

THE MILLION CANS RECYCLING CONTEST

*Presented by the Can Manufacturers Institute
and Scrap University Kids*

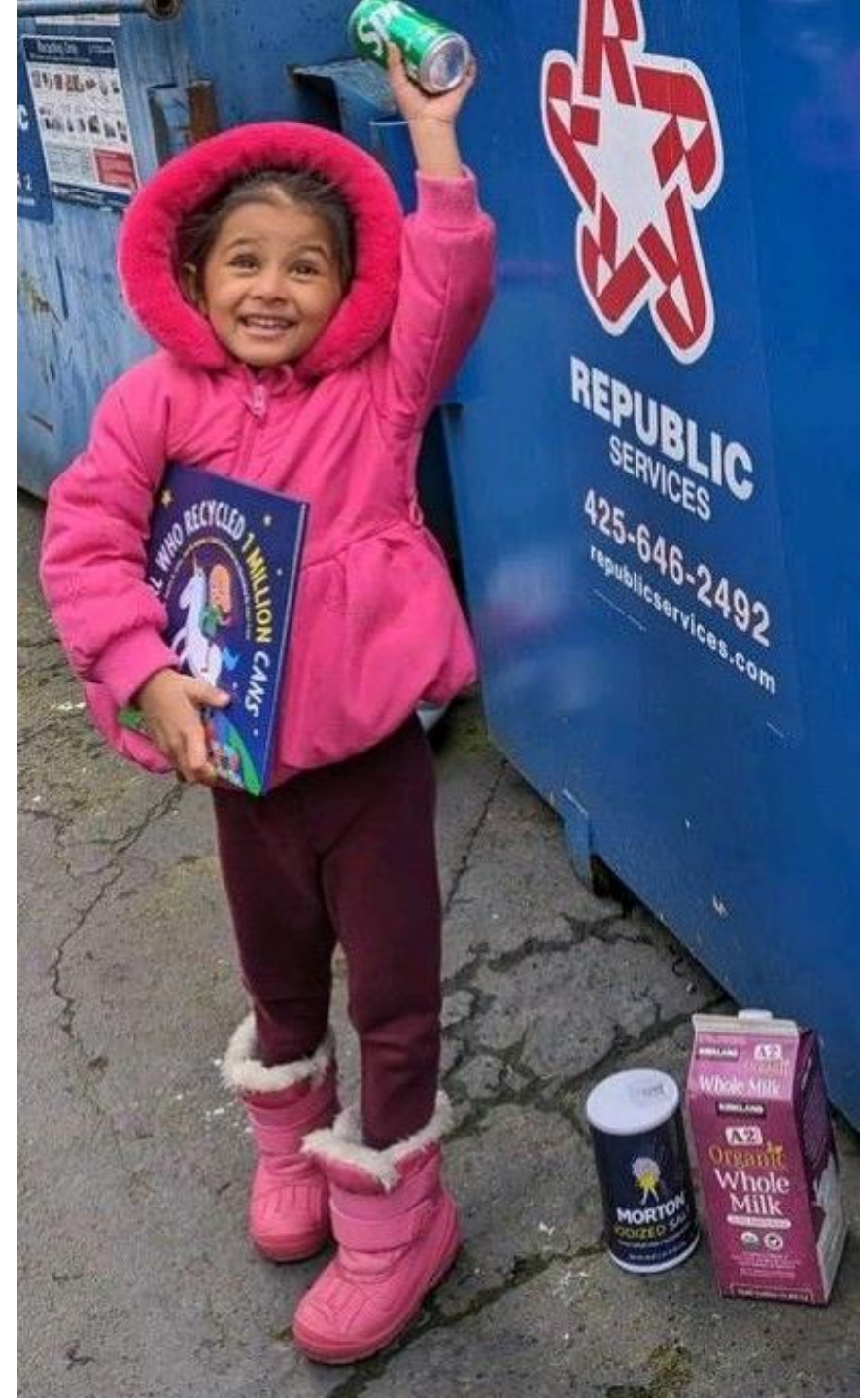


Program Guide
OCTOBER 2023 TO MAY 2024

OVERVIEW

[The Can Manufacturers Institute](#) is partnering with [Scrap University Kids](#) to challenge second and third graders in schools across the U.S. to collect as many aluminum beverage cans as possible. Students from nine participating schools in eight states will compete to see which class can recycle the most aluminum beverage cans between October 2023 and May 2024.

Participating schools get a chance to boost their students' environmental awareness, engage kids in hands-on learning, promote teamwork and engage the community in school activities. Additionally, schools can earn funding to support educational activities.



