



# 2015 RECYCLEMANIA REPORT

**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.



University of Pittsburgh

## FAST FACTS

**394**

colleges and universities activated

**5.6 million**

students and staff reached

**49**

states, District of Columbia and 3 provinces represented

**80.16 million**

lbs. of recyclables and food organics

**129,411**

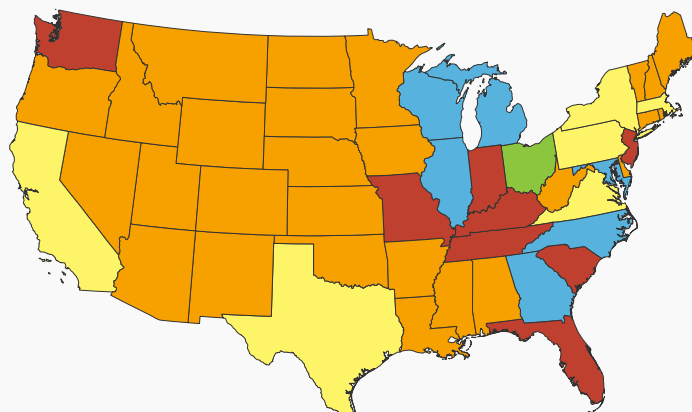
MTCO<sub>2</sub>E of greenhouse gas emissions prevented

**28.35%**

collective recycling rate\*

*\* For all schools that reported both trash and recycling in 2015*

## Number of Schools by State



Number of participating within a state

- 1-5
- 6-10
- 11-15
- 16-20
- 20+

Not shown: Canada

View the complete list of participating schools at [recyclemania.org](http://recyclemania.org)

# And The National Winners Are...

## 2015 WINNING SCHOOLS

CATEGORY	SCHOOL
Grand Champion	Antioch University Seattle
Per Capita Classic	Loyola Marymount University
Waste Minimization	North Lake College
Gorilla	Rutgers University
Bottles & Cans	Loyola Marymount University
Cardboard	Loyola Marymount University
Paper	Loyola Marymount University
Food Service Organics	Colorado College
SPECIAL CATEGORIES	
Electronics "E-cycleMania"	Southwestern College
Film Plastic	Stanford University
GAME DAY: BASKETBALL	
Per Capita Recycling	Catholic University of America
Diversion Rate	University of California - Berkeley
Waste Generation	Eastern Kentucky University
Food Organics	University of Nevada - Las Vegas
TELL YOUR STORY	
Waste Reduction Case Study	Raritan Valley Community College
Recycling Case Study	Central New Mexico Community College

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## NATIONAL WINNER SPOTLIGHT:

# Loyola Marymount University

After ending with many top 5 finishes but no wins in past years, Loyola Marymount University in Los Angeles increased their recycling levels by over 35% in 2015, propelling them to the top spot nationally in four separate categories:

**Per Capita Classic:** 73.87 lbs/capita

**Bottles & Cans:** 13.37 lbs/capita

**Cardboard:** 28.07 lbs/capita

**Paper:** 32.43 lbs/capita

## MAKING HEADLINES: From Twitter Feeds to TV Screens

### PRINT, ONLINE & TELEVISION HIGHLIGHTS

- **6.1 million** potential impressions
- **\$526,000** in ad value

### SOCIAL MEDIA HIGHLIGHTS

- **6,633** Facebook & Twitter posts about RecycleMania
- **5,407** Facebook likes for RecycleMania page
- **306** Instagram followers (new platform in 2015)
- **2.7 million** potential social media impressions



University of California, Berkeley

## New Category: 3R Actions Challenge

RecycleMania piloted a new category, the 3R Actions Challenge, which awards points to schools each time students text or tweet about reducing, reusing or recycling. The goal is to reinforce waste reduction behavior by recognizing individual actions through campus social networks and by challenging students to achieve ongoing personal environmental benchmarks.

RecycleMania partnered with myActions to introduce the 3R Actions Challenge.

