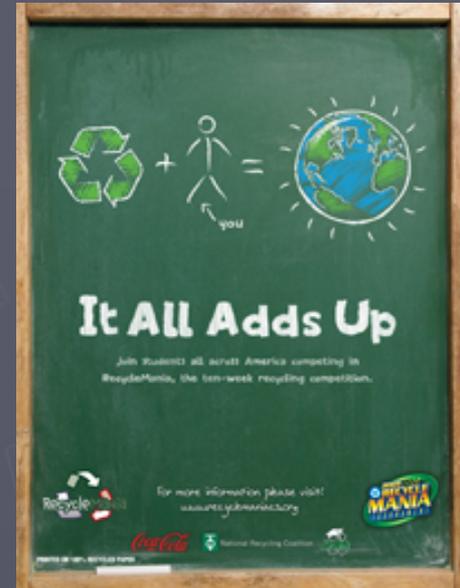
2008: 400 schools

2009: 510 schools



2009 Recap

- ▶ 510 colleges and universities
- ▶ Participating colleges in all 50 states and Canada
- ▶ 4.7 million students
- ▶ 1.1 million faculty and staff
- ▶ 69.4 million pounds of recyclables and organics
- ▶ Prevented the release of 88,739 metric tons of carbon equivalent (MTCE).



Recognition

Media:

- New York Times
- Newsweek
- Boston Globe

Used as sustainability benchmark by:

- Princeton Review
- Kaplans College Guide
- American College & University President's Climate Commitment