



Waste reduction and recycling: 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 an appropriate time and place to play your video for all to see.

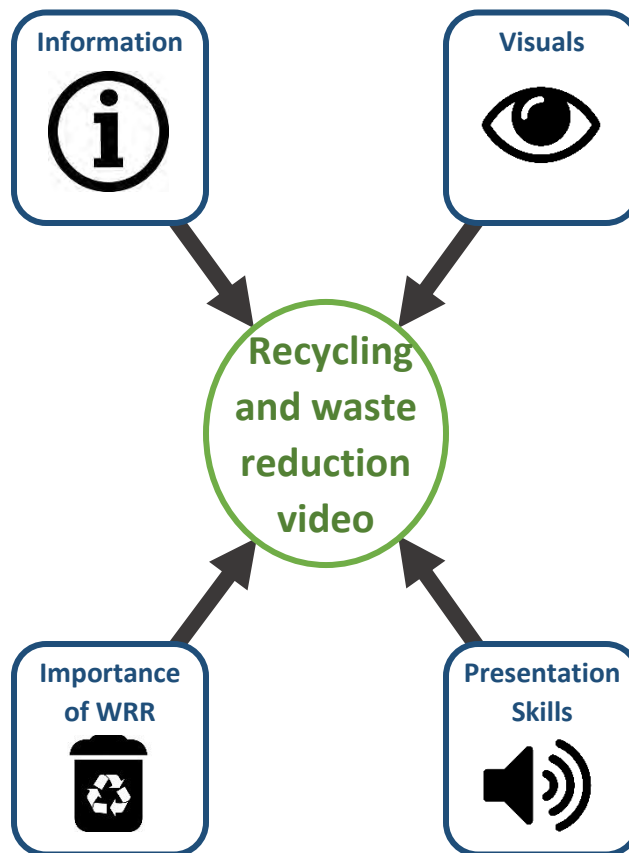
School videos are most successful when they are between two and five minutes long. This guide includes the four most important components of a high quality video. **Ask your King County Green Schools Program representative for additional ideas and assistance.**

Share information to motivate the school to improve

- Nearly half of a typical school’s waste is paper.
- Recycling in the classroom, lunchroom, kitchen, and school offices is important.
- Making products from recyclable materials uses less water and less energy than using raw materials.
- **Tip #1:** Use both sides of every piece of paper.
- **Tip #2:** Place each blue recycling bin next to a garbage bin.

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 photos of a waste audit.
- Show a recycling bin full of paper and a garbage bin full of non-recyclable items to demonstrate that nearly half of a typical school’s “waste” is paper.
- Show products made from recyclable materials and describe what they were made from.
- Demonstrate how to recycle properly in the classroom and lunchroom.

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