- 42 participating colleges
- 3,981 students
- 32,622 3R Actions
- 139,235 items kept out of the landfill

### Winning Schools:

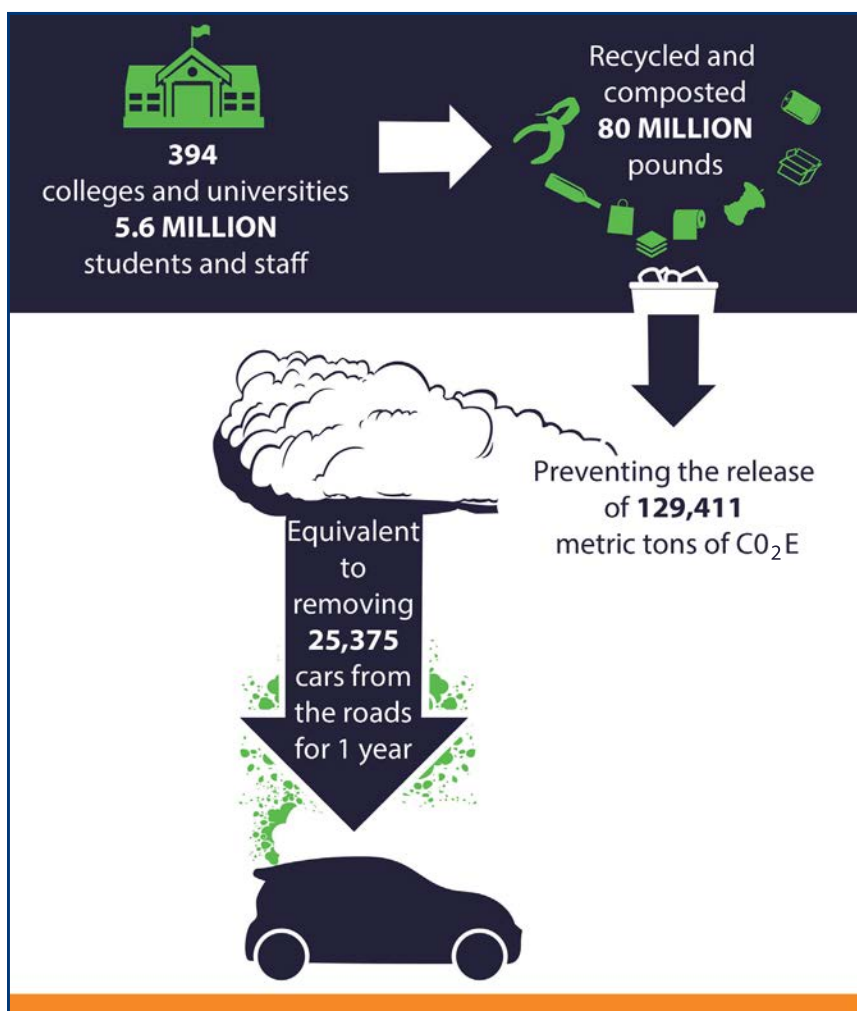
- **Huge** – The Ohio State University
- **Large** – University of Texas, Arlington
- **Medium** – University of Albany
- **Small** – Chatham University

myActions™



**“We had a great response to the 3R Actions Challenge, as well as the GameDay Basketball...this year”**

*-Eastern Kentucky University*



## National Collegiate Sustainability Recognition

RecycleMania is proud to be part of the criteria used to recognize colleges and universities for their outstanding sustainability efforts through the following organizations and programs:



AMERICAN COLLEGE & UNIVERSITY  
PRESIDENTS CLIMATE COMMITMENT



**“This is our 9th year participating and the program is getting better every year”**

*-Bridgewater College*



# RecycleManiacs In Action



**Stanford University** stoked old rivalries with Harvard and UC Berkeley with their video parody of Meagan Trainor's popular song "All About That Bass". The video featured educational tidbits about how to recycle and compost on campus and clever callouts to their RecycleMania rivals. The video did not go un-answered: before the tournament ended Berkeley threw the trash talk back Stanford's way with a counter video. Visit RecycleMania's YouTube channel to see these and other school's video's at <http://youtube.com/RecycleMania>.



The Fighting Irish of **Notre Dame** hosted a classic "green game" with RecycleMania volunteers stationed around the concourse at half time educating fans about recycling. In addition to the fan interaction, the school included messages on video monitors by the concessions and even made it on to the Purcell Pavilion's jumbo-tron with the hashtags for fans to participate in the 3R Actions Challenge.



**Florida A&M University** took RecycleMania to all corners of campus as part of their "Real Rattlers Recycle" campaign. Over 50 volunteers engaged students throughout the spring with displays and presentations at track meets, basketball games, residence halls and social events such as the weekly Set Fridays. The campaign kicked off with the ribbon cutting for FAMU's new campus recycling center and the introduction of dozens of new recycling bins across campus.



**University of Arkansas** used RecycleMania to launch a new cell phone collection program with a coordinated outreach campaign through digital message boards, flyers, campus-wide emails and a prominent story in the school newspaper. Partnering with a local women's crises shelter, the school brought further attention to the program and collected over 200 phones and related accessories with an offer to donate recycling proceeds during Women's Fitness Week.

## SPONSORS



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## PARTNERS

