

Promote Your Program

Promote Your Recycling Program

The most important way to get everyone to participate in your program is to let them know about it. To promote your program, create flyers explaining how recycling will work at your school and distribute them to all the students and teachers. You may want to provide incentives for participations such as:

- A competition between classes, grade levels or schools, with an award such as a circulating trophy that could be given to the group that collects the most beverage containers during the campaign.
- Offer a reward when the bins are filled to capacity within a predetermined amount of time.
- Designate a purpose for the funds that are raised. Announce at the beginning of the program what the earnings will be used to purchase.
- The City of Hesperia can help with providing incentives.

Recycling Program Checklist

- Form a team
- Determine the program goals
- Decide on the type of program, or programs, you will use
- Decide how to collect the beverage containers
- Decide how to transport the beverage containers
- Decide where you are going to store your collected beverage containers
- Educate your team
- Place instructions near all collection areas
- Develop a promotional program
- Begin recycling!



City of Hesperia

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City of Hesperia

How to
Start a Beverage
Container
Recycling Program
at School

Reduce, Reuse, Recycle

RECYCLING

*makes
cents*

City of Hesperia Recycling Program

Large or small, a beverage container recycling program can help your school earn money and help the environment. The beverage containers that you recycle are kept out of the landfills and can be made into new products.

This pamphlet will provide a general framework for planning and implementing a beverage container recycling program. Each school may need to modify the guidelines to meet its special needs. Feel free to use the checklist included in this brochure as a guide.

Form a Team

Establishing and operating a beverage container recycling program requires the cooperation and participation of many different people. To facilitate this, we encourage you to establish a committee of representatives (i.e. student council or a club) that will be involved in the program. The committee should include the school principal, teachers, students, custodial staff and parents.

Determine Your Program Goals

Determining the goals for your program, whether financial, educational or both, will assist you in determining the type of recycling program that best meets the needs of your school.

Beverage Container Recycling

Decide on the Type of Program, or Programs, You Will Use

- **In-school collection system:** Requires a permanent, in-school collection center for beverage containers generated at home or at school. This program requires a storage space at school for beverage containers and frequent pickup by a local certified recycling center.
- **Drop-off program:** Recycle bins are placed in a convenient location for members of the community and school to donate their beverage containers on an on-going basis
- **Recycling drive:** Similar to a drop-off program, except that collection occurs over a shorter period of time. Bins are set up on campus during the selected period of time, the drive is advertised to the community, and beverage containers are dropped off and then taken to a certified recycling center.

Recycling Collection

Design the Collection Transportation and Storage System

- Determine how many bins you need and where they should be placed. Consider placing bins where people purchase or consume their beverages (vending machines, in the lunchroom and next to trash cans). You may want to place bins or boxes in each classroom.
- If you place bins in each classroom, assign a recycling monitor in each class to watch for contaminants and to disseminate new information. Assign a monitor to watch over the lunchroom bins too.
- The recycling monitors should be responsible for removing trash from each recycle bin prior to taking the collected beverage containers to the central storage area on a daily or weekly

basis. Monitors should also replace the bin liners, if needed.

- Arrange a central storage area for the beverage containers to accumulate before transporting them to a certified recycling center. Make sure your materials are either in a bin or storage area that can be locked.
- Your local certified recycling center, booster club members, maintenance/custodial personnel or parents could facilitate collection and transportation of your beverage containers.
- For drop-off, recycling drive and event programs, use garbage dumpsters, boxes, bags or any other type of bin that is large and easy to empty. Bins can be located in a parking lot, near the school athletic field or at any other location that makes it **convenient** for people to drop off their beverage containers.

Educate and Train the Team

The recycling team must have a good understanding of the beverage container recycling program. Each member must understand how it operates and their role.

Provide Recycling Instructions

Provide instructions near all the collection bins so that people know what to recycle and in which bin to place their items.

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