

# Recycling in Our Schools and Local Community Buildings: Are We Reaching the Next Generation?



## Welcome, Introductions

& A Little Admin

*Our Moderator:*

**Peter Houstle** - MRN Executive Director

*Our Presenter:*

**Andrew Cassilly, Resource Conservation Manager  
for Harford County Public Schools**

*Mark Your Calendars:*

Webinar - Markets Madness: Materials Stats, Trends and Analysis  
Thursday, June 1

2017 Annual Conference - Monday, June 12, 2017

*Admin:*

Post questions in chat box on left hand side of screen

Recording will be posted on MRN website



**Not a Member? Join Today to Support Recycling in Maryland!**

[www.marylandrecyclingnetwork.org](http://www.marylandrecyclingnetwork.org)



## Goal:

- How can we create an environment that fosters and encourages a culture of sustainable practices such as recycling?

## Questions:

- How well are we preparing the next generation of recyclers?
- Are the recycling concepts taught in the classroom reflected and reinforced in the hallways, on the sports fields, in the cafeteria, on the parking lots...?
- Are our students taking these habits home and into the community?

## Poll:

What best describes your organization or role in recycling?

Why should I care about the next generation? What have they ever done for me?"

Groucho Marks



## The next generation

The next generation has arrived. Born into a world already recycling to different degrees. The **habits of mind** they develop will continue through life.



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## Our Culture has changed



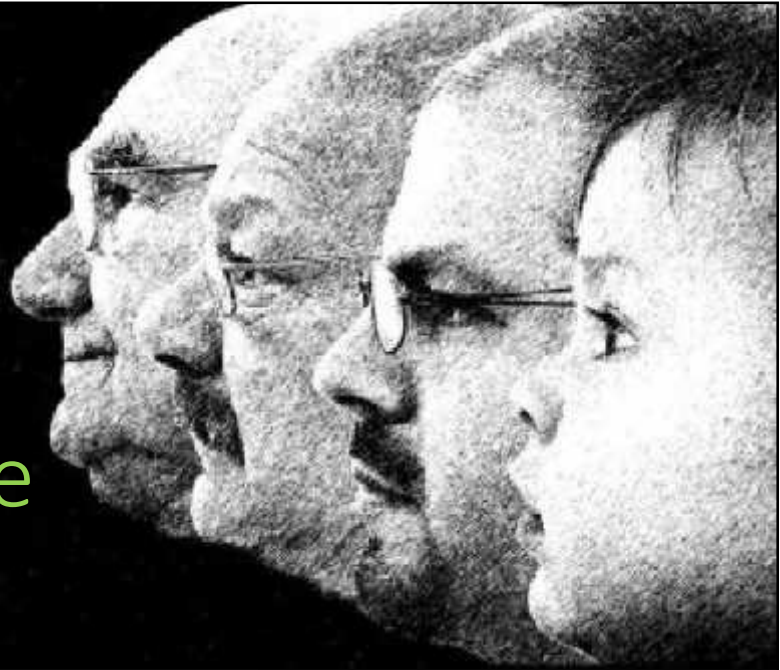
CA1

## Norms Have Changed

Len Dawson takes a smoke break and washes it down with a cold Mountain Dew during the halftime of the 1970 Super Bowl IV



## Know Your Audience



## I want you to Recycle

Recycling is not a new idea. Before the 1920's, 70% of US cities ran programs to recycle certain materials. During World War II, industry recycled and reused about 25% of it's scrap materials.

Recycling is your patriotic duty- Every year, US Aluminum companies import more than 7 billion cans from other countries.

## What's the Bottom Line \$\$\$\$\$



Achieving a national recycling rate of 75% would create 2.3 million jobs (by 2030), reduce pollution and improve public health, and generate strong local economies with stable employment bases, according to a report released today.

## What's the Bottom Line \$\$\$\$\$



Recycling creates 1.1 million U.S. jobs, \$236 Billion in gross annual sales and \$37 billion in annual payrolls

## Protect Yourself



Incinerating Styrofoam releases 57 toxins into the atmosphere.

## Protect Yourself



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“The Good old Days”-71 percent of adults report that they walked or rode a bike to school when they were children, but only 22 percent of children do so today.



