

US EPA ARCHIVE DOCUMENT



OnCampus ecoAmbassadors are college students who implement projects from EPA's partnership programs to help carry out the Agency's mission to protect human health and the environment. The program is open to ANY college student, regardless of program, age, or background. All interested students are encouraged to participate.

Did You Know?

- America Recycles Day started in 1997 and is held annually on November 15th.
- The average recycling rate in America is only 33.8%.
- More than 2,000 ARD events were registered in 2010 ranging from electronics recycling events and paper drives to contests and art exhibits.

Ideas for ARD OnCampus

- Launch a recycling awareness campaign.
- Organize a clothing collection drive.
- Set up plastic bottle and aluminum can recycling at your campus sports stadium.
- Host an electronic-waste collection drive.
- Invite KAB or EPA representatives to speak about waste reduction and recycling at your campus.

Learn More

For more information, please visit the America Recycles Day website at www.americarecyclesday.org



America Recycles Day Event

America Recycles Day (ARD), organized by Keep America Beautiful (KAB), is celebrated annually on November 15th across the country. ARD is the only nationally recognized day dedicated to the promotion of recycling programs in the United States. Recycling is important because it reduces the volume of waste sent to landfills and allows us to re-use resources rather than having to harvest more. College students are encouraged to host events on their campuses on November 15th to educate fellow students about what and where they can recycle their waste.

Goals of an America Recycles Day Event

- Raise awareness on your campus about the benefits of recycling
- Encourage others to recycle more frequently
- Increase the recycling rate on campus
- Educate fellow students about available recycling resources

If You're Interested In:

- Learning more about recycling options
- Educating others about recycling
- Organizing creative events
- Meeting new people

... then an America Recycles Day Event is for you!

See page 2 for a step-by-step checklist for an America Recycles Day Event.



Students Taking Action

The University of Memphis participated in America Recycles Day in 2010 by setting up three areas on campus to collect various recyclable items. Additionally, the staff participated in a recycling bin contest. The purpose of the contest was to get departments to start using bins every day.

The University of Tennessee, Knoxville also participated in America Recycles Day in 2010 by hosting a contest for students to create a name design that would be displayed on the campus's new recycling truck. The winning truck name design would serve as a symbol to help increase the visibility of environmental sustainability at the university.

An America Recycles Day Event is ideal for students pursuing degrees in education, communications, environmental science, and environmental studies.

Checklist for an America Recycles Day Event

Follow the steps below to empower students, faculty, and others on your campus.

- ☐ **1. Pledge to recycle smarter and more frequently.**
Visit www.americarecyclesday.org/pledge to take the pledge online. Share the pledge with your friends and family.
- ☐ **2. Download the iRecycle application for your smart phone.**
This application was created by Earth911 as a resource for people to look up nearby recycling facilities for a variety of items. With over 800,000 recycling listings for 240 materials, this application serves as a comprehensive guide to your recycling needs. Visit earth911.com/irecycle/ for details and to find recycling centers in your area.
- ☐ **3. Find out what's being done on your campus.**
Meet with relevant campus stakeholders such as your campus facilities staff, sustainability directors, residential assistants (RA), and environmental student organizations to learn more about what they're doing to raise awareness about recycling and other waste reduction practices.
- ☐ **4. Pick an event to organize for America Recycles Day.**
View ideas at www.americarecyclesday.org/toolkit. Select one of the listed ideas or develop your own event that matches your campus needs. Be sure to register your event on this site too! Consider hosting an informational booth, organizing a clothing drive, tailgating recycling event or working with your campus to kick off a recycling awareness campaign.
- ☐ **5. Gain support on campus.**
Follow up with some of the campus stakeholders you have already met with and ask if they could assist you. If you anticipate a large audience, consider asking friends and peers interested in the topic to volunteer their time during the event. Network with local waste management agencies and environmental organizations to see if they could donate any time or resources to assist with your event.
- ☐ **6. Publicize your event.**
Utilize multiple media outlets to get the word out about your event. Create a Facebook event and invite your friends. Promote the event in the school paper and make class announcements if approved by professors. If possible, have your event sponsored by student organizations and campus officials to reach a larger audience.
- ☐ **7. Host your America Recycles Day event and take photos.**
Host the event for fellow students, faculty, and other participants to encourage the continued implementation of recycling activities on your campus. Print out educational materials to hand out and take pictures to send to EPA and to share on the OnCampus Facebook page and the America Recycles Day Facebook page.
- ☐ **8. Fill out your completion form.**
Record the information that you are required to report to EPA on the event completion form, including your name, date of the event, name of your college, a description of the event or events, the number of interactions (include any interesting comments), and additional comments.

Resources

America Recycles Day Toolkit

After you register your event with America Recycles Day, you will be eligible for free promotional materials. Hosting a tailgate recycling event? Register and order a toolkit with t-shirts, banners and recycling bags.

www.americarecyclesday.org/toolkit

iRecycle App

Need to know where to recycle something? Earth911's iRecycle app is available for iPhones and Androids:

earth911.com/irecycle/

EPA Office of Solid Waste

www.epa.gov/osw/

Tips for Successful Events

1. Find a suitable space.
2. Put up posters to advertise the event.
3. Create a Facebook event.
4. Ask friends to spread the word.
5. Plan to have snacks available – find out if you can get donations.
6. Arrange for music at the event.
7. Arrive early to set up the space, including snacks and music.
8. Use sign-up sheets to record attendance.
9. Create a written summary of the event.

EPA Contact Info

WasteWise

(800) EPA-WISE

oswwastewise@epa.gov

Allow a few days for a return call. Contact the OnCampus team if there is no response from the WasteWise helpline.

EPA OnCampus Team

EPAOnCampus@epa.gov

EPA OnCampus Websites

Visit the EPA website at

www.epa.gov/ecoambassadors/oncampus



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