

# CALLING ALL EL PASO COUNTY HIGH SCHOOL STUDENTS!

## PET THERMOFORM RECYCLING VIDEO CONTEST

HOSTED BY:



### About Contest:

Texan by Nature and Texans for Clean Water are launching a 6-month recycling project in partnership with a corporate retailer in El Paso, Texas. The project is designed to make the case for circularity in the plastics supply chain and better understand how to incentivize individual recycling. The project also aims to create a successful community recycling model that corporate retailers can replicate. This pilot will monetarily incentivize and educate El Pasoans to recycle PET thermoform plastics (clear plastic containers used for berries, salads, bakery, take-out, etc. - these are typically difficult to recycle). Texan by Nature and Texans for Clean Water are working collaboratively with organizations local to El Paso to share best practices, provide feedback, promote the project, etc. Project participants will have the option to get 10 cents per recycled item back to their bank account or donate the money to an El Paso non-profit. The project acts as a catalyst for the El Paso community to recycle, learn more about recycling, receive incentives, and give back to the community. In 10 U.S. states that have deposit/return policies that provide 5-10 cents for containers returned for recycling, studies have shown 50% less litter on roadways and 30% less litter in waterways. Learn more here

<https://texanbynature.org/projects/pet/>

**As part of our project, we want to partner with El Paso County highschool students like YOU to help us tell the story of what PET thermoforms are and why it is important to recycle them. We hope you will join us in taking care of Texas! **The top 4 winning teams will receive \$150 per participant.****

Contact Taylor Keys at [info@texanbynature.org](mailto:info@texanbynature.org) for questions.

### Timeline:

- **May 13: Video Contest Opens** - there will be 3 weeks to film, submit, and market videos to gain views
  - *Participants are encouraged to upload their video to YouTube as soon as possible and market the video via social media, email, etc. to gain views on YouTube. YouTube viewership is taken into consideration for scoring.*
  - *Videos uploaded only after May 13, 2022 will be considered*
- **June 3: Videos Due** - ALL participants must complete **THIS GOOGLE FORM** to enter the contest.
  - *Parents/guardians of ALL participants must complete the consent forms*

- *Only one participant from each team (if applicable), must upload the video and provide the YouTube link*
- **June 8: Get your final video views in!**
  - *At this date, final viewership numbers from YouTube will be tallied and taken into consideration for scoring*
  - *Texan by Nature will review all the submitted videos and select winners*
- **June 10: Winners notified of selection**
- DATE TBD: Winner Selected and Award Announcement

## Prizes:

The top 4 winning teams will receive \$150 per participant.

## Rules:

### Teams

STUDENT ELIGIBILITY: El Paso County high-school students—whether from public, charter, or private schools or homeschooled—are eligible to participate. Applicants must be current residents of Texas, must be enrolled in 9th through 12th grade as of August 2021, and must comply with these Official Rules.

1. Teams may be composed of 1 to 3 members.
2. Team members may be from different grades and different schools.
3. A student can only be a member of ONE team.
4. Teams are allowed to only submit ONE video.

### Video

#### Themes & Content:

- The video MUST showcase/explain one of the following themes.
  - What is a PET thermoform?
  - How are PET thermoforms made?
  - How are PET thermoforms recycled?
  - Why is it important to recycle PET thermoforms?
- The video MUST include “Learn more at [texanbynature.org/projects/pet](https://texanbynature.org/projects/pet) at the end of video.

#### Length & Format:

- Video MUST be 60 seconds or less.
- The minimum format MUST be 1280\*1080.
- The file format MUST be .mov (mp4) and the video file MUST be labeled with the student’s first and last name

#### General:

- Video must be original work created by the contest participant. Participants may receive guidance from a teacher, parent, or guardian.
  - Video must not contain any copyrighted materials. All video and music content must be original and royalty free or the participant must submit written permission (*see reference sheet at end of document*) from the copyright holder granting use of the copyrighted material. Any video containing copyrighted materials without granted permission of use may be disqualified.
- No obligation or liability is assumed by Texan by Nature or Texans for Clean Water in connection with the contest.
- All submitted videos are owned by Texan by Nature. Winners and their parents or guardians agree to the use of the winners' names and likenesses to promote the PET Thermoform Recycling Pilot Project.

