

**Welcome to the kick-off meeting for NMT's
2nd year participating in...**





OHIO
UNIVERSITY

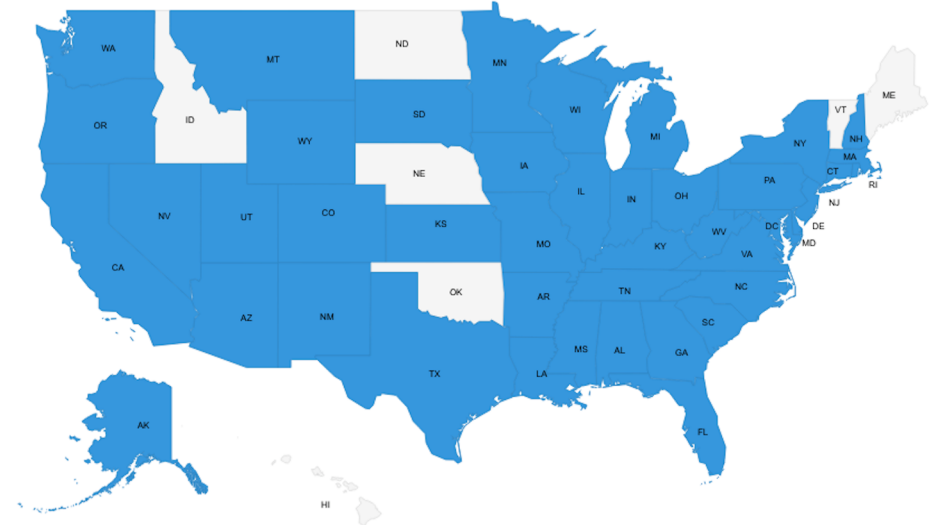


MIAMI
UNIVERSITY





- Since 2001 over 1,000 colleges and universities across the US and Canada have participated.
- During the 2018 competition 3.6 million students from 300 campuses recycled and composted 68.6 million pounds
- During the 2019 competition 5 million students from 300 campuses recycled and composted 69.5 million pounds

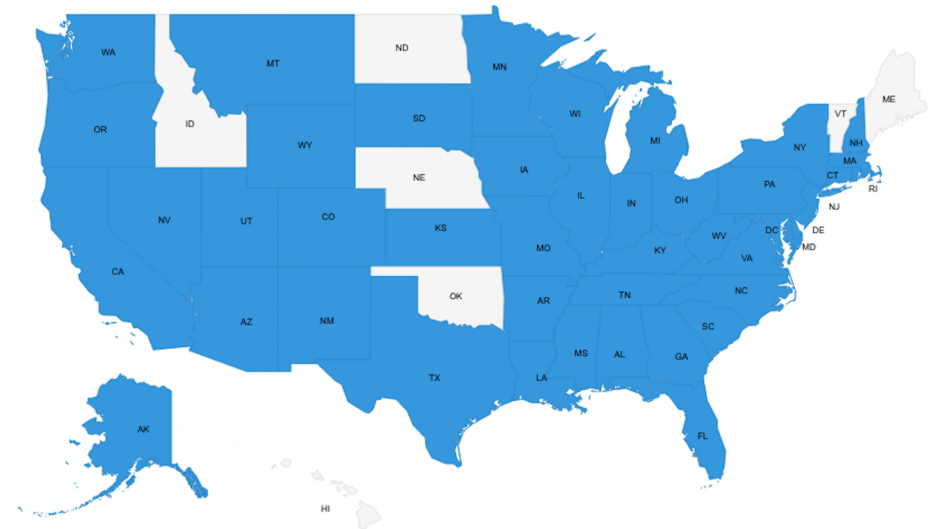




During this year's 2020 competition:

- **4.5 million students and staff** were reached
- **300 U.S. and Canadian campuses** participated
- **48.6 million pounds of waste** was recycled, composted and donated
- **380 million plastic bottles** were kept from the landfill
- Campuses prevented the release of **70,875 metric tons of carbon dioxide equivalent** into the atmosphere, which is equal to avoiding the annual emissions from **15,047 cars!**

Due to COVID-19, and early campus closures, we are recognizing the top-ranking campuses for each category based on Weeks 1 through 5 only (Feb 2 through Mar 7)





Classic 8 Week Competition

Per Capita

Recyclables weights reported.



