

Best Practices, Marketing Strategies and Impacts On Recycling On Campus!

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*8-Years of Active Engagement
in
Recycling and Waste Reduction*





Urban Campus in the Heart of the Midwest with 15,746 Students

UMKC is a Public Research University

- AASHE STARS Silver Rating 2014
- Recyclemania 2008-2015 Grand Champion Top Performer
- TOP 50 Cool Schools- 2010-2014 Sierra Club Ranking
- Sustainable Success Story Regionally by Mid-America Regional Council



Active Programming

- Students-
 - Peer to Peer Education
- Staff-
 - Clean Your Files
 - Books and More!

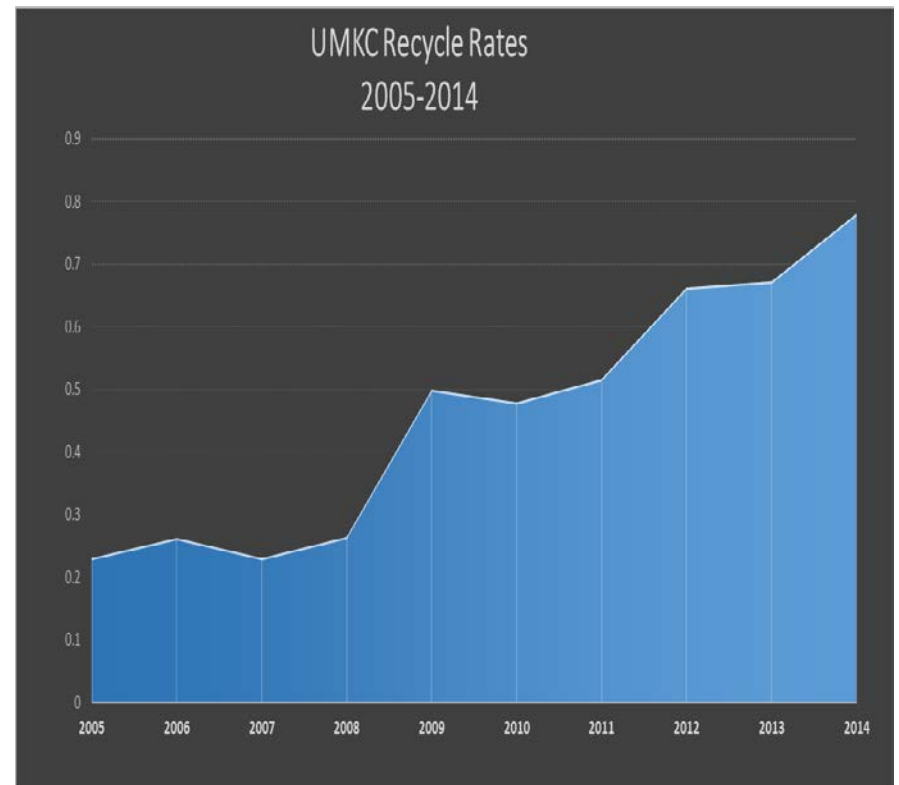


Increase in Active Programs, Events and Recycling Rates

Programing

- 2005- Recycling Program Launched
- 2006- Passive Program
- 2007- Passive Program
- 2008- Outreach Began- Recyclemania Competition
- 2009- Clean Your Files
- 2010- Clean Your Files & Peer To Peer Student Education
- 2011- Clean Your Files & Peer to Peer Student Education
- 2012- Clean Your Files and More & Peer to Peer
- 2013- Clean Your Files and More & Peer to Peer
- 2014- Clean Your Files, Books and More & Peer to Peer

Recycling Rates



Clean Your Files and More as an Event!



2015- 40 out of 54 Departments have participated!

Clean Your Files for all Campus Departments

All Departments
are encouraged to
participate.

Expanded from 1 to
2 to more than a
dozen. Each year it
grows.

2014 had 22
Departments out of
57 have
participated.


