



Free Recycling Resource Pack for Colleges, Universities & Businesses

Download your FREE recycling support pack to help you engage your employees or students to recycle more. Great for sustainability officers, facilities managers and eco-groups to communicate key messages about recycling, the pack contains free posters, a fun interactive student quiz, Did You Know? a press release and some top tips for raising awareness about recycling and sustainability.



EAT, DRINK, SLEEP, RECYCLE

Make Fresher's Week count for the environment

The big day has arrived and you move into your barely furnished box room as your parents disappear over the horizon leaving you with a box of washing powder.

Before you sign up for the *Curry Appreciation Society* or the *Custard Wrestling Team* this Fresher's Week, check out the student's environment group to find out what you can do to reduce your carbon footprint over the next three years.

Imagine how many trees you could save and how much stuff you can stop going to landfill just by cooking from scratch or using up leftovers. Set a good example to fellow students and shame them into printing double-sided and throwing their baked-bean tins in the recycling bin.

Recycling just one beer can saves enough energy to power a television for 180* minutes – that's three hours of *Game of Thrones* or six episodes of *The Big Bang Theory*.

If you spend hours trawling E-bay and Freecycle and sifting through charity shops for bargains you already have the Upcycling gene so responsible recycling should come naturally to you.

However, if you are more inclined to shop until you drop for the latest iPhone or X-box and buy only up-to-the-minute fashion you will be creating a bigger carbon footprint than your more frugal mates.

Leaffield Environmental has identified different types of recycling behaviour and discovered that most students fall into just six main categories.

These are the six main recycling personalities we identified:

Hungry Hoarder: Never buys own food, doesn't clean up or take the bin out. Stockpiles empty coke cans under the bed. Eats what most people wouldn't dare touch and turns eating into a sport when free food is around. **Favourite food:** Hotdogs out of the tin.

Fancy Foodie: Buys weird stuff from the supermarket like proper cheese, not just slices, and follows recipes by Nigella Lawson. Not afraid to experiment with dishes from around the world. Leaves food in the fridge so long it gets a green fir. Shops at Waitrose.

Favourite food: Sushi

Charity Chic: Scours charity shops daily to look for vintage pieces and always buys recycled products. Loves fair trade chocolate.

A 'real foodie' who plans whole trips around the food experience. Loves to try new dishes in far flung places then brag to friends.

Favourite food: Vietnamese noodles

Eco-warrior: Re-uses carrier bags hundreds of times, darns socks and always uses up leftovers. A 'responsible eater' that only buys locally grown food and forages for berries in the countryside. Puts 'recycle me' stickers on beer cans in the fridge.

Favourite food: Dandelion leaves dressed in lemon juice.

Homemaker: Homely and hygienic with OCD habits like washing up and taking the bin out. Posts cleaning rotas in the kitchen that everyone ignores. Loves home cooking and inviting friends round.

Owns a pair of Marigold gloves.

Favourite food: Home-made Chile con Carne

Recycling Retentive: Steals from skips and vegetable gardens. Loves making furniture out of old pallets. Only eats raw food - thinks cooking destroys nutrients and enzymes.

Owns a can crusher and flattens cardboard into neat bundles.

Favourite food: Grated celeriac

Student facts and figures

- 74% recycle clothing, books, shoes and other personal items
- 50% regularly donate unwanted items to charity
- 25% take their own bag when shopping
- 22% print double sided

*Source: SITA and NUS survey Lifting the Lid: student attitudes and behaviours towards recycling and waste 2013

**www.recycling-guide.org.uk



Did you know, top tips and student recycling facts.

Did you know?

- Only 55% of students recycle compared to the UK total of 75% - help us get to the next level.
- It takes 24 trees to make one tonne of paper.
- Recycling 1 aluminium drinks can saves enough energy to power a TV for 3 hours.
- Britain throws away £10bn of food every year.
- Plastic can take up to 500 years to decompose.
- If all cans in the UK were recycled, we would need 14 million less dustbins.
- Every day in the UK we waste 7 million slices of bread and 1.2 million sausages.
- 40% said students were extremely likely to recycle more if outdoor recycling units were provided.
- 32% of schools/colleges/unis organised special recycling projects for Recycle Week in June 2014.
- 50% include interactive recycling activities or special arts projects as part of lessons

Top 10 hints and tips for recycling success:

1. Use recycled materials in art, texture and science classes to encourage creativity.
2. Explore recycling processes in science classes to build environmental awareness.
3. Remind students during assemblies or briefings of what can and cannot be included in the recycle bins.
4. Introduce a rota for students to check recycling bins are being used properly.
5. Form an Eco-Team to organise special recycling events and themed projects to create exhibitions and displays for open days, presentations or community projects.
6. Introduce the collection of other waste like batteries, mobile phones or ink cartridges to raise funds for charity.
7. Use Did You Know? Posters with recycling facts and figures and place in key areas. These can be specific to your organisation or general.
8. Measure the improvements in recycling rates and report these in a newsletter.
9. Set recycling targets to incentivise students to do more.
10. Use the money saved on landfill costs to fund new recycling bins or to set up environmental awareness field trips.

