



Life of a Can

The Never-Ending Story

Information Sheet

Discovery
EDUCATION™

Novelis

Recycling Logistics

****Please Note:** Although we are the world's largest recycler of aluminum, Novelis is not a used beverage can (UBC) or scrap collector. This sheet will provide you with some direction and tips for further exploring how to start a recycling program at your school, as well as how to turn your cans into cash! We do our best to support recycling efforts everywhere, and we need YOUR help to institute recycling at your location and to meet your goals.

First Steps:

1. **Find out who currently collects your school's trash (and recycling, if already collected).**
 - E.g. Waste Management, etc.
2. **Ask yourself: are you doing this for a fundraiser, or do you just want your recyclables picked up?**
 - If you are seeking to start recycling primarily to raise money, please know that you will more than likely be responsible for taking your recyclables to a specific location in order to receive money or for working with a dealer to rent a trailer for your school
 - If you would like your recyclables picked up, please know that there may be a fee involved
3. **Use the resources below to identify who you can work with to pick up or drop off your recyclables.**

Resources

Earth911

Earth911 is an environmental services company that addresses solutions for products' end-of-life for both businesses and consumers.

- To locate scrap dealers in your area who might be willing to buy your cans
- To locate waste management who will do roadside pickups
- www.earth911.org

U.S. Environmental Protection Agency

Region 4 Municipal Government Toolkit (specific for AL, FL, GA, KY, MS, NC, SC, TN)

- Info on How to Start a Recycling program
- Case studies from around the Southeast
- <https://archive.epa.gov/region4/rcra/mgtoolkit/web/html/starting.html>





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Tips for Starting School Recycling Program

Make your school a community drop-off point for recycling aluminum cans and earn money to go toward the school's educational efforts, a special field trip or a favorite community charity.

1. Find out who currently collects the school's trash (and recycling, if already collected).

- E.g. Waste Management, etc.

2. Reach out to waste collection or recycling organization about potential partnership.

- Would they be willing to donate a trailer to put on the school campus? Place said trailer in a high traffic area, such as the carpool line.
- Would they be willing to pick up the trailer when it is full?
- Would they be willing to donate the value of the cans to the school for a specific program or to further recycling efforts?
- Would they be willing to donate cardboard recycling bins for inside the school?
- Would their employees like to come give recycling education presentations to classes?

3. Reach out to local sustainability-focused businesses about potential partnership.

- Would they be willing to sponsor this program and as part of their support have their name associated with all promotional materials?
- Would they be willing to donate recycling bins for inside or outside of the school?
- Would they be willing to sponsor and supply posters, flyers, or other communication materials?
- Would they be willing to match the value, or double the value, of the cans to the school for a specific program or to further recycling efforts?
- Would their employees like to come give recycling education presentations to classes?

4. Form a committee, start a green team, or start a recycling club at the school.

- This committee should be comprised of individuals who are dedicated to keeping the students, faculty, and parents continually engaged in the program throughout the year.
- Gain support by:
 - Posting flyers around your school and community
 - Posting banners in and outside of the school
 - Asking local business to drop off their recyclables in the trailer on the school's campus
 - Creating a friendly competition between classes or grades to see who can recycle the most
 - Offering incentives to those students or teachers who recycle the most
 - Hosting opening and closing assemblies about this program