Recycle Mania

*UMKC
Spring Cleaning!*

March 7-April 6 2011

8am to 5pm

•Does your desk look like this?


• Are you files like this?


UMKC is participating in the Recycle Mania competition with universities across the nation to see who can reduce, reuse and recycle the most waste on campus. Employees contribute to that waste and messy offices contributes to lost productivity.

FAX and request your bins today!
JOIN IN THE FUN
816-235-8055

Let's help UMKC attain their goals this year.


Clear out your clutter by recycling mixed paper, cardboard, aluminum and plastics 1-7 (NO Styrofoam Please)

Don't Forget!

UMKC
SUSTAINABILITY
BLUE • GOLD • GREEN



Recycling Support

- All Departments
- Two 95-gallon totes
- Delivered and Picked-Up free of charge.



Free Shredding Events a Partnership with Cintas and Procurement



E-Waste Recycling



Department Recycling Competitions

Bragging
Rights

Based upon who
recycles the
most!



Student Peer-to-Peer Education

- Waste-Less Wednesdays
- Awareness through Art
- Classroom Projects
- Giveaways

4.7 pounds of trash is generated per person daily

Annual amounts of wood and paper landfilled is enough to heat **50** million homes for **20** years

1 year of recycling = **178** million metric tons of CO₂ = **33** million cars off the road

