



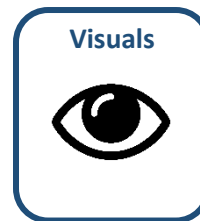
Reduce food waste: Video planning guide for school teams

Videos can be an engaging and fun way to teach students and staff about your school’s waste reduction and recycling (WRR) practices. Before planning your video, check with an administrator to verify that there is a time and place to play your video for all to see. School videos are most successful when they are between two and five minutes long.

This guide includes the four most important components of a high quality video. **Ask your King County Green Schools Program representative for additional ideas and assistance.**

Share information to motivate the school to improve

- Food is for people, not for landfills.
- 40 percent of the food produced in the United States is thrown away.
- **Tip #1:** Take only what you will eat and drink.
- **Tip #2:** Eat and drink what you take.
- **Tip #3:** Pack lunches in reusable containers and take leftovers home.



Choose visuals that are fun and help explain how to be successful

- Show photos of a waste audit.
- Show what 40 percent of 100 apples or sandwiches looks like.
- Demonstrate how to waste less food at school.
- Demonstrate how to pack a waste-free lunch.
- Show the school’s compostable materials bins and what can go in them.

Share why improvements are needed

- Save natural resources
- Conserve energy
- Decrease greenhouse gas emissions that lead to climate change
- Divert waste from the landfill.

Improve by practicing before filming

- Eye contact
- Clear speech
- Good volume
- Be memorable (energetic, animated, play a character)