WHO ARE THE PLAYERS?

SCHOOLS

Students from participating schools in eight states will compete to recycle the most used aluminum cans during the school year.

SCRAP YARDS

Each school will be paired with a local scrap yard. The yards will collect and recycle the cans from the school.

CAN CHAMPIONS

Each school will be also be paired with a member company of the Can Manufacturers Institute (CMI), either a can maker or supplier. To the extent possible, the CMI partner will be located in the school's community.

SCRAP UNIVERSITY KIDS

serves as the lead organizer and point of contact.

The CAN MANUFACTURERS INSTITUE

provides funding and oversight of the program.

BENEFITS TO LEARNING

Environmental Awareness: The contest raises awareness about the importance of recycling and encourages students to actively participate in sustainable practices. It instills a sense of environmental responsibility and fosters a culture of conservation.

Hands-On Learning: The contest provides students with a practical, hands-on learning experience. They gain knowledge about waste management, recycling processes, and the significance of reducing, reusing, and recycling materials.

Teamwork and Collaboration: The contest encourages teamwork and collaboration among students as they work together to collect and recycle aluminum cans. It promotes cooperation, communication, and a sense of unity among participants.

Community Engagement: The can recycling contest can extend beyond the school walls, involving the local community. It serves as an opportunity to engage parents, neighbors, and other community members in supporting the school's recycling efforts. This promotes a sense of shared responsibility and strengthens community bonds. Participating schools are selected based on a variety of factors including relatively low recycling rates in their communities, lack of recycling infrastructure and proximity to a sponsor's facility.

FINANCIAL BENEFITS TO SCHOOLS

Funding for schools can be earned in two ways.

First, schools will earn money from the cans collected and recycled. All the cans collected at each school will be sold to a local scrap yard partner. The proceeds from those cans will be given to the school at the end of the school year by the scrap yard.

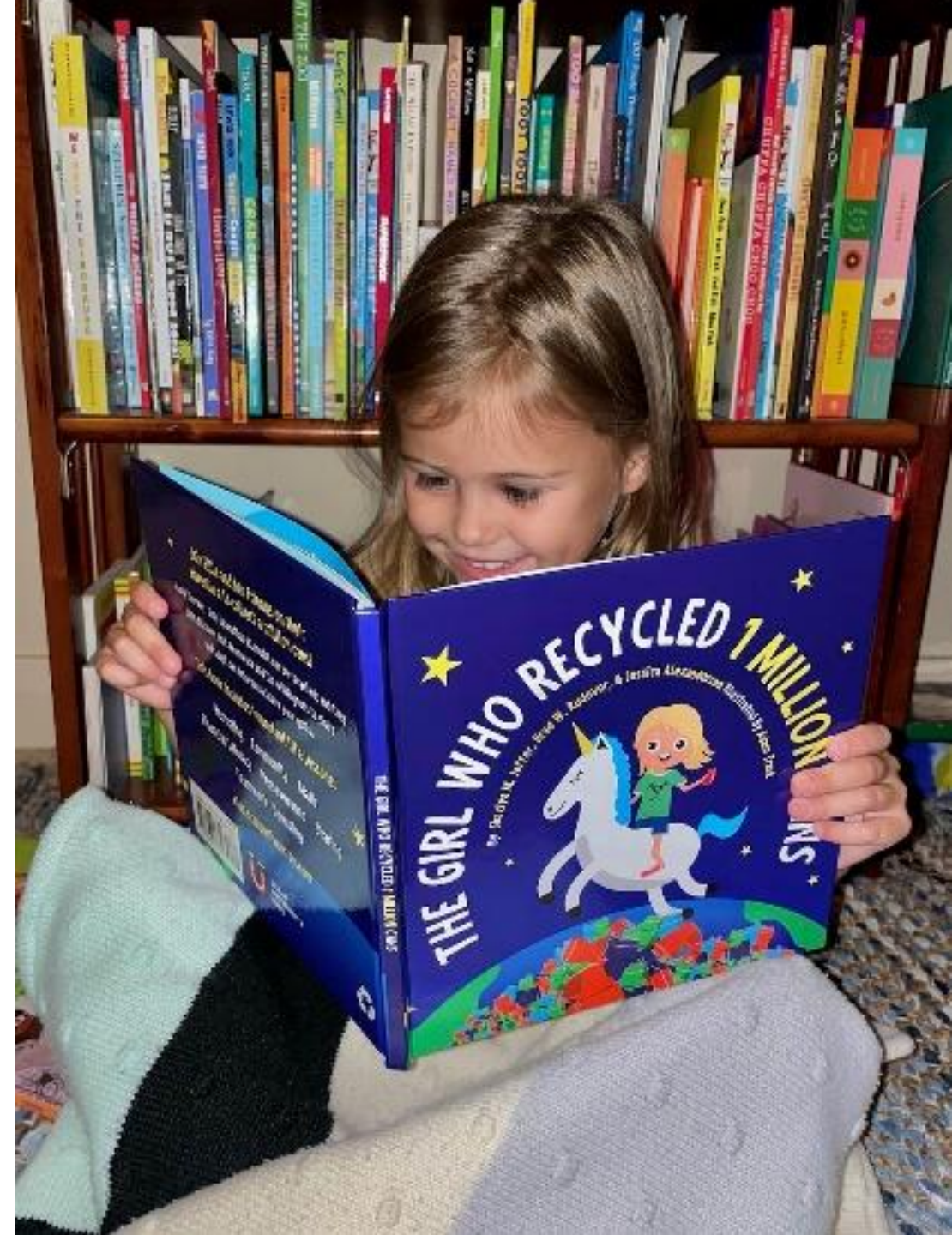
Each pound is about 34 cans. The price of used aluminum beverage cans varies widely. On average, it is typically about 30-65 cents a pound depending on local market conditions. The local scrap yard partner for each school will determine fair pricing. Regardless, the more cans collected, the more funds the school will receive.

