



# RECYCLING HEROES IN SCHOOL

INFORMATION DETAILING  
ENCORP'S SCHOOL RECYCLING PROGRAM

2023-2024 SCHOOL YEAR



BE A  RECYCLING HERO!

encorp<sup>re</sup>  
RECYCLE

## INTENT OF THE PROGRAM

Encorp's *Recycling Heroes in School* Program aims to increase beverage container recycling across the province by increasing recycling awareness in schools, providing schools with the supplies needed to recycle beverage containers, and facilitating the connections to make this process convenient. To further benefit the schools in the program, Encorp will provide them with additional materials and incentives, including contest prizes and performance rewards. As a special promotion up until March 31, 2024, Encorp will match the funds your school makes when recycling beverage containers for the first 50 schools that join the program!

This document explains how this program will work for the 2023 – 2024 school year. Any questions about the program not answered by this document can be directed to Sereana Simpson at [sereana.simpson@encorpatl.ca](mailto:sereana.simpson@encorpatl.ca).



## HOW THE PROGRAM WORKS

### 1. YOUR SCHOOL APPLIES FOR THE PROGRAM

A staff member (representative) from your school must submit an application form to join the program. The application form and instructions can be found on Encorp's website at [encorpatl.ca](http://encorpatl.ca).

You can expect to hear back from Encorp within two weeks of applying for the program.

#### **Recycling Ambassadors**

In the application form, your school's representative will be asked to describe your school's Recycling Ambassadors. The Recycling Ambassadors are the group of students in your school that will take charge of the Recycling Heroes in School program, ensuring that the school is regularly collecting and recycling its deposit-bearing beverage containers, and educating their classmates on beverage container recycling. For example, the Recycling Ambassadors at your school could be a specific classroom, a group, or a club at your school. To thank the Recycling Ambassadors for their work, Encorp will provide each ambassador with fun Recycling Hero promotional items such as Recycling Hero pencils, hats, lunchboxes, bicycle bells, and more.

### 2. ENCORP CONTACTS YOUR SCHOOL TO SET IT UP IN THE PROGRAM

Once your application has been received, Encorp will contact your school's representative to finish setting your school up in the program. During this meeting, Encorp will brief you on the final steps your school needs to take to start recycling. Encorp will also set up a date to deliver supplies and promotional materials to your school.

### 3. YOUR SCHOOL REACHES OUT TO A LOCAL REDEMPTION CENTRE

Once Encorp has briefed you on the program, your school will be required to reach out to a participating redemption centre and create a commercial account with that centre. This will allow you to quickly drop off collected deposit-bearing beverage containers and be reimbursed later without waiting for the redemption centre staff to count the beverage containers. This account will also allow Encorp to track the amount of beverage containers your school is recycling so that it can be eligible for prizes. Your school will also be able to share its account number with community members, allowing them to drop off their own beverage containers to that redemption centre and donate their deposit refunds to your school.

### 4. ENCORP PROVIDES YOUR SCHOOL WITH RECYCLING SUPPLIES

Encorp will provide schools with free Recycling Hero beverage container collection bins and Recycling Hero storage bags. Encorp will discuss with you what your school requires for recycling supplies.

Depending on the availability of Encorp employees and the distance from the Encorp office to your school, your supplies may be dropped off by an Encorp employee at a pre-determined date. If this isn't possible, the recycling supplies and promotional items for your school will be delivered by a delivery service.

An Encorp representative will also provide an educational presentation on deposit-bearing beverage container recycling for the Recycling Ambassadors. This can either be done in person when the supplies are delivered, or through a pre-recorded presentation.



