

ENVIRONMENTAL

PepsiCo Recycling Contest Fuels Sustainability Across College Campuses

NewsUSA

(NU) - For the second year, PepsiCo is going beyond store shelves to make a real difference on college and university campuses by giving students the chance to win up to \$10,000 in funding to implement new sustainability initiatives or improve existing efforts in their communities.

The Zero Impact Fund (ZIF), which launched in August 2016, provides cash prizes for college and university sustainability projects related to energy, waste or water that aim to achieve long-term environmental, economic and social impacts.

In its first year, ZIF awarded cash prizes to eight schools chosen from more than 40 applications. Awarded proposals from last year included campus bike share, composting and solar energy programs. Now in its second year, the program is planning to significantly increase the amount of funding available in order to make an impact on more campuses.

PepsiCo Recycling encourages students (with the help of a professor or school administrator), staff and faculty to submit their ideas for campus sustainability and zero-impact initiatives. Application submissions are open September 19 through December 19, 2017. Click [here](#) to apply.

Proposals will be evaluated by a PepsiCo Recycling committee,



which will consider factors such as environmental and social impact, longevity, ingenuity, desirability and feasibility.

Protecting the planet is a key pillar of PepsiCo's "Performance with Purpose" agenda. PepsiCo Recycling is an initiative that brings this mission to life with the goal of helping increase the U.S. beverage container recycling rate to a significantly higher level.

PepsiCo Recycling drives this impact by offering recycling programming and solutions for colleges and universities and K-12 schools and by making recycling convenient for communities. Since 2010, more than 100 colleges and universities have partnered with PepsiCo Recycling on sustainability programs.

For more information about how PepsiCo's Zero Impact Fund can improve sustainability on college campuses, or to apply, visit: PepsiCoRecycling.com.