



In pursuit of zero waste.
A strategy for greening your campus.

A closer look at the impact of sustainability.

Why should a professor choose to have his morning coffee in a ceramic mug rather than a polystyrene cup? Why should students put their used papers in the recycle bin? Why should anyone bother to deposit a banana peel in the organics container or carry around reusable mugs, water bottles and bags?

Diverse individuals on your campus may be motivated by different goals for your sustainability program. Yet, within specific groups, certain aspirations consistently rise to the top.

- According to a 2011 survey of 8,200 college applicants conducted by *The Princeton Review, Inc.*, 69% say their decision to apply to or attend a school would be influenced by the college's commitment to environmental issues. So, for students, it is important that your school care about protecting the environment, that you will provide them with opportunities to be deeply engaged in campus sustainability efforts, and that the experience will help them develop rewarding careers.
- For faculty, it is valuable to demonstrate that green practices can elevate the school brand and spur enrollment, leading to increased funding and the prospect of advancement.
- For administrators, it is beneficial that unifying waste services and repurposing materials can save costs and generate revenues, and that procuring recyclable products can lead to such benefits as increased diversion rates and a reduced carbon footprint overall.
- And for the university as a whole, sustainability serves purposes far greater and more pressing than the campus's interests alone. By influencing not only young minds, but the surrounding community as well, the impact of acting sustainably is multiplied many times over.



Our five-step process weaves environmentally sustainable practices into the very fabric of college life.

Is your institution working toward zero waste and increased landfill diversion? There are opportunities to practice sustainability all around your campus and to engage the entire community in the effort.

As North America's leading provider of waste management services, Waste Management has developed a comprehensive framework to help universities improve diversion, drive toward zero waste, and make sustainability a way of life on campus. We work side by side with college and university leaders to make sustainability paramount. Our five-step process sets the direction for meeting even your most ambitious environmental goals.

At Waste Management, we have a dedicated team of university sustainability experts focused on helping colleges and universities achieve comprehensive and far-reaching goals.



STEP 1: ESTABLISH A GREEN COUNCIL.

University departments often enjoy great independence. Sometimes, this model can lead to fragmentation instead of collaboration, notably in the handling of waste. At Waste Management, we employ a coordinated method across the entire campus to make your materials management processes more agile and adaptive. As a first step, we recommend working with you to establish a green council to help your institution gain campus-wide commitment to a clear, collaborative and unified program of environmental stewardship.



STEP 2: CONDUCT AN ASSESSMENT.

It is important to execute a sustainability assessment and audit of your campus's current environmental impact and set benchmarks for improvement. In this step, Waste Management systematically identifies and documents which materials are being consumed and how they're being disposed. We examine everything from traditional waste, to common recyclable materials, to construction debris, to hazardous items, to other hard-to-recycle items. This step brings into focus your environmental accomplishments as well as your major sustainability challenges.



STEP 3: IDENTIFY OPPORTUNITIES.

Waste Management will then help you create a plan for diverting as many materials as possible. Is there a program in place for recycling electronic waste? What about an organics recycling program for food services and landscaping? Is LEED® certification a goal for your facilities planners? How can your institution benefit students and the surrounding community through material donations and sharing? These are just a few of the areas we'll explore. Finding answers together will help us customize a plan to optimize sustainability on your campus.



STEP 4: ENGAGE THE CAMPUS IN GREEN MODEL PROGRAMS.

Sustainability isn't imposed by decree – it's a movement. To ignite a groundswell at your university, it will be vital to win the support of influential students, faculty, and administrators. Our Green Model programs are designed to bring these people together, expose them to the unique challenges your campus faces, inspire them, and mobilize them. We'll work closely with you to customize programs that engage the entire campus community, from high-waste areas such as dorms, to high-waste events such as football games and move-in and move-out days.



STEP 5: MEASURE AND REPORT.

The pursuit of sustainability must be ongoing. Reaching a basic level of diversion may be fairly simple. Rising to the next level may be tougher. But reaching the ideal of zero waste is possible only when the tools and commitment are in place to measure, manage and report every single material that enters and exits your campus. Zero waste may be an immediate or distant goal. In either case, we can work with you to continually enhance your programs, education and training to help you achieve realistic expectations on a reasonable schedule.



Mapping your route.

Universities are complex organizations, with departments that tend to operate independently of one another. On many campuses, this means that resources stay within the department, and sustainability challenges are addressed piecemeal rather than as a unified whole.