Second, additional funds are available to schools by reaching recycling goals and through competitions with other schools (explained in the *contest* section below).

STUDENTS

In addition to learning about recycling's important environmental and economic impact, students will practice teamwork, communication, and gain a better appreciation of the value of civic responsibility. Each student will also have the chance to earn recognition for their hard work.

Each participating student will also receive a copy of **“The Girl Who Recycled 1 Million Cans”** courtesy of the Can Manufacturers Institute. The book was published by Scrap University Kids.



SCRAP YARD PARTNERS

Each participating school will be paired with a local scrap yard partner. The scrap yards will collect and transport the cans to their facility. They will also work with the school to determine the best way to store cans and the frequency of collection.





CAN CHAMPIONS

Each participating school will be paired with a can manufacturing facility sponsor that will serve as the school's Can Champion. Where possible, the sponsor facility will be located in the same community as the school. The Champions will be encouraged to perform activities that might include facility tours, teaching how cans are made, hosting events, or reading in the classroom.

The participating sponsors are all members of the Can Manufacturers Institute.

Participating Sponsors: [Ardagh Metal Packaging](#), [CANPACK](#), [Constellium](#), [Crown Holdings](#), [Envases](#), [Kaiser Aluminum](#), [Novelis](#), [Tri-Arrows Aluminum](#)

PARTICIPATING SCHOOLS & PARTNERS

The schools were selected based on a number of criteria:

- Priority was given to schools in communities with low recycling rates or where no curb-side exists.
- Proximity to a CMI member (a can maker or can manufacturing supplier) was a key factor.
- Proximity to an interested scrap yard partner was considered.



PARTICIPATING SCHOOLS & PARTNERS

School	Community	Scrap Yard	Can Champion
L.E. Willson Elementary	Muscle Shoals, AL	S.A. RECYCLING	Constellium Muscle Shoals LLC
John L. Hensey	Bradley, IL	Alter Trading	Crown Holding
Yankeetown Elementary School	Newburgh, IN	S.A. RECYCLING	Kaiser Aluminum Warrick
Rich Pond Elementary School	Bowling Green, KY	Parrish Recycling Center	Crown Holding
Lewisburg Elementary School	Logan, KY	Cumberland Scrap Processors	Novelis /Tri-Arrows
Pleasant Hill Elementary	Olive Branch, MS	Iskiwitz Metals & Nesbit Recycling	Ardagh Metal Packaging
Our Mother of Perpetual Help	Olyphant, PA	Sahd Metal Recycling	CanPack
William M. Reeves Elementary School	Summerville SC	B&D Scrap Metal Inc.	Ardagh Metal Packaging
La Vega Elementary School	Waco, TX	CMC Recycling	Envases Group Packaging Solutions

October 1st to May 31st

THE CONTEST

In addition to funds from recycling cans, participating schools will have the opportunity to earn additional funds based on a variety of challenges and benchmarks. More than \$12,000 is available in bonuses and prizes.

