

RECYCLING OUTREACH

Three-Video Series Planning

Recycling Outreach Program

Nov. 15 America Recycles Day

R&B Committee meets September 8, October 13, November 10

PRODUCTION SCHEDULE

September 8: present name, logo, plans for videos, list of needs

September 22: need approval on plan, content requested, and schedule interview/video shoot

November 10: videos produced for committee review/approval

INSPIRATION RESOURCES

- [James City County's info video](#) – like how they covered the contamination topic
- [I Want To Be Recycled](#), website
- [I Want to Be Recycled](#), video/plastic bottle
- [I Want to Be Recycled](#), video/bench

PROGRAM ELEMENTS

- **Name Idea:** Waste Not, Recycle Right
- **Logo**
- **Three Videos**
 - Journey of Recycling
 - Back to Basics
 - Contamination
- **Overall CTA:** askHRgreen.org Recycling Lookup Tool
- **Website:** update/change RMTL page

VIDEO 1: Journey of Recycling

Video will comprise of both live-action footage (supplied and/or filmed on-site of local recycler), stock b-roll footage, 2D motion graphics, voice-over, music.*

**Will need access to recycler to interview/film*

JOURNEY

Step 1: Citizen / role and responsibility

Step 2: Collected by Area Recycler / sorting, packaging, sending to Processors

Step 3: Processors break down recycled products into raw materials

Step 4: Manufacturers use raw materials to make new products

CONTENT NEEDED

- Who are the area recyclers we need to mention?
 - Do they have footage we can use? (James City County's video has TFC footage)
 - Will we have access to interview a recycler/expert on camera and film on-site?
- From area recyclers, are we identifying where recyclable materials go, specifically, or in general?
- What are the raw materials created and how long does it take to go from recyclable back to raw material?
- What are examples of products created from raw materials we need to mention?
- Who are the local product manufacturers/producers of products made from recyclables? Do they have footage we can use?
 - Anheuser-Busch
 - Ball Metal Beverage Packaging
 - ??
- What are the Hampton Roads financial costs/impact numbers?

VIDEO 2: Back to Basics

Video will comprise of live-action footage of local recycler process (supplied local recycler and/or filmed on-site), stock b-roll footage, 2D motion graphics, voice-over, music.*

**Will need access to recycler to interview/film*

- Address confusion and contamination problem
- Reduce, Reuse and THEN Recycle
- Paper, Metal Cans, Plastic Bottles, Glass Bottles
- Always recyclable, everywhere

VIDEO 3: Issue of Contamination

Video will comprise of live-action footage of local recycler process (supplied local recycler and/or filmed on-site), stock b-roll footage, 2D motion graphics, voice-over, music.*

**Will need access to recycler to interview/film*

Contaminants include food waste, plastic bags, styrofoam, tangles, household plastics

CONTENT NEEDED

- Do area recyclers have video footage we can use?
- Will we have access to interview a recycler/expert on camera and film on-site?
 - Identify what are contaminants
 - Identify problems contamination causes
 - How could they do their job better/more efficiently/more economically if we rectify this issue?
- What are the financial and/or other repercussions to managing current levels of contamination?
- What are the benefits to the Citizen for paying being aware of this issue?