Our goal is to provide education, inspiration, and opportunities for a lifelong commitment to sustainable practices for the UCM Campus and Merced Community.
Our participation at the following events:

- RAD Cat Trails 5k
- Theta Banquet
- Intercollegiate Athletics’ Banquet
- UCM Earth Day
- Merced Road Ride

600 attendees for all events

DIVERSION RATES

- Theta Tau Banquet
  - 94%
- Intercollegiate Athletics’ Banquet
  - 96%
- Cat Trails 5k
  - 92%
- Merced Road Ride
  - 96%

THETA TUA EVENT BREAKDOWN

- Compost: 28.4 lbs
- Bottles/cans: 7.21 lbs
- Plastic containers: 0.981 lbs
- Metal: 0.43 lbs
- Plastic film: 0.21 lbs
- Trash: 2.18 lbs

LES < MORE
PROMOTING SUSTAINABILITY

If you refuse to reuse, it’s the earth we abuse.
Delia Araujo, RAD Student Sustainability Coordinator, attending bins during 5K Cat Trails. 85 participants.

Matt Hirota holding a bag of trash from the Theta Tau Event. The event hosted over 200 people.
SUSTAINABILITY

triple zero

UC MERCED

zero net energy. zero landfill waste. zero net greenhouse gas emissions.

[Images of people recycling and waste bin]

[Images of people working in a kitchen]

[Images of a sustainability event]

[Images of a campus building and landscape]
THE SUSTAIN GANG: REDUCE, REUSE, & RECYCLE

The UCM Recreation and Athletics Department (RAD) pledge to sustainability will inspire a growing commitment to sustainability by providing education, collaboration, and event coordination. Our goal is to integrate sustainable efforts through awareness, events and education. We want the UCM student population to become leaders of sustainability, to reach out to the community outside of campus, and to inspire active participation. Project initiatives include the Rufus Recycling and Composting Campaign, event collaboration, and the newly formed Rufus Rides Campaign, to be delivered spring 2015. Collaboration with the various campus student organizations and sustainability groups on campus (PowerSave, E-presence, Engineers for Sustainable World, etc.) will allow the campus to build a foundation based on student teamwork and practical methods of practicing sustainability.

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<th>The Environment</th>
<th>Collaboration</th>
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<td>Partnerships with on and off campus groups</td>
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<td>Campus Clubs</td>
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</table>
WHAT ARE OUR FUTURE GOALS?

- Continue development of the Rufus Recycles by collaborating with more student groups
- Focus on reducing carbon emissions and promoting health by implementing the Rufus Rides Campaign
- Provide more opportunities for students to engage and gain work experience by creation of RAD Sustain Gang
- Increase brand and market presence by participating in 6-10 events, purchasing a RAD Sustainability tent, adding recycling bin signage, and increased collaboration.

REDUCE, REUSE, AND RECYCLE!