



Don't Recycle That There! Recycle That Here!
2015 College Competition

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Submit a 30-second video for a chance to win a \$1,000 college scholarship. Videos should educate the public on the best ways to recycle a specific difficult-to-manage material in Massachusetts that generally cannot be handled through traditional municipal recycling.

Be sure to enter today for a chance to:

- **Have your video featured on the web and in PSAs**
- **Get into the 2015 R3 Recycling Conference free**
- **Win an electronic prize**
- **Win \$1,000**

Deadline to submit a video is March 20, 2015!

**Contact MassRecycle at
director@massrecycle.org
for submission guidelines and for
further assistance.**





MassRecycle R3 Recycling & Organics Conference & Trade Show 2015 *Don't Recycle That There! Recycle That Here!* College Competition

Submission Guidelines

Introduction

MassRecycle is excited to announce the *Don't Recycle That There! Recycle That Here!* College Competition. Students are challenged to identify a difficult-to-manage material that generally cannot be recycled through traditional municipal recycling programs, research ways that the material can be recycled or reused, and then create a short 30-second catchy informational video clip promoting proper recycling or reuse of that material.

Prizes

	Semi-Finalists	Finalists	Winner
Video featured on webpage	●	●	●
Complimentary registration to R3 Conference	●	●	●
Electronic Prize		●	●
\$1,000 Scholarship			●

Entry Guidelines

All videos must be received by March 20th, 2015.

Eligibility:

- Currently enrolled college and university students may submit a video.
- Teams may submit, but the scholarship will be divided accordingly.
- Students from outside of MA are allowed as long as their videos provide information pertinent for MA.

Videos must:

- Be in .mp4 or .wmv format.
- Be 30 seconds or less.
- Contain a closing call-out to www.wheretorecyclethat.org, MassRecycle, and Staples.
- Not be pitch/puff pieces for a company.

It is suggested that videos:

- Include a “produced by” in the final callout recognizing the student’s own authorship of the video.
- Focus on content and creativity over video quality; videos shot with smartphones are perfectly acceptable.
- Identify outlets to bring the materials to for reuse or recycling.

Other relevant information:

- Many materials can be handled by municipalities at curbside or drop-off, such as bottles, cans, paper. This competition is not meant to cover those materials. Materials that would qualify include:

Plastic Film (Packaging, Shipping Wrap) and Plastic Bags, Textiles (Clothes, Linens); Mattresses and Furniture; Electronics and Appliances; Toner Cartridges; Reusable Paint; Unwanted Pharmaceuticals; Tires; Batteries; Household Hazardous Goods (Solvents, Cleaners); Mercury-Containing Products (Thermostats, Light Switches, CFL Light Bulbs).

- While MassRecycle staff is happy to provide some guidance and support, students must do the bulk of the research. Students may contact MassRecycle at director@massrecycle.org.