



MASSRECYCLE 3rd Annual College Competition 2017 Application Packet



Create a memorable poster to increase recycling!

Win a \$1,000 scholarship sponsored by Casella Recycling!

Be featured on an MBTA Kiosk in front of a 250,000 riders daily!

Competition generously sponsored by



Winner Announced at R3!

Accept your award in front of over 400 participants and 70 exhibitors!

Come network with municipal and corporate leaders!



Win the 3rd Annual College Competition at R3 Conference!

2017 R3 Recycling & Organics Conference & Trade Show
March 27, 2017 | Sheraton Framingham

www.massrecycle.org/r3conference



(617) 338-0244 | director@massrecycle.org



MASSRECYCLE 3rd Annual College Competition 2017 Instructions

Competition Sponsored by



MASSRECYCLE is soliciting entries for the 3rd Annual College Competition. For 2017, we are seeking poster designs that will be featured on the Kiosks that are part of our MBTA Public Space Recycling Pilot Project, currently servicing Red Line stations from Alewife to Kendall. Winners will be recognized at the MASSRECYCLE 2017 R3 Recycling & Organics Conference & Tradeshow on March 27th at the Sheraton Framingham during lunch.

Entries must be submitted to director@massrecycle.org by March 10th. No exceptions!

Criteria to apply

- Student must currently be matriculated in a higher education institution (including graduate schools).
- Teams may submit, but prizes will be divided accordingly.
- Students from directly adjacent states may submit, but poster content must be relevant to MA.
- Posters must adhere to the stated specifications.

Poster design specifications

- Posters must be 39" width x 32" height.
- Posters must be in high resolution PDF, InDesign, JPG or PNG format.
- Poster content must be compelling and promote increasing recycling and/or waste reduction in the Commonwealth. Content may be generalized or target a specific material – commonly produced recyclables on the MBTA are newspapers or plastic water bottles.
- Self-produced photos and design elements strongly suggested; any stock photography or borrowed design elements must be free of copyright or trademark and eligible for public domain use.
- Contain a call-out to MASSRECYCLE and Casella Resource Solutions (please contact MASSRECYCLE for logos).

Poster evaluation

Winners will be selected by the College Competition Committee and College Competition Sponsor. Evaluators will take into account content accuracy, attractiveness, and social impact.

Content suggestions

- Winning posters will be viewed by 250K riders daily that will be walking by quickly; your window to make an impression is brief, so focus on a very attractive picture or design to make them stop and read.
- Try to make the rider think "I didn't realize that!"
- Poster designers that show initiative by researching more problematic recycling issues and focusing on one of those issues in the poster have an edge.
- Be succinct but catchy.

Submission instructions

- Entrants must fill out the Application Form and include it as part of their submission.
- Please upload your submission to a file sharing service and provide a link.
- Or please contact MASSRECYCLE at director@massrecycle.org to arrange transmittal.





MASSRECYCLE 3rd Annual College Competition 2017 Application Form

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Thank you for choosing to enter the 3rd Annual College Competition. Please complete this form as accurately as possible.

Where did you hear about MASSRECYCLE's College Competition?

Entrant Information:

| | |
|----------|--------------------------------|
| Name: | Higher Education Organization: |
| | |
| Address: | City: |
| | |
| State: | Zip Code: |
| | |
| Website: | Phone: |
| | |
| E-Mail: | |
| | |

Co-Entrant(s) Information:

| | |
|--------|--------------------------------|
| Name: | Higher Education Organization: |
| | |
| Phone: | Email: |
| | |

Please note that by submitting your entry to the College Competition, you are certifying that you are currently enrolled in a higher education organization and eligible under all criteria set forth in the Application Packet and agree to the terms set forth below. Failure of to adhere to any eligibility requirements or criteria herein may result in disqualification and/or rescinding of any and all prizes awarded.

Winning entries may be subject to review and edit by MASSRECYCLE and/or graphics design professionals provided by Casella Resource Solutions prior to display on the MBTA Public Space Recycling Pilot Project. Winning entries will become the sole property of MASSRECYCLE for use on the MBTA Pilot Project and on other reasonable educational marketing campaigns. Winners will be duly recognized for their award via press release and in other announcements, however the winners will forfeit any future compensation or claim to compensation from future use of the posters beyond the stated scholarship and prizes associated directly with this College Competition.

