

2021-22 RECYCLING POSTER & VIDEO CONTEST RULES

Recycling for Sustainability: Making A Difference to our Climate

YOUR CHALLENGE

Your challenge is to create a public service announcement that raises awareness around recycling and why and how recycling can reduce the impact of climate change in your local community and ensure earth's resources are available for future generations.

WHAT IS A PUBLIC SERVICE ANNOUNCEMENT?

A **Public Service Announcement (PSA)** is a message that attempts to raise awareness around a specific topic or issue with the ultimate goal of changing people's attitudes and behavior towards the issue for the good of the community. All PSAs are created and delivered by individuals who want to make positive change happen and do not receive any financial compensation. Public Service Announcements are in service to the individuals or entities that are most affected by the issue.

WHO CAN ENTER?

- The contest is open to all students living in the United States and Canada enrolled in grades K-12 during the 2021-22 school year.
- Students can enter the contest as individuals or as a team of up to **four** individuals.
- Each individual or team should submit their PSA in the form of either a video or a poster.

CONTEST DEADLINE

All entries must be submitted by **Friday, December 17, 2021**.

ALL SUBMISSIONS MUST:

- **Highlight how recycling helps to minimize the impact of climate change by reducing carbon emissions and saving energy.** Help people around you understand the connection between recycling and climate change. Show the cause and effect relationship.
- **Identify** a specific commodity (material) that can be recycled and specifically illustrate how recycling this material helps minimize carbon emissions and saves energy.
 - Glass
 - Fiber (Paper & Cardboard)
 - Ferrous metals (*metals containing iron like iron, wrought iron, and steel*).
 - Non-ferrous metals (*metals that do not contain iron such as aluminum, copper, lead, nickel, tin, and zinc*).
 - Plastics
 - Electronics
 - Tires
- **Set the stage.** Why is climate change important to you and your community? Think about where you live. How will climate change impact you and your neighbors?

- **Show how** recycling helps to reduce the impacts of climate change by choosing a recyclable material and showing how it reduces carbon emissions and saves energy. Think about the following when learning about your material (commodity) and creating your video or poster:
 - Consider the lifecycle of the material you've chosen. How much energy is used in each phase of its life cycle and how does each phase contribute to greenhouse gas emissions? Why would using recycled materials take less energy and emit less carbon than using "raw" materials?
 - Are there any benefits to keeping these materials out of the waste stream and out of landfills?
 - How might recycling the material you've chosen keep ecosystems and ecosystem services intact?
- **Propose & support your solution.** What should people do & why? Explain what people in your community should do in order to recycle the material properly and how this is a **sustainable solution**. In other words, how does your solution ensure that this resource will continue to be available into the future without degrading our planet?
- **Display** the title: *Recycling For Sustainability: Making a Difference to Our Climate* on the title screen of the actual video or display clearly on the poster itself.

ADDITIONAL TIPS FOR A WINNING SUBMISSION!

- **Add statistics** to your poster or video. Facts and figures can be powerful ways to illustrate a point!
- **Create a tagline or slogan** to drive the message "home".
- **Remember!** The theme of this contest is **Recycling**. NO submissions that focus on the general themes of how to solve global climate change, saving the whales or turtles, alternative energy solutions . . .etc. Your submission must connect recycling to climate and WHY recycling reduces carbon emissions and saves energy.
- **Be unique and creative** - how will you make your PSA stand out from the rest?
- **Join us for one of our live events** to find out more about how to create a winning PSA, hear from recycling experts and ask questions.

ADDITIONAL VIDEO SPECIFICATIONS

- Videos must be approximately 2 minutes in length.
- Use of copyrighted video, music, images, logos, and trademarks is prohibited; entries that contain materials will be disqualified unless written permission to use the materials is acquired and submitted to JASON along with the entry.
- Video must be submitted as a downloadable file (For example: mp4, wmv, or mov/qt).
- Double check the audio quality of your submission. If there is a lot of background "noise" or voices are garbled or hard to hear, this will derail your submission!

ADDITIONAL POSTER SPECIFICATIONS

- Each poster entry must be an original piece of artwork.
- Posters may be hand-drawn or computer generated: colored pencils, crayons, paint and any computer graphics software like Adobe Photoshop or Canva.
- Images used must also be original works. Any artwork that includes copyrighted or trademarked product names will be disqualified.
- Poster dimensions may vary, but 24" x 36" (landscape or portrait) is a common poster size. If creating your message digitally, an 8 ½" x 11" document size works.
- Text should be clear and viewable from a distance. Since poster sizes will vary, example specifications and font sizes for a 24" x 36" standard poster are as follows:
 - Text should be viewable from 5-8 feet away.
 - Font sizes should be at least 24 points if typed or 0.25" if handwritten for items such as captions - and at least 144 points or 1.25" if handwritten for items such as titles.
- Keep heading sizes consistent. Text having the same level of importance should be the same font size.
- Font types should be simple, clear and readable (SanSerif family fonts work well) or handwriting neat and legible.
- Find the balance between enough information so the idea is clear vs. too much text or detail. Bullet points are often effective ways to add important pieces to the "story."
- Focus on visuals and what is necessary to tell the viewer your story. Pictures, facts, graphs and diagrams are the most important part of the poster. A general guideline to follow is that there should be twice as much visual imagery on the poster than there is text.
- Choose images and diagrams wisely and make sure they clearly support your point. Include a large image to grab a passerby's attention. Make sure images are of good quality so if enlarged, they will still be clear.
- Space the elements out on your poster so that the items on the poster do not seem to be crunched into each other, too busy or hard to follow.
- *Acceptable file types for your final poster submissions when uploading to submittable are: pdf, doc, jpg, jpeg, png. Image resolution should be over 1500 pixels per side.

HOW TO SUBMIT YOUR ENTRY

- Be sure you have an adult who can help you submit your entry. Person submitting must be 18 years of age or older.
- Click the appropriate link for your submission: [Poster Submission](#) OR [Video Submission](#)
- If you do not already have a Submittable account, it will ask you to create one (don't worry, it's free).
- Complete the required information and click Submit.
- All entries must be submitted by **Friday, December 17, 2021**.

Note: You will also need to complete a [Permission Form](#) before submitting your entry. This form must be signed by a parent or guardian, and you will be asked to upload the completed form immediately after you upload your contest entry file. If two or more students are collaborating on an entry, each student will need to submit a completed permission form.

TEAM SUBMISSIONS

Contest submissions may be created by individuals or *by teams of up to 4 people*.

USE OF SUBMITTED POSTERS & VIDEOS

JASON Learning and the Institute of Scrap Recycling Industries (ISRI) reserve the right to use all submitted posters and videos, always referencing the name(s) of the designer or authors, to project and promote their institutional objectives in any way deemed appropriate in the future (exhibitions, production of commemorative booklets or calendars, creation of CDs, projections on websites, etc.) Participants in this contest explicitly accept this condition and provide JASON and ISRI the right to use their entries.

JUDGING & PRIZES

- Entries will be judged by a committee of representatives from ISRI and JASON Learning.
- Judges will evaluate each entry on how well the submission meets the criteria.
- Finalist videos and posters will be featured on the JASON and ISRI websites.
- The winner and their guardian(s) will be invited to the 2022 ISRI Convention & Exhibition, March 21-24, in Las Vegas, and be recognized by ISRI and JASON Learning during the conference. In the event the convention does not occur, due to circumstances beyond our control, a presentation will be facilitated in the winner's city.