



**FOR IMMEDIATE RELEASE**  
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## **UC Berkeley Beverage Alliance Impacts Campus Zero Waste Goal**

(Berkeley, CA) The University of California, Berkeley signed a ten-year beverage contract with PepsiCo in 2011. The contract is managed through a partnership between PepsiCo and the UC Berkeley Beverage Alliance. The Beverage Alliance includes representation from Cal Dining, Residential and Student Service Program, Intercollegiate Athletics, the ASUC Auxiliary, and the Department of Recreational Sports.

In acknowledgment of UC Berkeley's commitment to sustainability, PepsiCo generously committed \$15,000 per year for sustainability-related campus projects. The funding for each annual project is determined by the Beverage Alliance Sustainability Grant Committee, which includes staff and student representation from The Green Initiative Fund, Campus Recycling and Refuse Services, and the Office of Sustainability.

### **2011-2013 Funding Priorities**

The Committee identified standardizing the interior and exterior recycling collection bins and signage, and increasing education and outreach to the campus community as the two main priorities for the 2011 - 2013 academic years. The funding provided the purchase and installation of thirteen (13) Max-R waste and recycling units that were to be placed strategically throughout the UC Berkeley campus.

### **Campus Impact and Reactions**

According to Katherine Walsh, Coordinator of UC Berkeley's The Green Initiative Fund, the installation of the Max-R units is helping the University make progress towards a goal of zero waste by 2020. It is expected that bottles, cans, compost, and mixed paper rates have increased while landfill rates have decreased.



*"From my observation and the feedback I've received, the new Barrows waste collection system on Level 1 has been well received. It's been so well received that I've emailed Lin King requesting these same collection systems in Dwinelle, Evans and Wheeler (these are some of the other high traffic buildings that I support)."*

- Ruben C. Mejia, Facilities Manager, College of Letters and Science

The UC Berkeley Max-R bins have been featured in the last three Max-R product catalogs and at 2012 and 2013 national and regional conferences, such as the California Higher Education Sustainability Conference and the Association for the Advancement of Sustainability In Higher Education (AASHE) Conference.



*"Event Services is so grateful to have the two Max-R waste bins at the Anna Head Alumnae Hall. They contribute to our goal of have Zero Waste Events and turning the venue into a Zero Waste Facility. They are easy for our guests to use and we plan to have them in all of our event venues! Thank you!"*

-Vivi A. Nordahl, Assistant Director of Events, Event Services, ASUC Auxiliary

### **Looking Forward: 2013-2014**

Based on the positive feedback from UC Berkeley students and campus community, the Beverage Alliance Sustainability Grant Committee will use the 2013/2014 funding cycle to expand the number of Max-R units throughout campus.

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