Food Organics

Food waste and any organic materials handled alongside food waste reported.



Diversion

Recyclables, Food Organics, and Trash weights reported.



Zero Waste

Recyclables, Food Organics, Trash weights, and Materials for Reuse reported.





Classic 8 Week Competition

Per Capita

Recyclables weights reported.



Schools compete to see which can collect the largest combined amount of paper, cardboard and bottles and cans on a per person basis.

Data is reported and rankings are displayed weekly throughout the eight-week competition.

Results are calculated using the following equation:

$$\frac{\text{Weight of Recyclables}}{\text{Campus Population}} = \text{XX.XX lbs.}$$



Rules

Unacceptable Materials

- Appliances
- Furniture
- Industrial plastics
- Film plastics
- Pallets
- Yard / landscape waste
- Medical waste
- Hazardous waste
- Large-scale construction or demolition waste
- Scrap metal, wood or other maintenance-related waste that is recycled.

*Small-scale maintenance waste disposed with normal trash sent to a landfill or incinerator would still be counted as trash.

Follow tracking and reporting standards.

Stockpiling recyclables for the primary purpose of improving RecycleMania results is not permitted.



Special Categories

The following categories require reporting only one time at the end of the eight-week competition. National winners are awarded for each category.



GameDay Basketball

Competition based on recycling and waste diversion at a single home basketball game.

[LEARN MORE](#)



Electronics Recycling

Competition based on collection of scrap electronics over one-month period.

[LEARN MORE](#)



Race to Zero Waste Building Competition

Competition based on comprehensive effort to reduce, reuse and recycle the greatest amount of waste from a single designated building.

[LEARN MORE](#)



Case Study Competition

Share your best practices in promoting and improving recycling and waste reduction on campus.

[LEARN MORE](#)

Submissions due May 31st. Winners notified June 22nd



Electronics Recycling

- This category is based on a one time tally for all materials collected over a one month-long period during the February and March competition window
- All e-waste can be counted whether it is sent for recycling or refurbishment and reuse.
- Unlike other categories, we encourage schools to include electronics collected from the general public (i.e. non-institution community members bringing materials from home) at special drop off events. Schools are encouraged to work with their local communities to hold public drop off events and count these materials as long as the collection takes place on the campus itself.
- Schools must use recycling service providers that are certified by R2 or e-Stewards for appropriate environmental practices.
- Schools can count whatever material is accepted as “electronics” by their e-waste recycling service provider



Case Study Competition

Deadline: May 31, 2021

Focus your case study on one component of your campaign.

- outreach and marketing strategies
- fundraising strategies
- techniques to engage key campus stakeholders to ensure your success
 - connecting with off-campus partners
- key events or gatherings
- incentives for engagements

All submissions for the 2021 Case Study Competition will be featured in the Learn From Your Peers section of the website.



Key 2021 Dates

January 17-30 - Pre-season

January 31 – Competition starts!

March 27 – Competition ends!

