



RECYCLING HEROES IN SCHOOL

INFORMATION DETAILING
ENCORP'S SCHOOL RECYCLING PROGRAM

2024-2025 SCHOOL YEAR



BE A  RECYCLING HERO!



INTENT OF THE PROGRAM

Encorp's *Recycling Heroes in School* program aims to increase beverage container recycling across the province by improving 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 performance rewards.

This document explains how this program will work for the 2024–2025 school year. Any questions about the program not answered by this document can be directed to Sereana Simpson at 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 (encorpatl.ca/recycle).

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.

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 recycling supplies and promotional items 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 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 number of beverage containers your school is recycling so that it can be eligible for rewards. 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 provides schools with free *Recycling Hero* beverage container collection bins and educational posters. Encorp will discuss with you what your school requires for recycling supplies. The recycling supplies and promotional items for your school will be delivered by a delivery service.

You will also get a welcome video on deposit-bearing beverage container recycling to share with your Recycling Ambassadors.



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 frequently cleaning the bins and preparing the containers to be recycled.

The collected deposit-bearing beverage containers will also need to be returned to your redemption centre. To help your school manage the logistics of transporting the collected containers to this redemption centre, Encorp will provide you with a \$300 stipend every school year.

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 of containers that schools are recycling; and
- tally the top performers in the program to provide with rewards at the end of the school year.

7. ENCORP PROVIDES SCHOOLS WITH REWARDS

As a thank you to schools putting in the effort to properly recycle their deposit-bearing beverage containers, Encorp will be giving rewards to the top 5 performing schools in the *Recycling Heroes in School* program. The top 5 schools in the program will be chosen based on the number of containers recycled by the school from September 1, 2024, to May 1, 2025. However, to ensure that smaller schools can compete with larger schools, Encorp divides the number of containers collected by the number of students in the school. So, the top-performing schools will be the ones that recycled the most beverage containers per student in the school during that time frame.

In May 2025, Encorp will tally the number of deposit-bearing beverage containers each school 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.

The background features a collage of colorful illustrations including a pencil, a watercolor palette, a paper airplane, a globe, a paperclip, and various leaves in shades of green and yellow. A clock face is partially visible on the left side.

All rewards provided as part of the program have an environmental theme. Some examples of past prizes include:

- Outdoor gardening kits
- Outdoor storage sheds
- AI-powered bird feeders
- Greenhouses

A list of available rewards is published on Encorp's website at the start of every school year (encorpatl.ca/recycle).