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2013 BY THE NUMBERS SUMMARY

COMPARING 2012 AND 2013 SUCCESS

	2012	2013
Number of Schools Registered	1577	1507 (5% decrease)
Percent of Registered Schools that Reported	72%	67%
Percent of All U.S. Schools	1.2%	1.2%
Number of Students/Teachers Reached	901,508	689,044
Total Pounds Recycled	4.5 million	6.4 million (29% increase)
Average Pounds per Capita	5.62 lbs/capita	7.75 lbs/capita (27% increase)
If all U.S. schools collected 7.75 lbs/capita annually	2.38 million tons	3.02 million tons
Percentage of participants with a hauling partner	80%	64%
KWHs Energy Saved and Gallons Water Saved	14,350,715 KWH 13,743,431 gallons	22,480,306 KWH 14,999,000 gallons

62 schools also participated in America Recycles Day
44% of the schools that participated in 2012 returned in 2013

REGISTRATION PROFILE

- Top participating states were TX, AZ and OH. All 50 states (plus DC) represented.
- 70% were in the school division, 18% in the drop-off division, 9% in the district division, and 3% in the open division.
- 88% were public schools, 9% were private schools, and 2% were charter schools.
- 52% were elementary, 16% were middle and 19% were high schools.
- 28% of schools were in a suburban area, 16% in rural, 33% in urban and 7% in mix.
- 46% of schools were registered by their community recycling coordinator.

IMPACT METRICS

- There was a 9% increase in the perception of “good” or “robust” programs, and a 7% decrease in programs saying they needed improvement at the end of the competition.
- 3.7% use the competition to start a recycling program.
- A majority said they saw “some” or “significant” increase in recycling tonnage during the competition.
- There were 82,439,357 page views, with 7,609,406 unique visitors to the website.

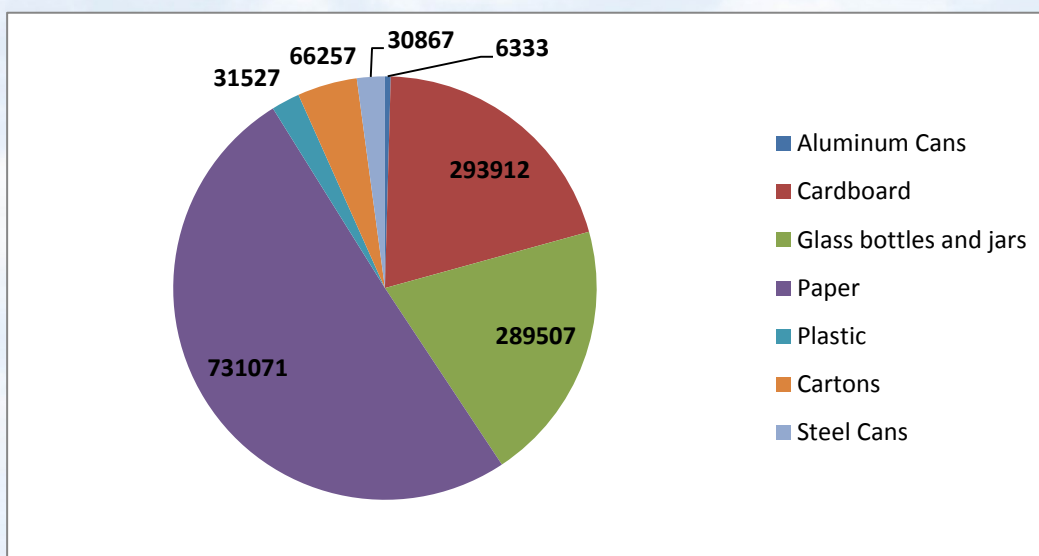


RECYCLE-BOWL COMPETITION

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AMOUNT OF MATERIAL COLLECTED



- 71% of recycled commodities is paper and cardboard
- Cartons increased from 32,667 in 2012 to 66,257 pounds in 2013 (51% increase) to make up 5% of the source-separated stream.

RESULTS AND WINNERS

- 1st place in the national school category went to [Foothill Elementary School in Pittsburg, CA](#). Their pounds per capita rate was 156. They win \$4700 in cash and prizes.
- 1st place in the national community category went to [York Adventist Christian School in York, Pennsylvania](#). Their pounds per capita rate was 939. They win \$1,000 in cash.
- The school that improved the most over last year is [Egg Harbor Township High School in Egg Harbor, New Jersey](#). They went from .25 lb/capita to 37 lbs/capita. They win \$1,000 in store credit to purchase more recycling bins from Busch Systems.
- The Nestle Employee Engagement School that collected the most material per capita is [Arnold J Tyler School in New Lenox, Illinois](#). They collected 32 lbs/capita. They will win \$1,000 from Nestle Waters North America.
- The school that collected the most milk and juice cartons is [Kodak Park School #41 in Rochester, New York](#). They collected 6.4 lbs/capita of cartons. They win \$500 from the Carton Council.

The Recycle-Bowl program is helping KAB fulfill its Clinton Global Initiative commitment.

