



An electronic newsletter produced by GA Tech's Office of Solid Waste Management & Recycling.

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Recycling Tips

Aluminum cans are still the most valuable beverage containers to recycle. Two-thirds of the aluminum ever produced is still in production, and an aluminum can is recycled and back on the store shelf in as little as 60 days. Learn more at

<http://earth911.com/metal/aluminum-can/>

Game Day Recycling is Back

Georgia Tech Yellow Jacket Football kicks off the season on September 5th, with a home game against Jacksonville State. There are a total of six home games this year and GT Recycling has gathered a team of people who are working hard to make sure that the games are green. “Go Jackets! – Go Green!” is the slogan for the Game Day Recycling Program, which collects plastic bottles, aluminum cans, and glass at football games and diverts it from the landfill. Football games bring thousands of people onto campus and generate tons of trash. Last year, in its first year, Game Day Recycling collected a total of 11.8 tons of materials over seven home games, far surpassing its 10-ton goal. This year the program is planning to be even more aggressive, and has raised the goal to 20 tons. Whether you are tailgating, walking around on campus or in the Stadium, Game Day Recycling makes going green easy and convenient. If you are tailgating, keep an eye out for volunteers who will be handing out blue plastic bags for your recyclables. On game day, red and white recycling bins will be placed along campus walkways and there will be blue recycling bins inside the Stadium.



If you would like to volunteer for Game Day Recycling, visit www.recycle.gatech.edu for more information. Volunteers are needed at all six home games: September 5, 10 and 26, October 17, November 7 and November 28. The time commitment is 1-2 hours on game day, and all volunteers will be finished in time for kickoff.

Student Move-In Wins Board of Regents Award

Move-In is a hectic time for many departments on campus, including Recycling, Housing, Police, Parking and Transportation, Greek Affairs, the GT Administration, ResNet, and the Residence Hall Association. Each of these departments plays a role in making sure Move-In runs smoothly. The Office of Solid Waste Management & Recycling is part of the Move-In team, which was recently awarded the Chancellor's Outstanding Customer Service Excellence Award – Team Award by the Board of Regents. The award honors employees that have gone “above and beyond” their normal job responsibilities in helping their customers and consistently promoting excellence by providing faster, friendlier and easier services.

At the start of each fall semester, GT Recycling sets up temporary recycling sites to collect the extra cardboard and “Styrofoam®” that is brought onto campus as students move in to their residence halls. Students simply drop off their cardboard boxes and “Styrofoam®” in designated areas and it is hauled to the recycling center by our crew. It is a busy and intense week for the recycling staff, but well worth the effort. This year more than 8 tons of cardboard were recycled in a single week during move in. Thank you to everyone who participated and helped to make Move-In recycling a success!



Got an Excuse for Not Recycling? Wait 'Til You Hear Some of These!

New statewide campaign takes unique approach to increase recycling

By: Karen Vickers

“I Don’t Recycle!”

Hopefully this caught your attention. If it did, that was the intent behind a new campaign kicked off by the Georgia Department of Community Affairs (DCA) Office of Environmental Management. On June 1, 2009, Georgia launched the first ever state-wide campaign to promote recycling. And since then, the campaign has reached all areas of the state (and beyond!), creating buzz and starting a dialogue with residents about recycling. To check it out, visit www.YouGottaBeKidding.org.

A 2005 Solid Waste Characterization Study revealed that approximately 40 percent of what state residents throw away is actually recyclable. In fact, 2.6 million tons of recyclable materials were dumped in the state's landfills. DCA estimates that 74 percent of Georgia communities provide or arrange for recycling programs. Yet 45 percent of Georgians do not regularly recycle. By spotlighting non-recyclers and their non-recycling excuses through the campaign, DCA hopes to boost recycling in the state and keep valuable recyclable materials *out* of landfills and *in* Georgia's mills and factories.

This non-traditional campaign exaggerates the absurd excuses behind not recycling. A cast of characters proudly wear "I don't recycle!" on their proverbial sleeves, painting a humorous picture that reveals what non-recyclers often look like to their friends and families. And by doing so, the campaign is saying "you gotta be kidding!" on behalf of "the rest of us."



Tommy Krenshaw is one of the campaign's fictitious characters. He tells anyone who will listen that he will just "find a new planet" when this one fills up with the materials he and others like him refuse to recycle. "We all realize that Tommy's excuse is preposterous," says Randy Hartmann, Director of DCA's Office of Environmental Management. "However, every time someone bypasses a recycling bin or chooses to throw a can away, they're effectively saying, 'I don't recycle!' What we're saying is that lame excuses won't work anymore."



Since the June 1st launch the campaign has generated over 150 media stories and blogs. Hundreds are visiting the website every day, where non-recyclers and recyclers alike share their views with the characters about why they *should* recycle, a conversation that is at the heart of the campaign. And the campaign's Facebook Cause, "I Recycle in Georgia," is galvanizing thousands of Georgians around a central issue – supporting recycling in the state. If you are not already a member, show your support by signing up through the FaceBook Cause link at www.YouGottaBeKidding.org.

More than 23 special events have been hosted throughout the state, reaching over 29,000 Georgians. To check out what's been happening, visit the Flickr gallery at www.YouGottaBeKidding.org. Interested in having Tommy visit the Georgia Tech campus for a special event? Contact karen.vickers@dca.ga.gov for more information. To learn more about the campaign and hear more absurd excuses about recycling visit www.YouGottaBeKidding.org.

ASK ENVIRO-MAN!



Question: I'm new to Georgia Tech. How can I get involved with recycling on campus?

Answer: That's a great question, and perfect timing. In addition to recycling your plastic, aluminum, paper and cardboard in bins located around campus, you can volunteer throughout the year for special projects coordinated by the Office of Solid Waste Management and Recycling. During fall semester the Game Day Recycling Program needs volunteers before each Football home game. To learn more about the recycling program and volunteer opportunities, visit <http://www.recycle.gatech.edu>.

Enviro-Man

(To ask Enviro-Man a question, [click here.](#))

Upcoming Events

[Georgia Tech Home Football Game Recycling Needs Volunteers](#)

Georgia Tech, Atlanta, GA
September 5, 10 and 26, 2009

[Keep Atlanta Beautiful Electronics Recycling Day](#)

Grady High School, Atlanta, GA
September 19, 2009 (8am—4pm)

[Living Green Festival](#)

Chastain Park Amphitheater, Atlanta, GA
September 19, 2009 (9am—4pm)

[Moore in America](#)

Atlanta Botanical Garden, Atlanta, GA
May 2—October 3, 2009

Stats for August 2009

24.8 tons of mixed paper were recycled in the month of August. Let's make this a great year for recycling by placing mixed paper in the recycling containers provided by the Office of Solid Waste Management and Recycling.

Comments and Suggestions

If you have any questions or suggestions about our program, please feel free to contact us by simply replying to this [newsletter](#). We are here to help, and together, we can work to benefit the environment.

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Visit our Website

As part of our effort to provide you with better services we continually update our website. Recycling Contact Person listings, recycling guidelines, and useful links can be found at www.recycle.gatech.edu.

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