School Year Winners

The top three schools that collect the most cans per student from October to May will win the following prizes:

- 1st Place wins \$3,000
- 2nd Place wins \$1,000
- 3rd Place wins \$500

The 20,000 Can Club

Each school that collects at least 20,000 cans will earn a **\$500 bonus**.

The Pace Setters

The school with the most cans recycled (per student) each month of the contest will **earn \$500**.

Note: Additional challenges with cash prizes will occur during the contest period. These may include events such as a recycling bin design competition or a “What Can You Make with a Can” contest.

THE CONTEST

Recognition for Students

In addition to receiving a copy of “**The Girl Who Recycled 1 Million Cans,**” each participating student will have the opportunity to earn prizes for their good work.

Students who recycle at least 500 cans earn the title *Recycling Envoy*. That title comes with a new aluminum water bottle.

Any student who recycles at least 1,000 cans will earn a recycling t-shirt and be proclaimed an Aluminum Ambassador.



PROMOTIONAL FUNDING

Participating schools will be reimbursed up to \$250 each to advertise their recycling campaign through whichever channel that the school deems effective. For example, the class may decide to promote the activity by:

- Designing and placing posters and signs around the school or around the community.
- Communicating to the PTA and parents.
- Costing special recycling events or recycling awareness spaces at normal school events (school carnivals, sporting events, music performances).
- Conducting interviews with local news outlets.

Bonus Recycling Promotion Funding

If schools have additional ideas to get the word out about the contest they can apply for additional funding with \$1,000 is up for grabs to fund the coolest promotional ideas. For a chance at the \$1,000, schools should submit a short summary of the idea and a budget to Scrap University Kids by December 31, 2023 to jess@scrapuniversity.com. The contest organizers will select the best idea(s).

CONTEST REPORTING

Monthly Unverified Reporting Estimates: At the end of each month, each school will report the number of cans collected. The school that reports the highest number of cans collected per student will win the Pace Setter Award for that month.

In order for students to qualify for individual awards and recognition, the number of cans collected by each student must be tracked. Each school is responsible for tracking, if they choose, students' recycling success. The method of tracking student's success should be decided by the school based on what works best for local circumstances.

At the end of each month, a representative of each school will email [Jess](#) at Scrap University Kids to report the total number of cans collected for the month per school.

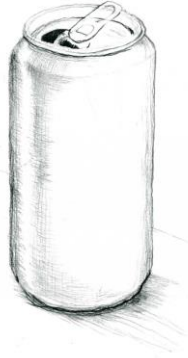
Verified Cans Recycled: The participating scrap yards will track and report on actual cans recycled based on the weight of the aluminum. The actual aluminum recycled per student will be used to determine the end of year awards.

WHO IS BEHIND THE MILLION CAN RECYCLING CHALLENGE?

The [Can Manufacturers Institute \(CMI\)](#), represents U.S. metal can manufacturers and their suppliers, is funding and overseeing the program.

[Scrap University Kids](#) coordinates the program and serves as a liaison between the schools, CMI, and the scrap yards. The goal of the organization is to eliminate metal from the waste stream within the next 30 years through education by teaching kids that their everyday actions make a lasting impact on the environment.

ALUMINUM BEVERAGE CAN FACTS



Aluminum is 100% recyclable and can be recycled indefinitely without losing its quality.

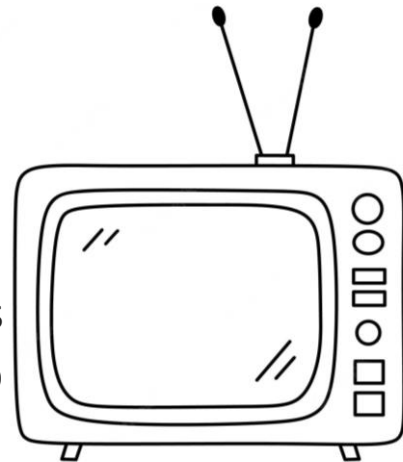


It takes as little as **60 days**

from the time you put a can in a recycling bin till it's back on the store shelf.

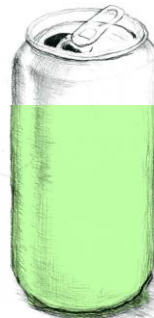


Recycling a single aluminum can saves enough energy to power a TV for up to three hours and run a laptop for up to four hours.



Using recycled aluminum takes **only about 5% of the energy** required compared to using new aluminum.

The average aluminum beverage can contains 73% recycled content.



More than 90,000 aluminum beverage cans are recycled every minute in the United States and 93% of those recycled cans become new cans.



POINT OF CONTACT

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