Love Your Mother



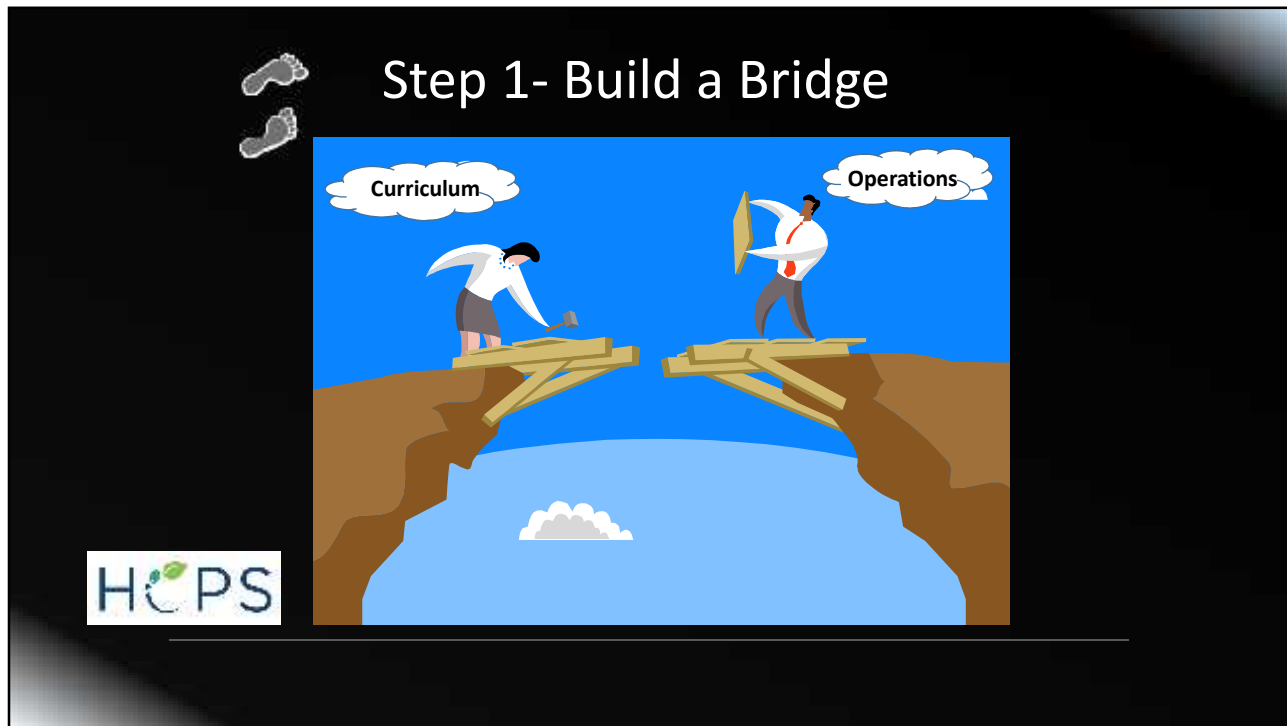


## Poll:

How well are the recycling concepts taught in the classroom reflected and reinforced in your local school buildings and on the fields?

Are we sending mixed messages to our students?





## Custodial Staff Programs

- Team Cleaning
- Green Cleaning
- Recycling & Waste
- Grounds Maintenance

The block contains three photographs illustrating custodial staff programs. The first photo shows a yellow and black cleaning cart in a hallway. The second photo shows a food service area with staff members and a table covered with a blue cloth. The third photo shows a person's hands placing a large stack of white containers into a white bucket.

What is your building saying to your school community?



Understanding of current issues = Intelligence



# Colleges & Universities



## It Starts at your front door



BAHS



CMWHS



NHHS

## Day Lighting

Natural lighting enhances learning by boosting the eyesight and mood of students and their teachers.

Students in classrooms with more natural light scored up to 25 percent higher on standardized tests than other students in the same school district. - Heschong Mahone



## The Influence of a Green School on Its Occupants



- 70% report improved test scores
- 83% report increased faculty satisfaction
- Nearly 1/3 report reduced student absenteeism
- Reduction In disciplinary issues

2012 McGraw-Hill  
Report

## Poll:

Does your local school participate in a Green School program?

## Family Health Pharmaceutical Disposal Program



Fifth year collection total has diverted over **1000 pounds** of medication from our waste stream to an environmentally responsible disposal program

## Planning for the future





# The future





Food & Nutrition Department:  
Farm to Schools Program



## School Grounds Department



## School Gardens





### Furniture Refurbish Project



### Custodial Staff: Commercial Composting Program





Are our students taking these habits home and into the community?

Is our community providing opportunities for our students to practice what we are teaching them?

- Sporting events
- Fast food and convenience stores
- Retail and shopping malls



What is your community saying to its citizens?



Are we being generationally appropriate?



## Ball Parks Recycling Program

Purchased seven recycling tops for the drums at NHHS. Students painted and labeled the drums. Collection was limited to the stadium areas.



Year 1



## Ball Parks Recycling Program



Year 2

## Ball Parks Recycling Program



Year 4

## Important elements of a successful program

- Relevance
- Closed Loop
- Standardization
- Oversight
- Enforcement

## Standardization



## Oversight & Enforcement

- Need a policy
- Need a position
- Inspections
- Incentives
- Awards and Recognition

Environmental  
Stewardship  
Poster Contest



The Great Can Clash



## Poll:

Does your local school recognize/reward student recycling initiatives?

**KEEP AMERICA  
BEAUTIFUL**

# Recycle-Bowl

## Maryland Recycling Network

May 2017



## Recycle Bowl

Recycle-Bowl is a fun, friendly, free, four-week recycling competition designed to promote recycling.

Goals of the Program are:

- Increase recycling in schools
- Establish new recycling programs/ improve existing recycling programs within schools
- Provide teachers and students with educational opportunities about recycling and waste reduction
- Provide tools and resources to help schools benchmark their progress



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## 2016 Recycle-Bowl Results

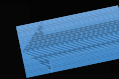
Metric	2016
Schools registered	1,291
States represented	47 (including DC)
Students/Teachers reached	700,000
Pounds recycled	3.2 million
GHG reduced	3,754 MTCO <sub>2</sub> E



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## 2016 Winners

- **Community Division:** Keres Children's Learning Center (Cochiti Pueblo, NM)
- **District Division:** New Haven Unified School District (Union City, CA)
- **Waste Reduction Champion:** George W. Whitlow (Cumming, GA)
- **Food Scrap Collection Champion:** Pahoia High and Intermediate (Pahoia, HI)
- **Most Improved:** The Children's School (Rock Hill, SC)
- **Maryland State Winner:** Westlake High School (Waldorf)



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## Recycle-Bowl 2017

### Key Competition Dates

- Registration Opens: 8/1/17
  - Registration Deadline: 10/13/17
  - Competition Begins: 10/16/17
  - Competition Ends: 11/15/17
- 
- For more information: [www.recycle-bowl.org](http://www.recycle-bowl.org)
  - Or email: [Bpulley@kab.org](mailto:Bpulley@kab.org)



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## Photos



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## Localize the Competition

- Use Recycle-Bowl to host a competition in your community
- Keep America Beautiful to tally results and manage registration
- Host local award ceremonies



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## Questions and comments?

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