The Four R's

1. RETHINK – by asking yourself, “Do I REALLY need to buy this?”
   - Replace disposables with compostable, biodegradable, or washable items
   - Buy local goods and items made in-state or at a regional level of production
   - Close the Loop by purchasing items that contain at least 50% recycled-content
   - Buy Energy Star products and return old goods to the manufacturer (if possible)
   - Buy products that use less (or no) packaging and recycle the packaging (if accepted)
   - Buy Designed for the Environment products that are Recognized for Safer Chemistry

2. REDUCE – by considering the source of your waste generation.
   - Offer electronic versions of materials instead of printing hard copies on an individual basis
   - If printing is required, apply duplex settings to make “print on both sides” your default option
   - Purchase non-perishable foods and routinely bought items in bulk to decrease packaging waste

3. REUSE – by extending the useful life of stuff through repair, refurbish, or repurpose.
   - For notes and drafts, reuse the backsides of paper printed only on the front
   - Use refillable ink cartridges, rechargeable batteries, reusable shopping bags
   - Shop at local thrift stores like Goodwill, Habitat for Humanity ReStore, and The Salvation Army
   - Before moving out in spring, ECU residence hall students can donate items to the Give-N-Go drive, which is held annually by Recycling Services and Campus Living to help local charities

4. RECYCLE – by placing glass, paper, plastic, and cardboard in recycling bins on campus.
   - Take plastic bags to local retailers for recycling (e.g. Target, Wal-Mart, Food Lion, Harris Teeter)
   - Faculty and staff should setup a collection bin for batteries and email safety@ecu.edu for pickup as well as ink and toner cartridges and call Central Stores at 252-328-9940 for pick-up.
   - If you want more information or have any questions about ECU recycling, contact Recycling Services by phone at 252-328-2892 or via email at littlet@ecu.edu