

# SPORTS RECYCLING CHALLENGE

*Brought to You by Chamber of Eco Commerce*



The Sports Recycling Challenge is a new program for organizations, teams, and communities to learn about the benefits of **recycling reusable items**. Coaches, athletes, families, fans, and other community members learn how to take small steps to make a BIG impact. They can be a part of the solution by **simply recycling reusable items**.

This recycling program will **urge individuals donate reusable items to those in need**. Instead of throwing valuable items, such as jerseys, shorts, balls, bats, jeans, shoes, bags etc. in the trash - this is a chance for sports community to do their part in **helping people in need, and reducing landfills**.

Overall Goals for Sports Recycling Challenge:

- Increase recycling participation by coaches, athletes, families, fans, and community members.
- Heighten awareness of sports field waste management, and recycling programs.
- Serve as a catalyst for sports organizations to build and expand waste reduction programs.
- Organize each event successfully so it can be repeated and expanded to other sports organizations.

Why Is There a Need for Sports Recycling Challenge?

Sports community consume large amounts of resources and generate much waste each day. Sports organizations can help their teams and communities recycle reusable items, while saving money and resources, and teaching individuals very valuable lessons.

Whether an organization has an extensive waste reduction program or is just getting basic recycling collections off the ground, experience has shown that all organizations have potential to further reduce the amount of resources they consume and dispose of. Many organizations have been successful in improving their economic and environmental performance through the implementation of waste reduction initiatives!

The Sports Recycling Challenge provides a tool for teams, organizations and sponsors to engage communities in recycling reusable items in a fun and friendly way. Messages cannot always motivate action by themselves. Athletes love a challenge - challenging their peers, teams, families, and fans. In the process, participation familiarizes sports communities with recycling programs and hopefully instills in them a lifelong habit.

Sports Recycling Challenge Administration

The Sports Recycling Challenge pilots are being developed and administered by Chamber of Eco Commerce (CEC) in partnership with Sports Organizations across the US.

Sponsorship Opportunity

Adopt-a-Bin: <http://www.chamberofecocommerce.com/images/Adopt-a-bin.pdf>