

WHAT HAPPENS TO OUR RECYCLABLES ???

MASSRECYCLE'S
2016 College Competition



Generously Sponsored By



Submit a 30-second or less video for a chance to win a \$1,000 college scholarship. Videos should educate the public on what happens to recyclables after they have been sorted at the materials recover facility (MRF), with a focus on neat new products made by local manufacturers.

Enter today for a chance to:

- Have your video featured on the web and in PSAs
- Attend the 2016 R3 Recycling Conference free
- Win an electronic prize
- Win a \$1,000 scholarship

Deadline to submit a video is March 18th, 2016!

www.massrecycle.org



MassRecycle R3 Recycling & Organics Conference & Trade Show 2016 *What Happens to Our Recyclables?* College Competition

Introduction

MassRecycle is excited to announce the second annual college competition, this year with a new theme – *What Happens to Our Recyclables?* This competition challenges the student to identify a recyclable material and then trace where that material goes after it has gone through the traditional recycling process. The student will have to identify an end market or manufacturer to demonstrate what new products can be made out of recyclable materials.

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 18th, 2016, 5PM EST for consideration.

Eligibility:

- Must be currently enrolled in college or university or matriculating in the Fall of 2016
- Teams may submit but prizes will be divided accordingly
- Students from adjacent states may submit, but video content must be pertinent to MA

Videos must:

- Be in .mp4 or .wmv format
- Be 30 seconds or less
- Identify a consumer product(s) that uses recycled content
- Contain a call-out to MassRecycle and Whole Foods Market (please contact MassRecycle for logos)
- Not be a pitch/advertisement piece for a company

Content suggestions:

- Focus on content and creativity over video quality - phone and flip cam videos are acceptable
- Videos that make the viewer think and go “I didn’t realize that” are best
- Research the less traditional, more problematic recyclable materials
- Include an interview snippet featuring a manufacturer
- The more succinct but catchy the better

Submission instructions:

- Please upload the video file to DropBox, Google Drive or a similar sharing service and provide a link
- Alternatively, students may contact MassRecycle for access to a DropBox

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