



2014 BY THE NUMBERS SUMMARY

Recycle-Bowl is a fun, free, friendly competition and benchmarking tool for K-12 school recycling programs to promote waste reduction activities. School recycling programs across the nation compete in a race to collect the most recyclables over a four-week timeframe in the fall. Bragging rights and a recycled content prize are awarded to the school that recycles the most per capita. Whether a school has an extensive recycling program or is just launching one, Recycle-Bowl is an excellent way for teachers, student green teams, and facility managers to engage their school community in recycling and provide “teaching moments” with students about the benefits of recycling.

COMPARING 2013 AND 2014 SUCCESS

	2013	2014
Number of Schools Registered	1,507	1,451
Percent of Registered Schools that Reported	67%	84%
Number of Students/Teachers Reached	689,044	860,250
Total Pounds Recycled	6.4 million	4.4 million
Average Pounds per Capita (School & District Division)	7.75 lbs/capita	8.28 lbs/capita
Percentage of participants with a hauling partner	64%	82%
GHGs Saved	8,913 MTCO ₂ e	7,187 MTCO ₂ e

REGISTRATION PROFILE

- Top participating states were TX, AZ and OH. 49 states (plus DC) represented.
- 60% were in the School Division, 14% in the Community Division, 24% in the District Division, and 2% in the Open Division.
- 87% were public schools, 10% were private schools, and 3% were charter schools.
- 54% were elementary, 15% were middle, 19% were high schools, and 12% were a mix.
- 24% of schools were in a suburban area, 15% in rural, 37% in urban and 24% in a mix.
- 43% of schools were registered by their community recycling coordinator.



Atlantic City High School
(Atlantic City, NJ)



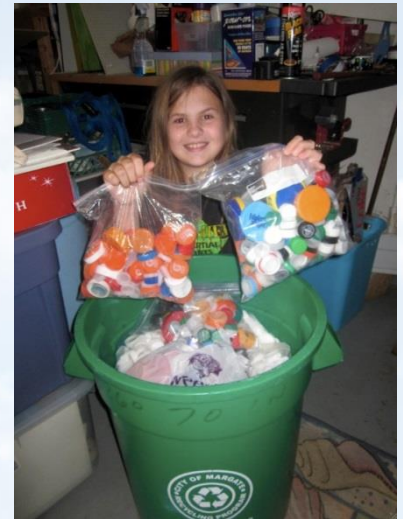
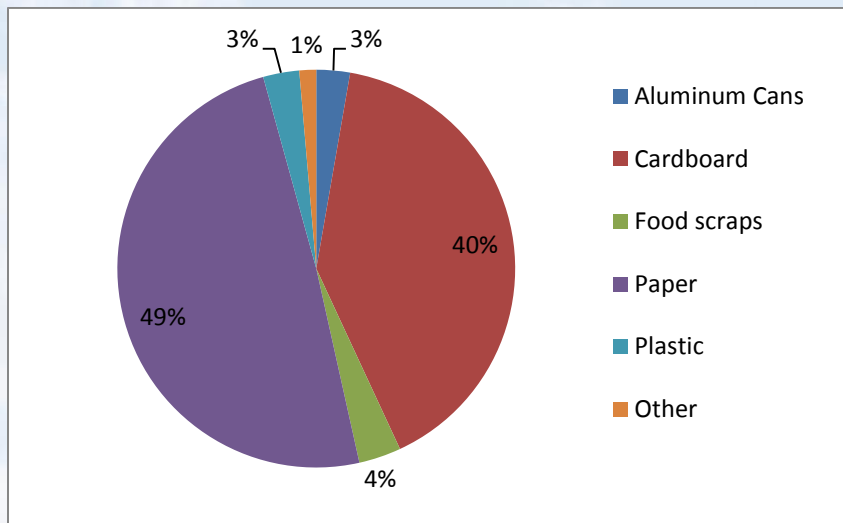
Bellamy Elementary School
(Wilmington, NC)



Driftwood Middle School
(Hollywood, FL)



OVER 4,400,000 POUNDS OF RECYCLABLES COLLECTED



Broward County Public Schools
(Broward County, Florida)

IMPACT METRICS

- A majority (73%) indicated they saw “some” or “significant” increase in recycling tonnage during the competition.
- There was an 8% increase in those that indicated having a “robust” recycling program as a result of the Recycle-Bowl competition.
- 2% use the competition to start a recycling program.

“We didn't even have a recycling program before this year. [Recycle-Bowl] forced us to begin this recycling club. The students are so excited. This allows them to feel good about their work, collaborate, come up with ideas, and be a part of something.”

-Mala Mirchandani, Frederick Douglass Academy for Young Men (Detroit, MI)

WINNERS

- * **National School Division:** Magnet Traditional School (Phoenix, AZ)
- * **Community Division:** Hillcrest Elementary School (Dublin, GA)
- * **District Division:** Albany Unified School District (CA)
- * **Waste Diversion Category:** Guy Lee Elementary (Springfield, OR)
- * **Food Scrap Collection Champion:** Albany Children's Center (Albany, CA)
- * **Most Improved:** Central High School (Phoenix, AZ)

For more information, please contact:

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