



A nationwide initiative of Keep America Beautiful and the National Recycling Coalition

Buy-Recycled Shopping Spree

Overview:

Two or three celebrity shoppers race against the clock to retrieve products packaged in recycled materials or made from recycled materials. The winner is the celebrity with the most correct products. Customers are informed about the products and the buy-recycled campaign. Publicize the Shopping Spree in the local press.

Supplies:

- America Recycles Day Banner
- America Recycles Day Poster
- America Recycles Day Brochure
- America Recycles Day Magnet or Sticker
- America Recycles Day Pencils
- One Table
- Products packaged in recycled materials or made from recycled materials
- Timer
- T-shirts for celebrities, volunteers, store clerks

Participants:

- Two or three celebrities
- Ten to Twelve local affiliate board members and volunteers as product spotters
- Two or three volunteers as product counters

Set-Up:

- Identify two or three celebrity shoppers.
- Select a date for the Shopping Spree (provide for ARD).
- Secure a store for the Shopping Spree.
- Identify volunteer group to assist and serve as aisle spotters (e.g. local affiliate board or scouts).
- Identify and confirm charity for products (confirmed with store)
- Work with media to promote event.
- Search the store for products packaged in recycled materials or made from recycled materials.
- Display items on a table at the front of the store. This gives the contestants and customers an opportunity to see the products.
- Mark store shelves with ARD magnets.
- Give each contestant a shopping cart and set the timer. Depending on store size, contest may be 7-10 minutes. You want to have product spotters standing near buy-recycled labeled-products to assist contestants.
- After products have been collected by the contestants, count and review the items in each shopping cart. Checkout to make sure products meet the criteria. Any products that match may be donated to local charity.
- Declare one or more winners.
- Publicize event.
- Send thank you notes/letters.



In-Store Tour

An In-Store Tour(s) may be conducted in conjunction with the Shopping Spree or done separately. Tour Guides will be available to answer questions about which product packaging is made of recycled content and which product packaging may be recycled locally.

1. **Do your homework and know your community's recycling program thoroughly.** Each tour must be tailored to the existing community recycling program. Get to know the person responsible for recycling. The goal of the tour is to encourage the purchase of products made with recycled content and the purchase of products in packaging that may be recycled locally.
2. **Identify Store.** Approach the manager of a local grocery/supermarket to see if you can give tours there. You may have to speak with their corporate or district office, but winning support of the local manager is extremely important. Be flexible in terms of times to give tours. Most stores will probably want to schedule tours during off-peak times.
3. **Tour Set-up.** Keep the tours small. One guide to three or four people seems to work effectively. Tours should be planned for 20 to 25 minutes, depending on the interest of the group. Tours involving young children should not be planned for more than 10 to 15 minutes.
4. **Educate your tour guides.** Be sure your guides are knowledgeable on recycling and give accurate information. Provide fact sheets on local recycling.
5. **Content of tour.** Work with the store to identify products that will help educate the citizens about recycling and buy-recycled. Examples of items to include:
 - 2 products made from recycled paper
 - 1 product with packaging made with recycled paper content
 - 3 items marked with the recycling logo – at least 1 aluminum
 - 2 products marked with the plastic recycling logos #1-#7. (Minimum a #1 and #2 but try to find all 7.)
 - #1 PETE - Polyethylene Terephthalate
 - #2 HDPE - High Density Polyethylene
 - #3 V or PVC - Polyvinyl Chloride
 - #4 LDPE - Low Density Polyethylene
 - #5 PP - Polypropylene
 - #6 PS - Polystyrene
 - #7 Other
 - Identify an item that is packaged and sold in several different ways. Describe the item and the different forms of packaging.
 - Identify a package that has reduced packaging such as a concentrated product.
 - Identify at least two packaged items that can be both reused and recycled. Possible an item in a re-sealable can.
 - Share what the store recycles.
6. **Publicize, publicize, publicize!** Let your community know what is going on. Send out press releases to local media (example provided on www.americarecyclesday.org). Work with local media to develop public service announcements. Invite your local media to attend and television and radio to tape a tour. Work with your local school district to bring the environmental shopping/source reduction concept to schools through talks/presentations.



Family Grocery Store Activity


Shopping together as a family may be a fun and educational opportunity. Learn ways that your family may recycle more and reduce waste by selecting items that have local environmentally friendly packaging. It is often difficult to make choices, but learning about packaging and recycling can make a difference!