### Submitting Your Video:

1. Review this document in its entirety before submitting your video
2. Videos must be submitted on or before 5:00 p.m. MT on June 1, 2022.
  - *Students are encouraged to submit their videos early to avoid being disqualified due to uploading errors.*
  - *Late entries will not be accepted.*
3. Submit at **THIS GOOGLE FORM** and ensure your parent or guardian completes the parental consent forms/waivers

### Judging:

Judging will take place completely virtually and be based on the following criteria for each video:

- Production quality - 30%
- Representation of theme - 30%
- Creativity of message - 20% (*Ability to gain the viewer's attention and make a lasting impression*)
- Marketing/votes - 20%

All judgments are final.

### Parent/Legal Guardian Consent for Use of Videos:

#### Complying with the Children's Online Privacy Protection Act:

The Children's Online Privacy Protection Act (COPPA) is a law created to protect the privacy of children under 13. The primary goal of COPPA is to place parents in control over what information is collected from their young children online. Learn more about COPPA [here](#). This video contest is designed to target high school students above the age of 13. Parents and legal guardians (guardians) of children under 13 years of age AND ALL PARTICIPANTS must consent to collections, uses, and disclosures of the personal information of their children collected by this video contest. **Parent/guardian and participant will provide Texan by Nature with intellectual property rights to the videos that they create. All submitted videos are owned by Texan by**

**Nature. Winners and their parents or guardians agree to the use of the winners' names and likenesses to promote the PET Thermoform Recycling Pilot Project.** You may revoke your consent at any time to refuse further collection and use of your child's information. If you desire to revoke this consent, please email [info@texanbynature.org](mailto:info@texanbynature.org). In compliance with COPPA, we will:

- Provide direct notice to parents/guardians and obtain verifiable parental consent, with limited exceptions, before collecting personal information online from children;
- Give parents/guardians the choice of consenting to the collection and internal use of their child's information;
- Provide parents/guardians access to their child's personal information to review and/or have the information deleted;
- Give parents the opportunity to prevent the further use or online collection of a child's personal information;
- Maintain the confidentiality, security, and integrity of the information we collect from children, including by taking reasonable steps to release such information only to parties capable of maintaining its confidentiality and security;
- Retain personal information collected online from a child for only as long as is necessary to fulfill the purpose for which it was collected and delete the information using reasonable measures to protect against its unauthorized access or use; and
- Not condition a child's participation in an online activity on the child providing more information than is reasonably necessary to participate in that activity.

## Video Creation Tips:

- Research the video themes - more resources have been provided in the "Additional Resources" section below
- Get inspiration from other videos, such as Youtube videos that show commercials.
  - [How to Create the Perfect Public Service Announcement](#) - Credit: *Government Technology*
- Film the video horizontally if using your phone, check out these resources:
  - [Shoot on a Phone Like a Pro](#) - Credit: *Austin Film Festival*
- Royalty-Free Music and Images: Images from Pixabay or Unsplash may contain trademarks, logos, or brands, recognizable images of people, or works of art or authorship. In these cases, written permission may be required from the owner of the trademark, brand, or work of art or the model(s) in the image.

**Please submit written permission with your Reference Sheet.** - Credit: [Take Care of Texas](#)

- [Unsplash](#) – Free Images
- [Pixabay](#) – Free Images
- [iStock](#) – Stock Images and Music
- [Free Soundtrack Music](#)
- [Creative Commons](#)
- [Pexels](#)
- [Free Music Archive](#)
- [YouTube Audio Library](#)
- [Bensound](#)
- [Videvo](#) – (Search by CC license)
- [Videez](#)

## Additional Resources for Video Theme Options:

*Please submit any statistics, facts, or information included in your video on your Reference Sheet.*

