



Refillable water bottles: 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 good 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.

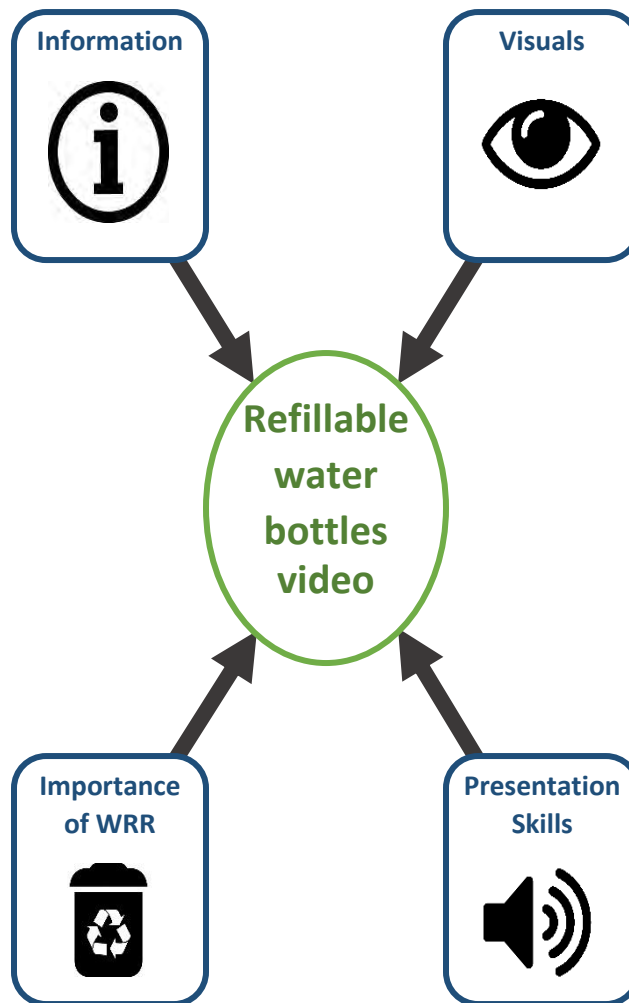
This guide includes the four most important components of a high quality video. **Ask your King County Green Schools Program representative for more ideas and assistance.**

Share information to motivate the school to improve

- Plastic comes from petroleum, a nonrenewable natural resource.
- In 2015, Americans bought the equivalent of 1.7 billion half-liter bottles of water every week.
- **Tip #1:** Bring a refillable bottle from home.
- **Tip #2:** Recycle bottles by removing the cap and drinking all the liquid.

Share why improvements are needed

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



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

- Show posters with the statistics.
- Share photos of the Pacific Ocean garbage patch.
- Show sample cool reusable water bottles.
- Demonstrate how to recycle a plastic bottle by taking off the cap, drinking or emptying the liquid, and recycling.
- Show examples of reuse art made with plastic bottles or bottle caps.

Improve by practicing before filming

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



King County

Department of
Natural Resources and Parks
Solid Waste Division