

# RePaper ←

## Campus Challenge

A Campaign to Recover 75% of  
Waste Paper for Recycling by 2015



### What?

The RePaper Campus Challenge was launched Earth Day of 2011 to educate and encourage campuses to expand and improve their paper recycling efforts. The goal is for each campus to recover 75% of all paper waste for recycling by the year 2015. The campaign will boost overall paper recovery efforts across North America, providing a much needed green resource for our North American recycled paper mills.



### Why Paper?

Paper is a major contributor to climate change because every phase of paper's life cycle fuels global warming. The felling of large numbers of trees to make paper impairs the biological processes of forests that keep carbon out of the atmosphere. Energy used to power paper mills is the largest source of global warming in the entire process. Finally, the large amount of paper that ends up in a landfill decomposes and produces methane, a greenhouse gas with 25 times the heat-trapping power of carbon dioxide.



### Why Your Campus?

College campuses are among the most intensive users of paper in the nation, and are a critical solution to the paper recycling puzzle. From text books to blue books, paper usage is a way of life on campus. There are more than 20 million students in the United States today, each using approximately 700 pounds of paper a year, and according to the National Wildlife Federation as much as 50% of this recoverable paper waste is sent to landfills.

As your campus makes steps to reduce your climate and environmental footprints, paper recycling should be at the forefront of your plans. Reducing paper waste and recovering the vast majority for recycling are critical action items to your campus' sustainability programs.



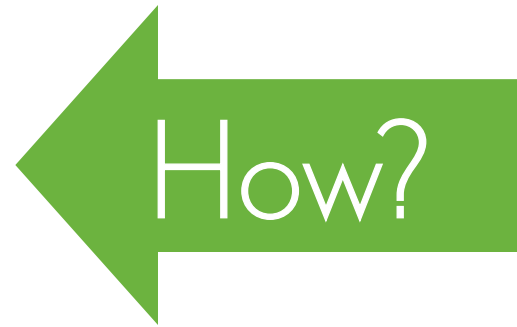
# 1 Take the RePaper Campus Challenge Pledge

Pledge to recover 75% of your paper waste for recycling by 2015. Work with RePaper Project staff and interns to implement practices that will reach and even surpass your goal.

2 Determine your current paper recovery rate. We can help.

3 Implement plans to recover a greater percentage of paper for recycling. Again, we have everything you need to succeed.

4 Enjoy being a RePaper Campus! See your campus highlighted in national campaign materials, presentations, press releases, and websites!



## Right Now!

You can **pledge today** to improve your paper recovery rates to reach the 75% goal by 2015.

The RePaper Campus Challenge is supported by College and University Recycling Coalition (CURC), National Wildlife Federation Campus Ecology, RecycleMania!, and Recycling Organizations of North America Higher Education project (RONA U). The RePaper Project is a program of the Environmental Paper Network (EPN), a non-profit organization made up of 100 member organizations working to accelerate the environmental transformation of the paper industry.



Visit the RePaper Project and EPN to learn more about our work.