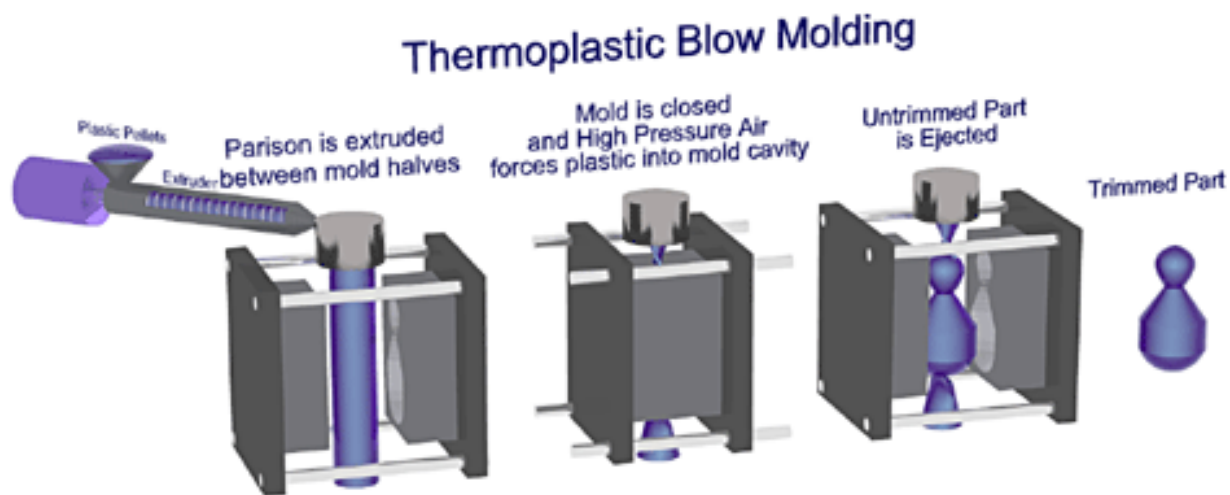
### What is a PET thermoform?

PET [thermoform packaging](#) is clear plastic that makes up clamshells, cups, tubs, lids, boxes, trays, egg cartons, and similar rigid, non-bottle packaging made of PET plastic resin. PET bottles are not PET thermoforms, though the two are often recycled together. PET products typically have a #1 symbol, but not all PET thermoforms have the symbol. You can usually find the recycling category symbol on the bottom or back of the container. Here are [additional PET resources](#).

- [PET Thermoform Fact Sheet](#)

### How are PET thermoforms made?

PET thermoforms are made of PET sheet that has been thermally molded into three-dimensional packages, this packaging type's presence in the market has grown as a result of the clarity, product protection and stackability it provides. Plastic thermoforms are also perceived to have an advantage over some competing packaging formats with regard to recyclability and the potential for use of recycled content, since PET is widely recycled.



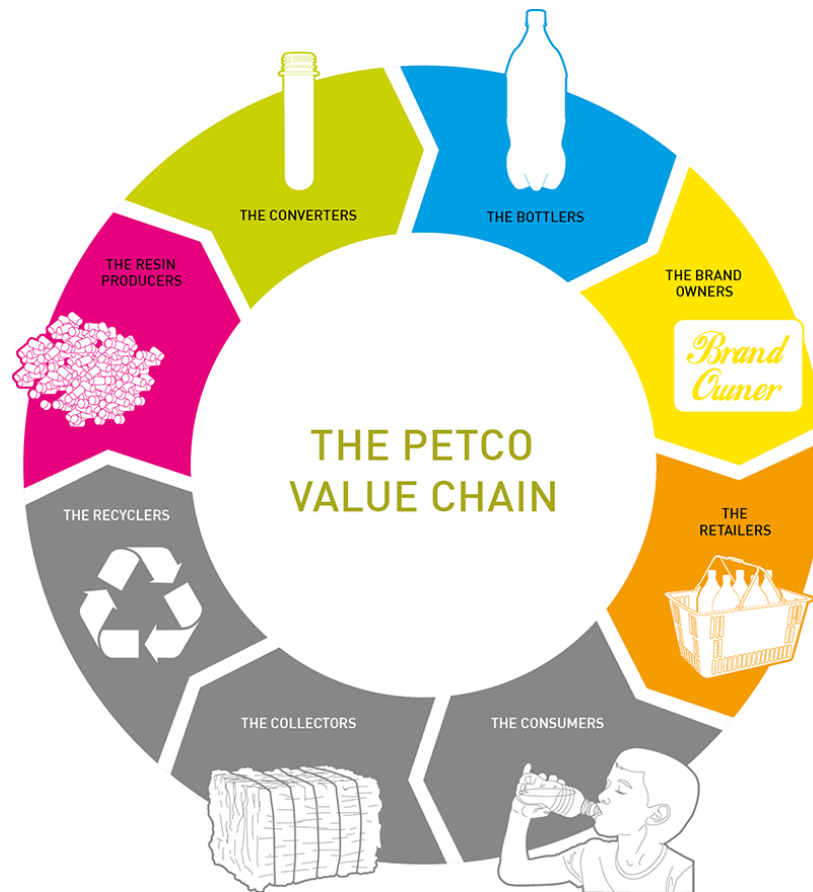
### How is PET itself made?

