

DID YOU KNOW THAT THE AVERAGE FOOTBALL GAME PRODUCES 50-100 TONS OF WASTE THAT COULD BE RECYCLED?

Source: Game Day Challenge | WasteWise | US EPA. US Environmental Protection Agency. 28 July 2011. Web

PepsiCo's Tailgate Recycling Guidebook is PepsiCo Recycling's comprehensive resource to support the zero-impact journeys of our college and university partners. The Tailgate Recycling Guidebook provides everything you need to plan and launch a successful tailgate recycling program at campus athletic events.

The Guidebook equips schools with tips and tools, including:

- A step-by-step timeline from planning to activation
- Tailgate recycling best practices and case studies of successful tailgate recycling programs
- Tips to identify and engage stakeholders
- Tactics for recruiting and engaging volunteers
- Best practices to amplify your message across campus and in the community and communications templates
- Methods to engage and incentivize fans to participate in tailgate recycling
- Instructions on how to measure and report success of your campus' tailgate recycling

BENEFITS OF TAILGATE RECYCLING:

Tailgate recycling offers many benefits for your campus and community:

ENVIRONMENTAL BENEFITS

- Conserve resources through the capture of large volumes of recyclables
- Increase landfill diversion rates
- Reduce greenhouse gas emissions
- Increase U.S. beverage container recycling rate

ECONOMIC BENEFITS

- Low upfront cost to your school
- Potential for rebates from recyclables
- Reduce labor and landfill costs
- Improve school reputation and fan experience, which can lead to an increase in enrollment and ticket sales

SOCIAL BENEFITS

- Be recognized as a more sustainable campus
- Engage students and fans on a new level
- Engage diverse groups across campus and the surrounding community
- Influence lifelong environmentally responsible behavior

For more information,
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