

Keep It **IN THE LOOP**

ACTION PLAN



WANT TO HELP KEEP AMERICA BEAUTIFUL?

Join Disney's Friends for Change and organize a Paper Recycling Drive for America Recycles Day on November 15!



America Recycles Day
11.15.10



In the US alone, we currently produce 250 million tons of waste per year—that's more than 40 MILLION African Elephants. HUGE!

Here's how it breaks down:

- Paper 31%
- Rubber, leather, & textiles 7.9%
- Yard 13.2%
- Wood 6.6%
- Food Scraps 12.7%
- Glass 4.9%
- Plastic 12%
- Other 3.3%
- Metal 8.4%

*Source: Municipal Solid Waste Generation Recycling and Disposal in the United States: Facts and Figures, U.S. EPA 2008



Where Does This Waste Go?

Over half heads to landfills! But we can change that by recycling—from paper and plastics to glass and food. Since paper is our biggest piece of the waste pie, let's start there. You can also use this guide as a model for collecting all kinds of recyclables—even electronics!

Visit: www.americarecyclesday.org and www.kab.org for more recycling ideas!



Take ACTION! Keep It IN THE LOOP

Make sure your house has a recycling bin and post your community's recycling rules on a sign next to it!

FUN FACT: Newspapers alone make for 13% of US landfill space. (EPA, 2008)

MIND YOUR PLASTICS

Encourage your parents to buy products in recyclable containers. Remember to look for plastics #1 & #2.

10 STEPS TO ORGANIZE A PAPER RECYCLING DRIVE

Grab Your **FRIENDS**

Get together and get ready to take action!

Get to Know **YOUR PAPER**

Get familiar with paper products and how to recycle them:

- Cardboard: break down flat and remove any staples or plastic labels
- Paperboard Milk & Juice Containers: thoroughly rinse and flatten
- Newspapers & Magazines: place in cardboard box or bundle
- Mixed Paper (typing, copy, computer, and phone book paper): stacked and bundled or place in a cardboard box

Pick a **DATE**

Plan a date and time for your Keep It In the Loop Paper Recycling Drive.

- Consider planning your recycling drive around America Recycles Day on November 15. For more information visit: <http://www.americarecyclesday.org>
- Create a planning calendar 4-6 weeks prior to your event and note important dates for getting the word out, collection day and delivering the goods to the paper recycling station.

Pair up and **PLAN A ROUTE**

Group friends into pairs to plan a route and figure out how many households you can cover. Depending on where you live, you can cover a 5-block radius, a mile of residential road, a 4-story apartment building, or maybe just one floor of a large complex. Map it out with a parent or adult to ensure safe and efficient routes.

Get the **WORD OUT**

Fill out your Keep it in the Loop door hangers included in this action plan and post at each residence:

- Paper Recycling Drive Notice- to announce the event 4-6 weeks prior to collection date
- Paper Recycling Drive Reminder- to remind your donors 1 week before collection date
- Paper Recycling Drive Results & Thank You- to share results, say thanks, and encourage participants to keep recycling when the event is over

Collect **THE GOODS**

Work in pairs and with a parent or adult to determine the best method of collecting. Depending on your terrain, time, weather, and access to large vehicles, you can decide to collect via wagon (Radio Flyers work well), by bike and trailer, or by truck or large van.

Deliver **THE GOODS**

Once the goods are in hand, it's time to get this paper to a recycling station. Call the local recycling center to arrange a pick up, or work with parents and adult volunteers to drop off items with you.

Weigh **THE RESULTS**

When your gigantic load of recycled paper reaches the station, be sure to weigh the amount of paper recycled. Record this info for your Paper Recycling Drive Results & Thank You to donors.

Report **AND WIN**

Once your drive is finished, don't forget to report your results to Friends for Change at: Disney.com/projectgreen. Share your stories and enter to win the "Heaviest Load Award" (for gathering and transporting the most recycled paper products and inspiring others to do the same).

Keep the Loop **GOING**

Watch what you use every day, and find ways to use things again, and again, and again. In other words, recycle EVERYTHING you can! Visit Disney.com/projectgreen to make recycling pledges and update your action checklist!





Keep It **IN THE LOOP**

PAPER RECYCLING DRIVE NOTICE

Join Disney's Friends for Change Project Green to help save the planet by participating in the Paper Recycling Drive!

All you have to do is view the "Recycling Tips" on the back of this flyer, then gather your recyclable paper products over the next month and leave them curbside for collection on the following date & time:

WHEN: _____
(date and time)

THANK YOU in advance for helping Friends for Change make a difference in your community.

Note: Please recycle this flyer!

www.disney.com/projectgreen



Keep It **IN THE LOOP**

PAPER RECYCLING DRIVE REMINDER

Don't Forget—Disney's Friends for Change Paper Recycling Drive is just 1 week away!

View the "Recycling Tips" on the back of this flyer, keep collecting, and remember to leave your recycled paper products curbside for collection on:

WHEN: _____
(date and time)

THANK YOU in advance for helping Friends for Change make a difference in your community.

Note: Please recycle this flyer!

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PAPER RECYCLING DRIVE RESULTS & THANK YOU

Congratulations!

Thanks to thoughtful neighbors like you, our Paper Recycling Drive collected

_____ pounds of paper to be recycled and reused! Not only did you help raise awareness of the importance of recycling in your community, you also became a part of something big—change!

Thanks for your efforts and please continue to recycle EVERYTHING you possibly can to help conserve valuable resources and energy.

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Paper Recycling Tips

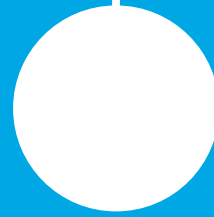
Prepping your paper for recycling is easy; just follow these general guidelines:

- Cardboard: break down flat and remove any staples or plastic labels
- Paperboard Milk & Juice Containers: thoroughly rinse and flatten
- Newspapers & Magazines: place in cardboard box or bundle
- Mixed Paper (typing, copy, computer, and phone book paper): stack and bundled or place in a cardboard box

Please note, these rules can vary by region; use your best judgment or contact your local recycling center for questions.



To learn more about Disney's Friends for Change visit: www.Disney.com/planetgreen
Keep America Beautiful: www.kab.org



Paper Recycling Tips

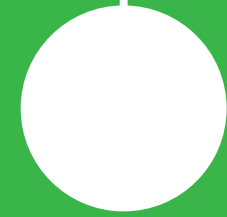
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