The basic building blocks of PET are ethylene glycol and terephthalic acid, which are combined to form pellets of PET. These resin pellets are then heated to a molten liquid that can be easily extruded or molded into items of practically any shape. [Read more](#) about the chemical process.

### How are PET thermoforms recycled?

PET is completely recyclable, and is the most recycled plastic in the U.S and worldwide. Unfortunately broad scale recycling of PET thermoforms lags significantly behind PET bottle recycling. For many material recovery facilities (MRF) without optical sorting capabilities, PET thermoforms are typically allowed to flow into a mixed plastics bale, from which they may be recovered or sorted into residue, ending up in landfills. Postconsumer PET reclaimers\* wash, grind and further process PET containers to produce a recycled resin ready for reuse in

a variety of end products, including rPET products, which are packaging products made with recycled PET. Watch this [explanatory video](#) on recycling PET bottles (please note that this process is slightly different from PET thermoform recycling).



### What is a materials recovery facility?

A materials recovery facility (MRF), sometimes called a materials reclamation facility or materials recycling facility, is a plant that [separates and prepares single-stream recycling materials](#) to be sold to end buyers\*.

### What are PET reclaimers/end buyers\*?

PET reclaimers buy postconsumer PET and sell clean recycled PET flake or pellet to be made into other products. End buyers are the companies that buy bales of recycled materials and do the work of melting/breaking recycling products down for reuse.



### Why is it important to recycle?

1. Reduce costs
  - a. [The Cost of Litter and Illegal Dumping In Texas](#) - 10 Texas cities spend more than \$75M per year on litter and illegal dumping, including \$6M per year in costs to the City of El Paso

2. Protect wildlife
  - a. 400,000 tons of trash and litter are produced annually in Texas
  - b. improperly disposed waste is a [hazard to wildlife](#)
  - c. Keep the 174 species of fish, 540 species of bird, 142 species of mammals, amphibians, and other animals in Texas safe from plastic pollution
3. Reduce plastic pollution in our waterways
  - a. [Marine plastic pollution](#)
  - b. In 10 U.S. states that have deposit/return policies that provide 5-10 cents for containers returned for recycling, studies have shown 50% less litter on roadways and 30% less litter in waterways
  - c. Protect and keep our 190,000 miles of waterways in Texas clean
4. Reduce waste and emissions
  - a. [How a circular economy cuts greenhouse gas emissions](#)
5. Save space in landfills for our ever growing population
  - a. Texas' four largest population centers will start to run out of landfill space in 2030

## Reference Sheet - *download reference sheet [here](#)*

### ***Unoriginal Photos, Videos, Music***

Use the below table as an example of how to list references to any unoriginal content, such as photos, videos, music, or media that do not expressly belong to you. Any unoriginal media you use must be included in your reference sheet or your video may be disqualified.

Artist Name	Title of Work	Type of Work	URL

### ***Statistics, Facts, and Information***

Use the table below as an example of how to list any statistics, facts, or information that you include in your video. Both the data and its source must be included.

Statistic, Fact, Information Source	Source



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The following video contests were used as inspiration and resources for this video contest outline:

- <https://www.esc19.net/cms/lib/TX01933775/Centricity/Domain/132/2019%20Playbook%20EI%20Paso.pdf>
- <https://takecareoftexas.org/education/video-contest-rules>