At Waste Management, we recognize that your university has unique priorities, capabilities, and waste streams. That's why we step back to look at your campus holistically instead of offering you a standardized solution that reinforces the status quo. We identify areas where functions can be consolidated to streamline performance and lower costs. These become part of a customized "Green Campus Map" we create for your university – one with sustainability built in.

We know the quest for a truly green campus takes the efforts of many people working together. Our Education Solutions team is experienced in coordinating and overseeing these groups so the entire process is harmonious and the stage is set for continual improvement.

To determine the best, most sustainable way to manage the diverse waste streams found on your college campus, our dedicated Education Solutions team will look at your university from many vantage points – according to building type, material type and material life cycle, for example. We'll identify opportunities for recycling, repurposing, and reusing materials you may now be throwing away.

The map below shows an abbreviated roster of the wide variety of waste streams typically found on college campuses.

The Green Campus Map – An Example



- ## COLLECTION SERVICES

- ## SUSTAINABILITY

-  SUSTAINABILITY ASSESSMENTS
-  WASTE STREAM ASSESSMENT
-  ENERGY CONSUMPTION
-  WATER USAGE
-  CARBON FOOTPRINT ANALYSIS
-  GREEN BUILDING/LEED

Inspiring participation.

Our Green Campus programs are designed to excite, engage, and motivate. We brainstorm with schools to create programs that make sustainability part of everyday life on campus and beyond. The ultimate goal of each is the same – to have people think of waste not as something to throw away, but as a resource on its way to another high-value destination.

One sure way to inspire campus-wide participation in reducing waste is to turn it into a contest. Targeted competitions like the U.S. Environmental Protection Agency's Green Game Day Challenge are a great way to lay the groundwork for environmental action. Waste Management can help you expand these friendly challenges to move-in and move-out days, RecycleMania, and more.

TALK TO US ABOUT OUR GREEN CAMPUS PROGRAMS, INCLUDING:

- **Green Move-in/Move-out.** Make the most of this great opportunity to promote the value of sustainable lifestyles. Rely on Waste Management to put the entire program together for your school, including setting up an adequate number of receptacles and signage, organizing special events, and involving local charitable organizations to reuse and repurpose what's left behind.
- **Student Living Programs.** We can work with you to understand the on-campus habits of your students and create programs to advance environmentally sustainable lifestyles.
- **Green the Dorms, Green the Greeks.** "Reduce, reuse, and recycle" are messages worth amplifying in your residence halls. From providing recycling containers to recycling kiosks, solar-powered compactors, and motivational events, we can set the stage for eco-friendly living.
- **Organics Recycling.** Kitchens, cafeterias, dorms, and campus green spaces generate tons of organic waste material. By collecting it and converting it into compost, your campus not only reduces its volume of solid waste, it also provides a means of returning nutrient-rich organics to the soil.



Greening by example.

As North America's leading provider of comprehensive waste management services, our company is working side by side with environmentally conscious universities around the country to define and implement far-reaching sustainability goals.

ARIZONA STATE UNIVERSITY

ASU has an ambitious goal of achieving zero landfill by 2015 throughout its four campuses, and we're helping them reach it. Our shared initiatives include a comprehensive single-stream recycling program, solar-powered compactors, and working with a local farm to compost organic materials from the Tempe campus. We've dedicated an on-site project manager to provide continual guidance and direction throughout the roadmap-development process, including the waste-elimination plan execution.

THE UNIVERSITY OF IOWA

We've teamed up to help the Hawkeyes meet their goal of increasing recycling from 25 percent to 60 percent of all waste generated on campus by 2020. To do this, we're using technology to collect and report information in new ways, enabling continuous adjustment and improvements. For example, to measure our progress, we've equipped our collection vehicles with technology that records the weight and location of each recycling pickup and reports the results.

