

DRAFT 1

SMART START, RECYCLE RIGHT

VIDEO #1 The Journey of Recycling Right

DIRECTION PROVIDED: Make it GENERAL, not specific to Hampton Roads / Focus on plastics through the end of the journey

V/O

In this Start Smart, Recycle Right video series, we explore... The journey of recycling right.

ON SCREEN

[logo] Start Smart, Recycle Right

[The Journey of Recycling Right](#) • [How to Recycle Right](#) • [How to Avoid Contamination](#)

V/O

The journey begins with you, starting smart and  choosing products that can be recycled in your locality when you're done using them. It can be as easy as choosing something packaged in cardboard instead of styrofoam and choosing products in plastic containers accepted by your recycler.

ON SCREEN

Your Smart Choice

Choose Products That Can Be Recycled in Your Locality

egg carton: cardboard vs. styrofoam

plastic jug: #2 vs. #7 

V/O

But if we choose products that end up in the landfill, it can sometimes take over *30 generations* for those to decompose.

ON SCREEN

If it went to the landfill:

egg carton: styrofoam 500 years to decompose

plastic jug #7 1000 years to decompose

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The next step in the journey is your choice to recycle it right. Whether recycling at home or on the go, only put in the recycling bin those items that are allowed. 

ON SCREEN

Recycle Right

Only Acceptable Items

plastic jug & egg carton multiples and goes into home recycling bin

V/O

Then your recyclables get picked up and taken to your local recycling recovery facility, where they're sorted, compacted and bundled.

ON SCREEN

Materials Recovery Facility

sorted • compacted • bundled

Recycling truck picks up bin contents > drives to Recycling Recovery Facility. Items go on a conveyor belt and “sorted.” Plastic jugs get compacted.

V/O

Next, these bundles are shipped to recycling processors, where they're broken down into raw materials and sold to manufacturers.

ON SCREEN

Recycling Processor

Broken Down Into Raw Material

Compacted plastic bottle bundles move to Recycling Processor > Bundles get broken into small pieces.

V/O

Finally, manufacturers around the world take these raw materials to make something new and once again, usable. 

ON SCREEN

Manufacturer

something old becomes new again

Small pieces go into a machine, exit the other end transformed: fleece jacket, Adirondack chair, playground equipment, planters, backpack...

V/O

And that's a happy outcome!

ON SCREEN

Back Into the World

Transition off conveyor belt and into "environment"

UNIVERSAL ENDING

V/O

Remember, it's up to you to Start Smart...

ON SCREEN

START SMART

- think before you buy
- choose recyclable packaging
- reuse it, if possible

V/O

And Recycle Right.

ON SCREEN

RECYCLE RIGHT

- know what can be recycled
- know where it can be recycled
- clean before putting in the bin

Start Smart, Recycle Right logo

Don't miss the rest of the videos in this series:

The Journey of Recycling Right • How to Recycle Right • How to Avoid Contamination

Find out what's recyclable in your Hampton Roads locality.

askHRgreen.org/logo/Recycling-Lookup