April 12 – Deadline for Final Weight Reporting for Revisions to Weeks 1-7 and Electronics

April 16 – Unofficial results posted

April 28 – Winners announced, Final reports posted online



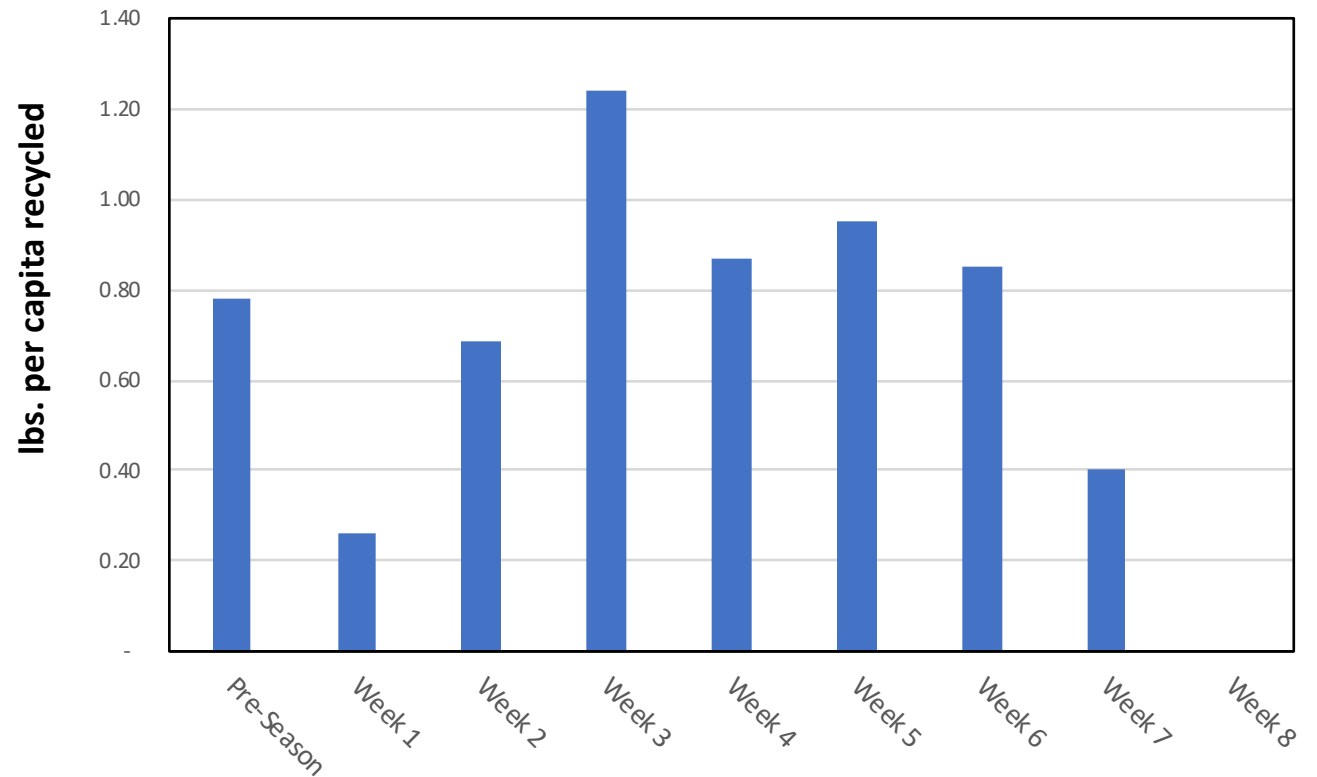
Outreach Campaign: Goals, Activities, Team



HOW we did in 2020:

- 17th out of 28 other similar size universities in Per Capita category.
- 112th out of 189 of all schools in the Per Capita category
 - NMT – 4.713 lbs/capita
 - 1st – 47, 10th – 23, 74th - 8