### 5. YOUR SCHOOL COLLECTS AND RETURNS BEVERAGE CONTAINERS THROUGHOUT THE SCHOOL YEAR

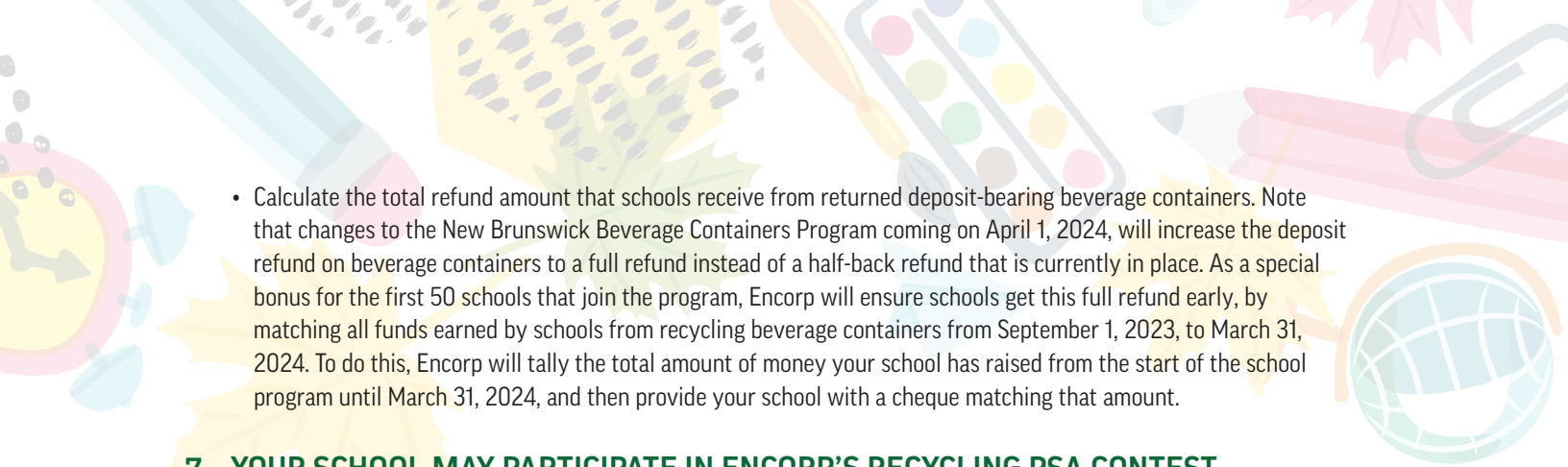
Once all your supplies are set up and ready to go, it will be up to your school and your Recycling Ambassadors to make sure deposit-bearing beverage containers are collected and recycled. While it is completely up to your school to decide how to get this process done, Encorp would suggest placing the Recycling Hero beverage container collection bins in convenient locations and getting the recycling ambassadors involved in preparing the containers to be recycled and frequently cleaning the bins.

The collected deposit-bearing beverage containers will also need to be returned to a participating redemption centre. To help your school manage the logistics of transporting the collected deposit-bearing beverage containers to a redemption centre, Encorp has funds that will be provided to you every fall and winter semester.

### 6. ENCORP KEEPS TRACK OF HOW MUCH EACH SCHOOL IS RECYCLING

Through your school's commercial account, Encorp will be keeping track of how much your school is recycling. With this information, Encorp will be able to:

- Provide regular updates on the amount that schools are recycling;
- Tally the best performers in the program to provide with rewards at the end of the school year; and

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- Calculate the total refund amount that schools receive from returned deposit-bearing beverage containers. Note that changes to the New Brunswick Beverage Containers Program coming on April 1, 2024, will increase the deposit refund on beverage containers to a full refund instead of a half-back refund that is currently in place. As a special bonus for the first 50 schools that join the program, Encorp will ensure schools get this full refund early, by matching all funds earned by schools from recycling beverage containers from September 1, 2023, to March 31, 2024. To do this, Encorp will tally the total amount of money your school has raised from the start of the school program until March 31, 2024, and then provide your school with a cheque matching that amount.

## **7. YOUR SCHOOL MAY PARTICIPATE IN ENCORP'S RECYCLING PSA CONTEST**

Encorp will host a recycling public service announcement (PSA) contest this school year. Any individual class from schools in the program can participate in this contest. Classes that want to participate must submit some sort of PSA about deposit-bearing beverage container recycling in New Brunswick. This can be in the form of a video, an infographic, a poster, or whatever else your class wants to create that is related to deposit-bearing beverage container recycling. To enter the contest, the completed PSA must be posted online on any of your school's social media accounts. A link to the post, along with your school and class details, must then be submitted to Encorp through an online submission form on Encorp's website.

There will be 3 total prizes for this contest: one for a class from grade k-5, one for a class from grade 6-8, and one for a class from grade 9-12.

More information about this contest will be made available in January 2024.

## **8. ENCORP PROVIDES SCHOOLS WITH PRIZES AND REWARDS**

Before the end of the school year, Encorp will announce the winners of the recycling PSA contest and provide them with their prizes. Encorp will also tally the number of deposit-bearing beverage containers each school has recycled and provide the top 5 performing schools with rewards. Finally, one participation gift will be given to a randomly selected school in the program.