

## Innovation Credit Letter

November 5, 2016

AASHE STARS,

It is my pleasure to officially endorse the Gamer4Good program as a fulfillment of the STARS Innovation Credit.

As the founder and backbone of Gamer4Good, an innovative and revolutionary program that has exposed and engaged hundreds of college students across the University of Arkansas campus in the practice and lifestyle of recycling, I am a dedicated and current member of the recycling community.

It is of my professional opinion that the Gamer4Good program is cutting edge and innovative, engaging and exposing college students to the lifestyle and practices of living a life of recycling. The alpha campaign, consisting of a 10-day competition among 118 students from three Honors Economics classes (65% participation rate), resulted in 118 students increasing the **total** university's October Bottles & Cans recycling rate by 7%. To put that into perspective, the average participant recycled in 10 days the equivalent of what an average student would recycle in 2 years. The beta campaign, consisting of a two-week competition held among seven University of Arkansas Greek Life Houses and a Registered Student Organization, resulted in 341 students increasing the **total** university's November Bottles & Cans and Cardboard recycling rate by over 6%. Extrapolating at that rate to a full year, the average participant would recycle the equivalent to what an average student would recycle in 12 years. With the University of Arkansas attempting to reach its goal of a 90 percent diversion rate by 2021, the impact of the recycling done over the two weeks helped to limit the trash and waste in the University of Arkansas' waste stream.

Furthermore, the program provided an expanded introduction of a recycling culture to the University of Arkansas. By creating the competition and enticing people to recycle, the program exposed many participants to the daily culture of recycling whom had previously not been partaking in such culture. By exposing and formulating the habit of recycling for the duration of the competition, the Gamer4Good competition helped to cultivate a recycling lifestyle in the nearly 500 participants.

Therefore, it is in my professional and personal opinion that the implementation of the Gamer4Good alpha program is a serious commitment to sustainability and an innovative practice. Clearly, the implementation of the Gamer4Good alpha program fits well with the goals of the AASHE STARS Innovation credit.

Sincerely,



Daniel Hazman

CEO of Gamer4Good