NMT RecycleMania Weekly Recycling Weight per capita





Outreach Campaign: Goals, Activities, Team



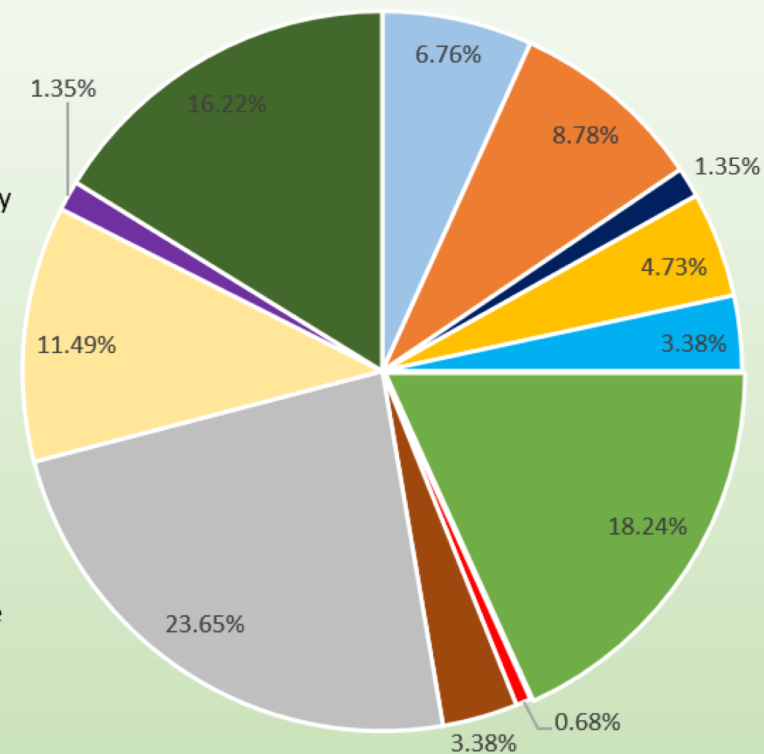
What we did in 2020:

- Banner above dining hall in Fidel
- Table tents in Fidel dining hall
- Campus-wide email reminding people how recycling works at NMT
- Online quiz about recycling with prizes for top scores
- New/additional signage
- Keep nmt.edu/recycle page updated, add more info



What is the biggest obstacle you face when it comes to recycling? What prevents you from recycling more?

- None
- Too busy. Throwing items away is just easier. Laziness. Some things are too hard to wash (eg. Peanut butter jars). Having to separate everything.
- I don't care. Don't remember to recycle.
- I don't know what can be recycled or how it works
- Not knowing how to recycle when living off campus. Not knowing an easy way to recycle when living off campus. Storage space at home/office.
- Convenience. Not having receptacle in office, dorm, etc or many locations. Not having a larger recycling station.
- Traveling
- Ease or ability to bring recycling items to campus (no car)
- The city does not provide pick up. No recycling bins at home Nowhere to take many items locally. Finding places other than NMT or locally to take recycling
- Limited by what is accepted at NMT. Too much of the packaging I use isn't recyclable (by NMT)
- There could be more negative environmental impacts from recycling (driving up to ABQ to recycle) Using excessive water to clean items
- No response. Response not applicable.



Survey from 2020
recycling quiz



Outreach Campaign: Goals, Activities, Team

What can we do in 2021 to improve our standing and recycling at NMT??

- Campus-wide email reminding people how recycling works at NMT ✓
- Campus-wide email about our participation in the competition ✓
- Keep nmt.edu/recycle page updated, add more info:
 - photos of how people recycle off campus
 - tips on how to easily clean items like peanut butter jars, etc.
 - how to reduce plastic use at home, what items can be replaced with plastic-free items
 - Make a short video on how to recycle at NMT
- Utilize social media #RealMinersRecycle



Outreach Campaign: Goals, Activities, Team

What can we do in 2021 to improve our standing and recycling at NMT??

- Dorm activities – make personal recycling containers for dorm rooms
- Bring attention to efforts by Chartwells (case study report?)
- Recycling bins in department offices for paper, removing trash cans
 - Facilities involvement
- Petition the city to start a recycling program
- Ways to increase funding for recycling program at NMT
 - Work with the city to write a grant to help fund the recycling program at NMT
- Get inspired <https://recyclemania.org/resources/learn-from-your-peers/>