

THE IMPORTANCE



Recycling is an important part of both decreasing the amount of waste and in reducing the environmental cost of creating new products. Sustainability is a topic very dear to many students at CBS, which is why a student organization started to do something about it.

Recycling is only good if it is done right. Therefore, it is important that the right waste gets sorted into the right bins. For example, paper or pizza cartons that are food-contaminated cannot be recycled. Hard and soft plastic are not recycled equally, which is why a distinction needs to be made. Proper waste sorting has been an issue at CBS before, leading to the failure of a previous waste sorting project.

The Journey: How Did We Get There?

May 2019: Copenhagen Business School puts Recycling back on its priority list. After two failed attempts in previous years, the university takes up the challenge once again, this time in collaboration with oikos Copenhagen. The student organization established a project aimed

at making CBS Campuses more sustainable and made the reestablishment of recycling one of their core goals.

With support from CBS, oikos Copenhagen came up with a plan. Two Recycling Stations will be set up at Solbjerg Plads in the canteen. The main difference to the last attempts lies in a communication strategy targeted to show how to effectively use the station. Through posters behind every bin, recycling will be made easy for the user. Promotion of the Recycling Stations throughout Solbjerg Plads will draw students' attention to the new possibility of sorting their waste.

However, the Recycling Stations represent a pilot project of three months, where the students need to prove that recycling works. Results are monitored by Marius Pedersen and oikos Copenhagen on an ongoing basis and will be presented to the Campus Management at the end of August 2019.

The Practicalities: How to Recycle?

Being aware of the problem and understanding its importance for the planet's sustainability is great, but it only represents one side of the coin. For successful recycling, people need to understand the underlying practicalities. In the following we will make it as simple as possible and explain 'What Goes Where.'



OF RECYCLING



1. Bio Waste

'All Natural, No Napkins, All Good'

Let us start with the easiest of all sections: Bio-Waste. Here, you can put everything which is natural. Banana peel, apple stumps and all kinds of food waste can go here. But watch out: No napkins!

2. Soft Plastic

'The Bending Test'

Yes! We need to split hard and soft plastic to match with the recycling technologies of our recycling partner Marius Pedersen. However, it can be a bit tricky to know if plastic waste should be assigned as 'hard plastic' or 'soft plastic'. A useful trick is the Bending Test. If plastics are bendable as easy as paper they belong to soft plastic. This means any kind of wrapping and foil go here. Soft plastic is marked with a 4 in the plastic triangle. Note: The plastic should be as clean as possible and not full of food waste. Please put food waste into the Bio Waste before.

3. Hard Plastic

'The Orange Bin Likes It Hard'

Hard plastics on the other hand cannot be bent like paper. Also, they are marked with a recycling label on the side or bottom. If you find it, the following numbers in the plastic triangle classify as hard plastic: 1, 2, 5 and 6. Note: Please throw no polluted food containers in the bin. It needs to be emptied before and properly rinsed.

4. Paper

'Paper, Scissors, Rock'

Just kidding. No scissors and no rocks belong in here. However, you can put any kinds of paper in this bin. Even paper with staplers can go here. Watch out: If the paper is mixed with plastic or has a plastic layer on top, don't use this bin. You can also try to separate plastic and paper parts before recycling. Just as with the plastic sections: Take care not to put polluted paper and napkins here – this disrupts the recycling process.

5. General Waste

'As Little as Possible'

Don't worry, if you still have items that you cannot assign to any bin at our recycling station. We provide a general waste for everything else. Do not fall for the ease of using the general waste as soon as you are in doubt. Try to assign your waste to a recycling section. General waste will be burned, which harms our climate substantially. That is why we aim on cutting general waste to zero! Help us in this mission. On a final note, recycling is the lesser evil of all waste treatment methods, but the best option is still to reuse as much as possible and to consciously consume in a way that does not lead to increasing amounts of single-use waste. Once understood, recycling is not difficult. Let us all together make recycling a habit, so that it comes naturally. Let us create a sustainable campus for our planet Earth together.