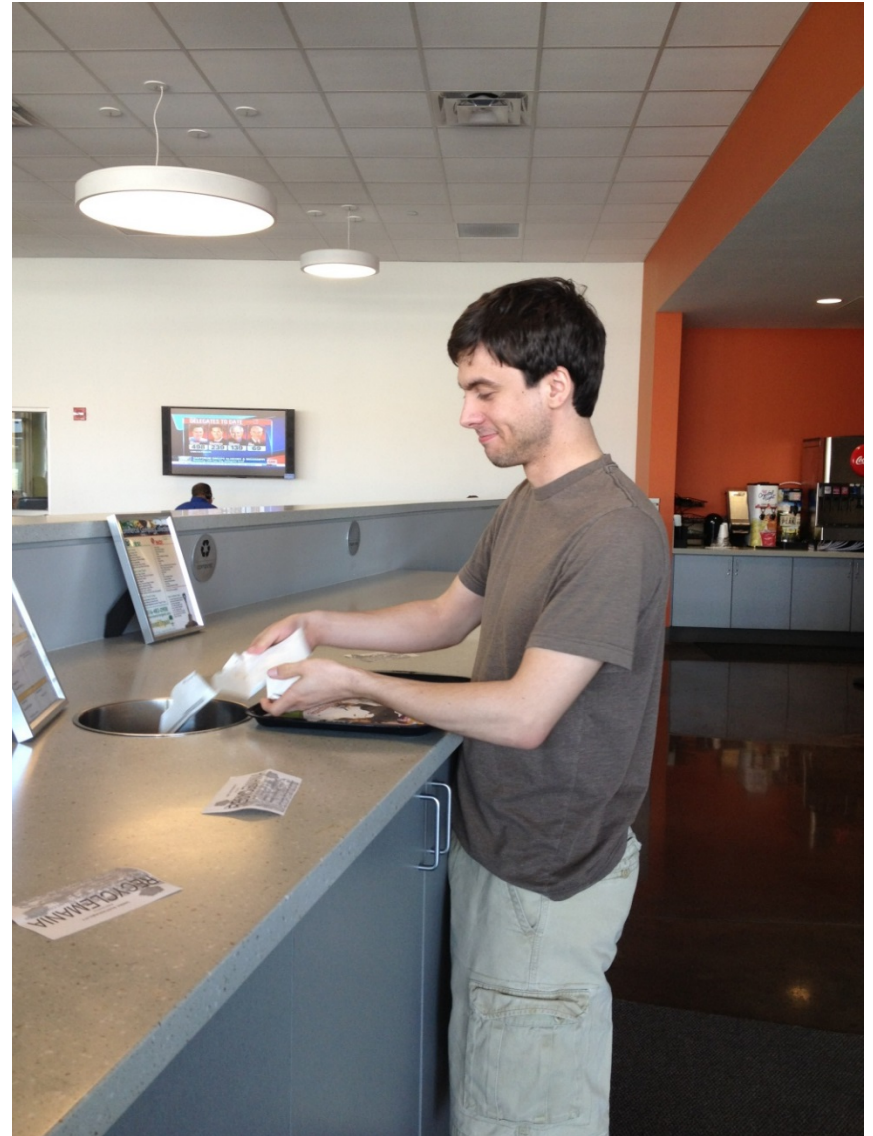
WASTE-LESS WEDNESDAYS

RECYCLE & COMPOST
TO COLLECT A PRIZE

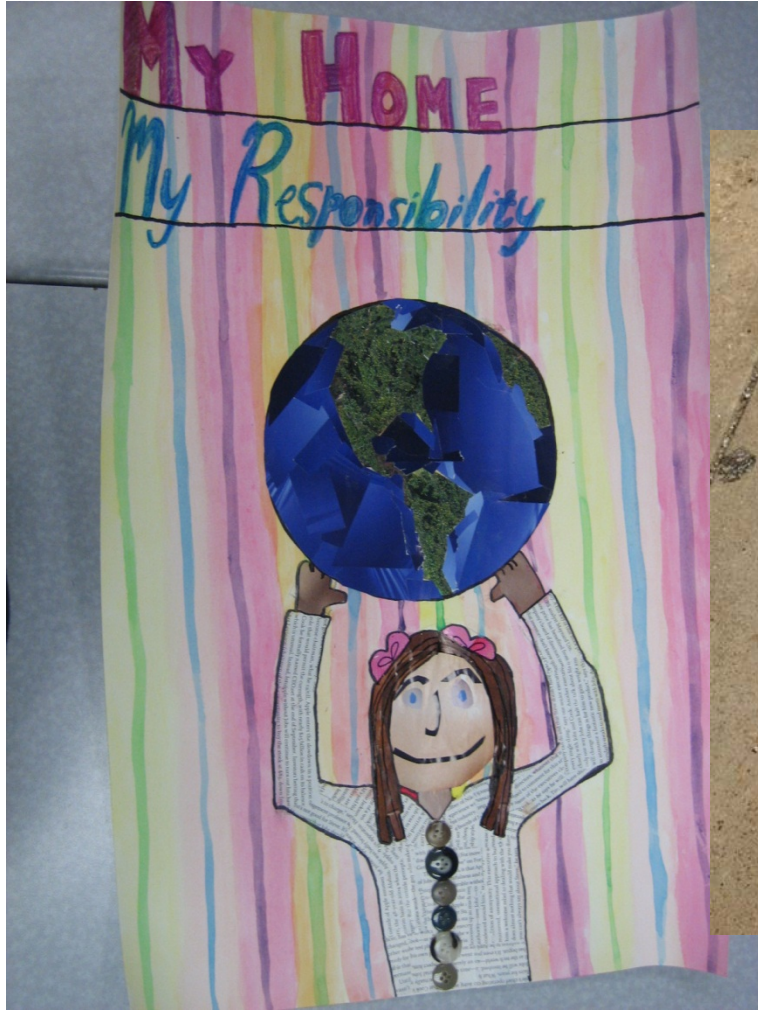
AT THE STUDENT UNION
FROM NOON TIL 1PM

YES, IT'S *THAT* EASY

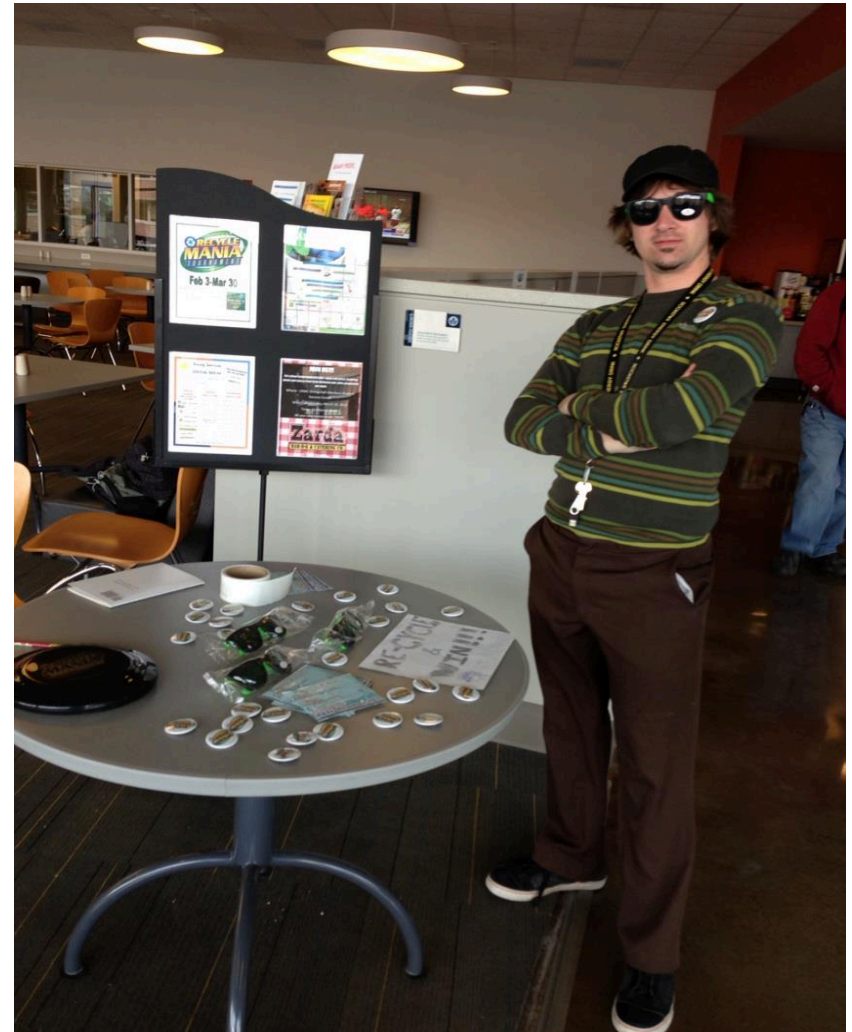
Waste-Less Wednesdays



Awareness through Art



Recycle Me Right!



Get Caught Green-Handed.



Class Projects

Peer-to-Peer
education
importance
of 3 R's



Getting the Word Out

- Word of Mouth
- Emails
- Social Media
- Blogs
- Newsletters
- Posters
- Handbills
- Sidewalk Art



facebook®



Recyclemania UMKC Style:

Engage Students, Faculty and Staff

- Clean Your Files for all Departments
 - Competitions
 - Prizes
 - Awards
- Student Peer-to-Peer Education
 - Waste Free Wednesdays
 - Giveaways
 - Awareness through Art
 - Use the Classroom
 - Other Events

**25 MILLION PLASTIC BOTTLES ARE
THOWN AWAY EVERY HOUR**

WHY WASTE?

RECYCLE!

HELP UMKC WIN **RECYCLEMANIA!**

WHEN: FEBRUARY 5TH – MARCH 31ST

WHERE: ALL CAMPUS RECYCLING BINS

MORE INFO AT:
UMKC.EDU/SUSTAINABILITY



SPONSERED BY:
UMKC SUSTAINABILITY

Common Ways to Promote Recycling On Campus:

- Tabling
- Posters
- Giveaways
- Internal Competition
- Email



Give Aways:



T-Shirts and
Water Bottles
are favorites



Annual Awards Celebration



Review Best Practices

- Active vs Passive Programs
- Programs as Events
- Tracking Metrics
- Engagement through Participation
- Competition and Prizes
- Social Media and Communications
- Celebration and Awards

Q & A

