



Internal Competition

RecycleMania Activity

Effort & Resources



Substantial effort



Moderate to high cost.

Objective & Overview

The objective of this activity is to up the excitement around RecycleMania by launching a “competition within a competition.” Create teams based on a common identity, like dorms or administrative buildings, then have them face off for a prize! The personal-level rivalry should help rally your whole campus to recycle more!

Step 1: Contact Partners

- Contact residence hall councils and/or RA’s early in the year to see if they will endorse the project and dedicate resources. If your campus has Eco-Reps, get them on board to help facilitate and build excitement around your competition.
- Work with your housing recycling or facilities office to organize a system for measuring recycling.

Step 2: Set the Rules

Determine the length of your competition, and plan to weigh and track material for your different teams. You can choose to base your competition on who has the highest recycling per capita rate, or whose recycling increases the most over the contest period. Finally, decide on a prize for the winning team. For example, a dorm-wide pizza party or a night to choose the dining hall menu and eat before everyone else. Consider recruiting a sponsor to help underwrite the prize.

Step 3: Plan Outreach

Plan to communicate standings widely and repeatedly at each stage. Also create a scoreboard that you can place in a high-traffic location and update as needed. If the teams don’t know whether they’re winning or losing, they might lose interest! Develop consistent messaging for use on flyers, table tents, etc.

Step 4: Recruit and Orient Volunteers

Recruit a leader for each team. If you create your teams by dorm, the leader could be the RA or Eco-Rep. Hold an orientation to explain leaders’ responsibilities: updating and rallying their team, and helping to post flyers around their dorm or building. Once you have a plan and team in place, start competing!