

## 2017 RecycleMania Schedule & Activity Details

### Week 1: February 6- 10

**2/6:** Waste Management will begin to track recyclables from each campus to find out which CNM population recycles the most per capita

**2/9 (Thursday):** from 11 a.m.-3 p.m. on the Main Campus Student Resource Center lawn. CNM students and employees are encouraged to come by to learn how they can participate in the multi-campus recycling competition. There will be a “how to” recycle demo, activities, competitions and prizes.



### Week 2: February 13- 17

**2/13-17** is the CNM Mugshots Competition (#CNMmugshots). Did you know that you receive a MASSIVE discount when you fill a reusable coffee container at CNM’s Suncatfé’s? Students, faculty and staff will always receive a discount price on a coffee refill if they bring their own reusable container, as long as it is under 32 ounces. Help us reduce campus waste further by promoting the REUSE of coffee mugs. To help inspire people to reduce the amount of trash CNM sends to the landfill, students and employees will be encouraged to take photos holding their reusable containers and post them on social media.



#### Instagram Instructions

\*Accounts must be public to enter

- 1) Snap a selfie with your favorite Coffee/Tea MUG
- 2) Upload to your own Instagram account with #CNMmugshots Feb (13-17)
- 3) "Mug Shot" with the most likes wins!
- 4) 1st and 2nd place winners receive prizes and will be featured on the Sustainability Website and posters in the Suncatfé’s shops across campuses.

**More social media contests will be announced later for various weeks, this schedule will be updated regularly to provide details.**

**2/14:** Latin Love Fest! A sustainability collaboration between CNM and the National Hispanic Cultural Center (NHCC) has been developed. On Valentine’s Day, CNM will provide recycling services at the event, which will be held at the NHCC. Faculty, staff and students will volunteer their time to manage the recycling portion of this festive night, which will be full of music, dancing and community celebrations. Volunteers get free admission to the event. Faculty can help by encouraging their students to get involved. For more information, email [mdeblassie@cnm.edu](mailto:mdeblassie@cnm.edu) or [mblumhoefer@cnm.edu](mailto:mblumhoefer@cnm.edu).

### Week 3: February 20-24

Starting on February 24, students will be asked to adopt a recycle bin with fellow classmates or with other friends who attend CNM. They’ll decorate their bins in a way that educates the public on recycling. Please follow these guidelines for decorating:

- 1) Theme must be reflective of course enrolled in (if doing it for course credit).
- 2) MUST show what can go in the bin (educational): Paper (including cardboard and glossy paper), Plastic & Aluminum (single stream)
- 4) **“Do Not Contaminate”** must also be an educational element on the bin somewhere (no liquids, foods or saturated materials).
- 5) at least ONE RECYCLING FACT (online research) to go on the bin somewhere.

- 6) Must have recycling symbol (arrows). It must be obvious on front of bin.
- 7) Must Emphasize ROYAL BLUE RECYCLING COLOR on bin design, even if just used for the recycling Symbol (arrows).
- 8) Recycling bins MUST be placed NEXT TO TRASH RECEPTACLES in an area approved by Molly Blumhoefer: [mblumhoefer@cnm.edu](mailto:mblumhoefer@cnm.edu)

Recycling bins will be judged by CNM's Sustainability Curriculum Committee. Winners will be featured on the CNM Sustainability website and will receive prizes.

**Week 4: February 27-March 3**

#CNMhydrate! We will promote the reuse of water containers to reduce the amount of plastic that goes to landfills. People will be encouraged to get their water from on-campus hydration stations. Activity details coming! Please check this schedule closer to this week.

**Week 5: March 6-10**

#CNMthriftstyle! Let's focus on recycling fabrics/clothing. About 10.5 million tons of fabric per year goes into landfills, giving textiles one of the poorest recycling rates of any reusable material. Social Media Activity details coming! Please check this schedule closer to this week.

**Week 6: March 13-17**

Students, faculty and staff will compile a list of no-cost activities that they think would bring awareness to recycling on campus. They should send the list to [mblumhoefer@cnm.edu](mailto:mblumhoefer@cnm.edu). The participant with the best idea wins a prize.

**Week 7: March 20-24**

You're encouraged to express your thoughts about recycling. Thoughts can be a response to any of the following questions:

- Why do you reduce, reuse and recycle?
- What do you think will inspire others to reduce, reuse and recycle?
- Is there a funny situation that you experienced that involved reduce, reuse and/or recycling?
- Any other inspirational thoughts on the 3 Rs (reduce, reuse, recycle)?

Responses should be sent to [mblumhoefer@cnm.edu](mailto:mblumhoefer@cnm.edu). Participants may see their quotes posted at the Suncatfés around campus or on the CNM Sustainability website or other social media channels.

**The final week of RecycleMania: March 27-April 1:**

YouTube week. Many people don't recycle correctly, because they haven't been informed about how to do it. Make a short one-to-three minute video about single-stream recycling on campus. The best video will be featured on CNM's Sustainability website and may be shown to students, faculty and staff at orientation and other special events. Send all media files to [mblumhoefer@cnm.edu](mailto:mblumhoefer@cnm.edu).