Information sourced from: www.wrap.org.uk, www.recycling-guide.org.uk, Leaffield Survey (2014) and SITA & NUS survey Lifting the Lid: Student attitudes and behaviours towards recycling and waste 2013



**EAT,
DRINK,
SLEEP,
RECYCLE**

Social Media messages

1. Promote your recycling campaign on your facebook and twitter pages.
2. Use strong imagery to visually promote campaign.
3. Encourage students to take recycling selfies #EDSRecycle (Eat, Drink, Sleep, Recycle)
4. Use Did you know? stats to engage students and staff.
5. Post sustainable event details – bring and buy sales, upcycling workshops, how to scratch cook and save money and waste less food.

Images to use:



**EAT,
DRINK,
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EAT, DRINK, SLEEP, RECYCLE

Recycling Personality Quiz

Which recycling personality are you?

If you spend hours trawling E-bay and Freecycle and sifting through charity shops for bargains you are already have the Upcycling gene so responsible recycling should come naturally to you. However, if you are more inclined to shop until you drop for the latest iphone or x-box and buy only up-to-the-minute fashion you will be creating a bigger carbon footprint than your more frugal mates.

Eco-Warrior or total waster – take our quiz to find out

1. When you go to the supermarket what do you use to carry your shopping?

- a) A shopping bag made from 100% recycled material
- b) A plastic bag for life
- c) A bio-degradable carrier bag
- d) Get a bag at the checkout
- e) I order online
- f) I don't use supermarkets

2. What is your favourite food?

- a) Roast Dinner
- b) Asian Fusion - anything with noodles
- c) Sushi
- d) Mixed leaf salad with seeds and nuts
- e) Takeaways of any kind
- f) Any microwave meal

3. If you are skint at the end of the week do you?

- a) Hash together the leftovers in the fridge
- b) Help yourself to your mates' food
- c) Ask for some free scrumps at the chip shop
- d) Pick your own vegetables
- e) Call mum and dad and ask for a loan
- f) Become a Fregan and raid the supermarket skip

4. Where do you buy your books?

- a) Download online
- b) Charity shops
- c) E-bay, Amazon or other
- d) Borrow other people's
- e) Go to the library
- f) I don't read books

5. Do you look at food labels before you buy?

- a) Only for the use by date if the item is reduced
- b) I only buy food marked organic
- c) I only buy locally produced food
- d) I check for fat and calorie content
- e) I just buy the cheapest
- f) Labels are boring

6. What do you recycle most?

- a) Beer cans
- b) Plastic bottles
- c) Paper and cardboard
- d) Food waste & veggie peelings
- e) Glass bottles & jars
- f) I don't recycle anything

7. Where do you buy most of your clothes?

- a) Designer stores only
- b) Charity shops
- c) E-bay
- d) Primark & high street retailers
- e) I borrow my mate's clothes
- f) Jumble sales and car boots

SCORES:

- 1. a) 6; b) 4; c) 3; d) 1; e) 2; f) 5
- 2. a) 6; b) 3; c) 2; d) 5; e) 1; f) 3
- 3. a) 2; b) 1; c) 3; d) 6; e) 4; f) 5
- 4. a) 6; b) 3; c) 4; d) 2; e) 5; f) 1
- 5. a) 2; b) 5; c) 6; d) 4; e) 3; f) 1
- 6. a) 6; b) 2; c) 3; d) 5; e) 4; f) 1
- 7. a) 2; b) 3; c) 6; d) 4; e) 1; f) 5

Total:

10 points or less: Hungry Hoarder: Never buys own food, doesn't clean up or take the bin out. Stockpiles empty coke cans under the bed. Eats what most people wouldn't dare touch and turns eating into a sport when free food is around.

Favourite food: Hotdogs out of the tin.

10-20 points: Fancy Foodie: Buys weird stuff from the supermarket like proper cheese, not just slices, and follows recipes by Nigella Lawson. Not afraid to experiment with dishes from around the world. Leaves food in the fridge so long it gets a green fir. Shops at Waitrose.

Favourite food: Sushi

21-25 points: Charity Chic: Scours charity shops daily to look for vintage pieces and always buys recycled products. Loves fair trade chocolate.

A 'real foodie' who plans whole trips around the food experience. Loves to try new dishes in far flung places then brag to friends.

Favourite food: Vietnamese noodles

26-30 points: Homemaker: Homesick and hygienic with OCD habits like washing up and taking the bin out. Posts cleaning rotas in the kitchen that everyone ignores. Loves home cooking and inviting friends round.

Owns a pair of Marigold gloves.

Favourite food: Home-made Chile con Carne

31-35 points: Eco-warrior: Re-uses carrier bags hundreds of times, darns socks and always uses up leftovers. A 'responsible eater' that only buys locally grown food and forages for berries in the countryside. Puts 'recycle me' stickers on beer cans in the fridge.

Favourite food: Dandelion leaves dressed in lemon juice.

36-42 points: Recycling Retentive: Steals from skips and vegetable gardens. Loves making furniture out of old pallets. Only eats raw food - thinks cooking destroys nutrients and enzymes.

Owns a can crusher and flattens cardboard into neat bundles.

Favourite food: Grated celeriac