

SMART START, RECYCLE RIGHT

VIDEO #3: How to Avoid Contamination

DIRECTION PROVIDED: More general language was preferred to hard facts and figures. Know how contamination harms the recycling process. (i.e. increasing costs to citizens, improves efficiency of recycling process, employee safety /dangers to staff, fire (lithium batteries), contamination of good quality recyclables, etc.

V/O

In this Start Smart, Recycle Right video series, we explore... How to avoid contamination.

ON SCREEN

[logo] Start Smart, Recycle Right

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

V/O

First, we know your heart's in the right place and we want to encourage you to keep recycling.

Recycling Right Is Great

Recyclables coming on screen one at a time. Items go into the recycling bin. Smiley face/positive reinforcement.

V/O

But it's not as simple as throwing what you *think* might be recyclable in the recycling bin. Unfortunately. When something's in the recycling bin that shouldn't be there, it causes CONTAMINATION.

Recycling Wrong Causes Contamination

Non-recyclables coming on screen one at a time. Items go into the recycling bin. Unhappy face/indication that this is a negative behavior.

V/O

What are the culprits of contamination? Recyclable items that are dirty or in unacceptable condition...

Contamination = Dirty Containers

Egg carton with broken, runny eggs + plastic bottle with liquid / red X to highlight the contaminate

V/O

Or when recyclable materials are put in the wrong bins...

Contamination = Not Recycled in Proper Place

Batteries, clothes, scrap metal, plastic bags / red X on home recycling

V/O

Or when NON-recyclable items are put in recycling bins...

Contamination = Not Recyclable At All

Food waste, rubber hose, styrofoam takeout container, light bulb, diaper

V/O

Contamination causes HUGE problems in the recycling journey.  *Just one person* putting waste or the wrong thing in the recycling bin can slow down the entire process, making recycling more expensive.

Contamination = Wasted Time, Waste Money, Wasted Opportunity

Good and bad items coming out of the truck onto the conveyor belt (from Journey of Recycling video). Red "alarm" light comes on. Clock on wall with dollar signs with hands going around. Conveyor belt backs up with items piling up. Highlight contaminants.

V/O

Worse, it can jeopardize the whole recycled collection, making it non-viable and sending it to the landfill.

Highlight entire batch of items to show all are contaminated (spilled waste from containers and tanglers running throughout). The entire block of items gets "picked up" and goes to landfill.

V/O

THIS is why it's so very important to RECYCLE RIGHT. Know what's acceptable, how to recycle it, and what condition items need to be in.

Know How to Recycle Right

Accepted in your locality? *Check mark*

Accepted in curbside recycling? *Check mark*

Empty and clean? *Check mark*

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