THE UNIVERSITY OF NEW HAMPSHIRE

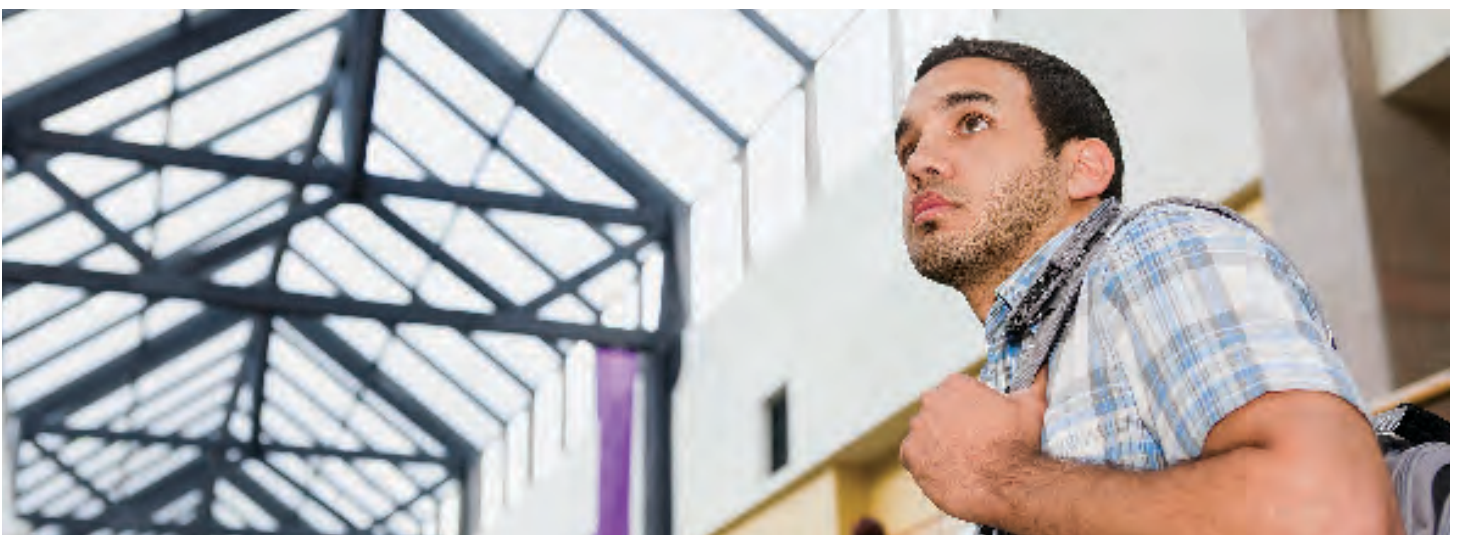
We worked with this environmentally progressive university to provide its campus with up to 75% of its energy needs, via EcoLine,[™] a program in which we create clean, renewable gas at our landfill facility approximately 12 miles away. EcoLine is so successful that it was named the "2009 Project of the Year" by the U.S. Environmental Protection Agency's Landfill Methane Outreach Program.

IOWA STATE UNIVERSITY

Waste Management is implementing several of our Green Stadium programs in support of the Iowa State University athletics program. This includes developing programs and campus-wide communications to engage fans, students, and athletes to work toward common sustainability goals.

FLORIDA INTERNATIONAL UNIVERSITY

Since switching to a single-stream recycling program in 2009, the university has seen a steady increase in the volume of recyclables, which now averages 39 tons per week, or 30% of all its waste.





Your recycling and diversion report card.

As we implement your sustainability program, our recycling and diversion tracking tool shows at a glance how you're doing. This tool lets your team and Waste Management work together seamlessly to keep tabs on your progress and make adjustments as needed.

THE TOOL PROVIDES INSTANT ACCESS TO DATA AND INSIGHTFUL ANALYSIS, SUCH AS:

- Diversion rates by each area of your campus
- Results by specific program or initiative, with time-period comparisons
- Materials stream, department, equipment performance, and more
- Demonstrative graphs and charts
- LEED® certification submissions

One of our favorite features is the "Green Facts" button, which calculates your activities and lets you see the results right away. (Example: "Your recycling efforts saved enough energy to power [X] number of homes and saved [X] number of mature trees.") Green Facts are a terrific way to promote your environmental stewardship campus-wide.

Waste Management's dedicated sustainability team for colleges and universities can help you every step of the way on your journey to sustainability. With our recycling and diversion tracking tool, you'll be able to correlate your environmental performance with other key indicators, such as number of applications, school enrollment, endowment donations, and more.

Start your quest for environmental excellence today. We would appreciate an opportunity to demonstrate the value of a customized Green Campus waste reduction program at your school and how to make it convenient and rewarding for everyone on campus.

To learn more about how sustainability can benefit your campus and bring you closer to your zero-waste goals, contact Herb Sharpe, Corporate Director of Education, at 1 855 414 3404. Or, if you prefer, visit us at wm.com/campus.