

## Proposed Next Steps for Facilitating Increased Education

As has been mentioned, schools often hold on to books after their useful life mostly due to lack of knowledge and information on how to dispose of them properly. The follow are suggestions for how schools can increase knowledge about the recyclability of books and change the public perception regarding properly disposing of a book at the end of its useful life.

### SUGGESTED WAYS THAT K-12 SCHOOLS CAN FACILITATE INCREASED EDUCATION ON TEXTBOOK RECYCLING



Work with the **International Facility Management Association (IFMA)** and specifically, their **Academic Facilities Council** on incorporating textbook recycling into their training programs. This would provide more consistency in recycling methodology and process for K-16 academic institutions. IFMA is the world's largest and most widely recognized international association for professional facility managers, supporting more than 22,655 members in 78 countries. IFMA's AFC also has a Sustainability Council and recycling programs would be a natural fit with them. The Sustainability Chair is Gregory Williams, CFM, FMP, at the University of Minnesota.



Contact **SchoolFacilities.com** to see if they will run an article on textbook recycling in their e-News. SchoolFacilities.com is a leading facility management web site that delivers the best of facility design, construction, maintenance, and management knowledge to professionals responsible for providing safe, comfortable and modern education facilities for students of all ages.



Contact the **Solid Waste Association of North America** regarding sharing information on the recyclability of books in the municipal solid waste streams with its members and member organizations. This will be of particular interest to SWANA's recycling subcommittee members.



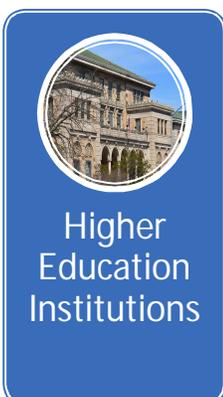
Join **NWF's Eco-Schools USA**, a free K-12 green schools program, for accessing information on the promotion of recycling of textbooks through its website, partners, and email blasts and e-newsletters to school principals and educators. In addition, Eco-Schools USA is also working closely with its partner, Keep America Beautiful, on disseminating information to K-12 schools that participate in the national **America Recycles Day**.

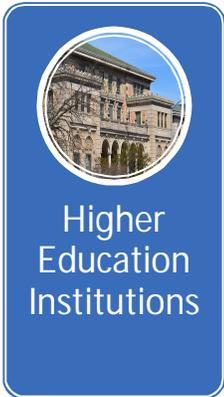


### SUGGESTED WAYS THAT HIGHER EDUCATION CAN FACILITATE INCREASED EDUCATION ON TEXTBOOK RECYCLING



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Join **NWF's Campus Ecology** program and access information on how to promote recycling of textbooks at two-year and four-year higher education institutions and campuses through its website, partners, and email blasts and e-newsletters. In addition, Campus Ecology is working more closely with Recyclemania staff on adding textbook recycling to its competitive program.



An encouraging event that will hopefully motivate more colleges and universities to recycle textbooks is **RecycleMania**. Recyclemania is a friendly competition among higher education campus recycling programs in North America and Canada. During eight weeks each spring, schools compete in different categories to see which institutions can collect the largest amount of recyclables per capita, collect the largest amount of total recyclables, demonstrate the least amount of waste per capita, or have the highest recycling rate. Currently, textbooks are included in the "paper" category and are not tracked separately; however, RecycleMania is considering offering a "book" category in the future. RecycleMania is not open for K-12 schools to compete in at this time.

#### SUGGESTED WAYS THAT PUBLISHERS CAN HELP EDUCATE THE PUBLIC ON TEXTBOOK RECYCLING



Publishers like **McGraw-Hill** might consider promoting textbook recycling through package inserts to be disseminated to schools in new book cartons.



Additionally, through membership in a number of educational publishing and book publishing associations, textbook publishers could be instrumental in sharing information with fellow publishers on the need for education on textbook recycling processes and incentives.



Publishers can also help by sponsoring book collection events or a national book recycling day on June 1<sup>st</sup> to actively facilitate collection.

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