

Demonstrating the Journey of Recycling phases: Your Smart Choice, Recycling Right, Materials Recovery Facility, Recycling Processor, Manufacturer, and Back Into the World. The overall feeling is friendly and animated. On screen messaging accompanies voice over narration. Background music is light and friendly.

MUSIC UP AND UNDER



1



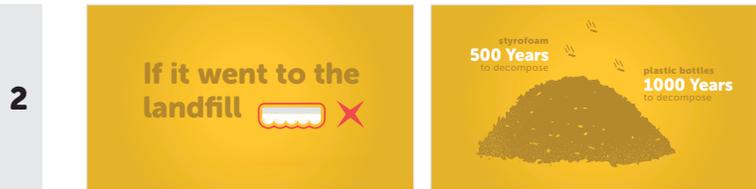
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In this Start Smart, Recycle Right video series, we explore... The journey of recycling right.

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.

AD

Introduce the program name, the videos in the series and highlight the current video. Identify each stage in the journey, starting with "Your Smart Choice." Identify product choices that can and cannot be recycled (#2 vs. #7 plastic jug + cardboard vs. Styrofoam egg carton). Key words/text on screen to help visually narrate story when audio is turned off.



2

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



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.

Styrofoam egg carton selected, transition to landfill and egg cartons piling on. Show Styrofoam and plastic bottle stats.

Next phase "Recycle Right" introduced. Transition to acceptable items being put into recycling bin.

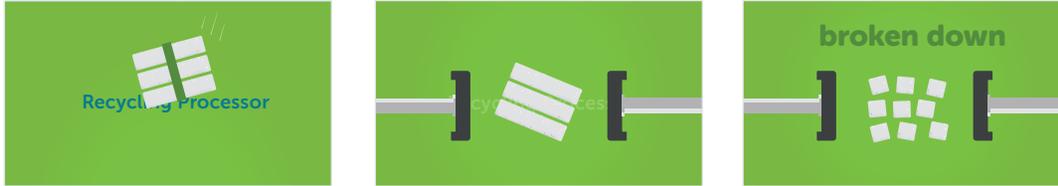


3

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

Recycling truck picks up contents > drives to Recycling Recovery Facility. Items go on a conveyor belt and "sorted." Plastic jugs collect under compactor arm and get compacted. Compacted blocks stack up and get "bundled."

4



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

Bundles crop into the "Recycling Processor" phase, and get "broken" into small pieces.

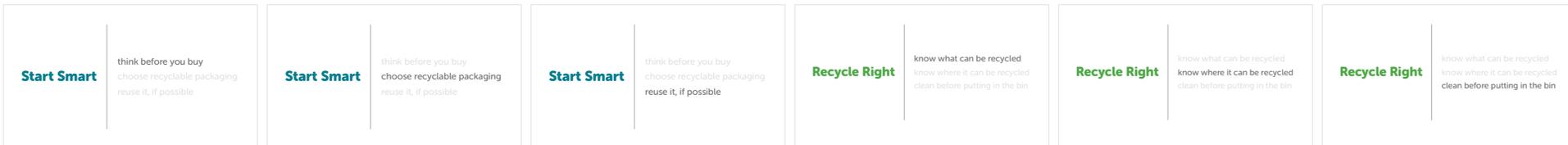
5



Finally, manufacturers around the world take these raw materials to make something new and once again, usable. And that's a happy outcome!

Small pieces drop into "Manufacturer" facility go into a machine, exit the other end transformed: fleece jacket, Adirondack chair, playground equipment, planters, backpack... Chair moves into "environment" and other chairs drop into it.

6



Remember, it's up to you to Start Smart... And Recycle Right.

Show the actions needed to Start Smart + Recycle Right

7



End with Start Smart Recycle Right logo, reminder of all the videos in the series, and URL where locality recycling information can be found.

MUSIC OUT