Pre-Shopping Exercise:

Before you go “shopping” make a list of the factors that influence your purchases, i.e. size of package, easy to use, or can be recycled. List in order of importance:

1. _____
2. _____
3. _____
4. _____
5. _____

Working as family unit, go through the aisles at the grocery store to answer the following questions. Fill in the blanks with the name of the item(s), brand and any additional information needed to answer the question fully.

1. Find at least two items that are made from recycled paper (may include boxes):
2. Find at least two items with the recycling symbol like or similar to . Why is the symbol on these products? What does it mean i.e. package contains recycled content?
3. Find at least two #1 (PETE) and #2 (HDPE) plastic packaging items that can be recycled in your community:
4. Find an item that is packaged and sold in several different ways. Describe the item and the different forms of packaging. Which one would you choose to purchase? Why?
5. How does packaging affect your purchase, or does it?
6. Does excess packaging prohibit you from purchasing a product? Why or why not?
7. Find at least two packaging items that can be both reused and recycled:



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Recycling Scavenger Hunt

Objectives:

Participant will be able to:

- Identify product packages that may be recycled locally
- Identify product packages containing recycled content
- Identify product packages marked with a recycling logo

Supplies:

- Copies of the two-sided Recycling Scavenger Hunt sheet
- Pencil
- Check for list of locally recyclable products

Directions:

Explain Assignment

- Hand out the two-sided Recycling Scavenger Hunt sheet
- Review the instructions and answer any questions
- Encourage students to record recyclables as specifically as possible
- (i.e.: brand name and what was in the container i.e. aluminum: soft drink “brand”)
- Share findings at end of tour with volunteers
- Remember to stress safety issues as they look for recyclables in the store

Share Findings

- Ask participants to recount their adventures and list their finding
- The following questions may generate interesting discussions:
 - What plastics did you find? Were they all recyclable (#1 or #2 bottles or jars with necks)?
 - Did you find the same product packaged in different types of packaging? i.e. a soft drink packaged in plastic, aluminum and glass

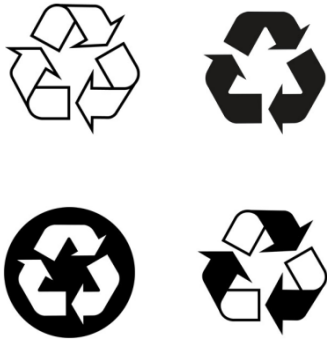
HAVE FUN AND LEARN MORE ABOUT RECYCLING



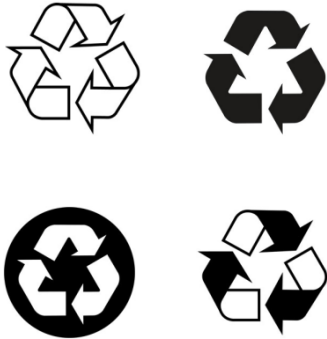
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Recycling Scavenger Hunt

Directions: Look for materials that can be recycled, are made of recycled content, or have the recycled logo pictured in the center of the chart, Identify which product have different logos and try to identify why they may be different. Remember to be careful handling products. Once you find something that fits into one of the boxes, write it down and see if you can find 2 items for each box! Write the type of product and name like can – soft drink. (If you are not sure where or if something fits, look on the back for hints.)

<p>Paper</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>	<p>Plastic #1 PETE</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>	<p>Plastic #2 HDPE</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>
<p>Cardboard or Paperboard</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>		<p>Other Plastic (add #)</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>
<p>Glass</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>	<p>Aluminum</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>	<p>Tin/Steel</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>

Recycling Scavenger Hunt Hints

<p style="text-align: center;">Paper</p> <p>Paper can be white or colored paper, newspapers, magazines, or brown paper bags. (<i>Paper plates, paper cups, and paper towels and tissue cannot be recycled but may have a recycled content.</i>)</p>	<p style="text-align: center;">Plastic #1 PETE</p> <p>Look on the bottom of plastic bottles and jars to find #1 PETE. Plastic is marked with the recycle logo and a number in the center indicating the type of plastic. Beverage containers are most frequently #1.</p>	<p style="text-align: center;">Plastic #2 HDPE</p> <p>Look on the bottom of plastic bottles and jars and on bags to find #2 HDPE. Look for milk, laundry detergent, or shampoo.</p>
<p style="text-align: center;">Cardboard or Paperboard</p> <p>Look for cereal, detergent, ice cream shoe, and moving boxes. Milk and juice cartons as well as drink boxes count, too!</p>	<div style="text-align: center;">  </div>	<p style="text-align: center;">Plastic #3-7</p> <p># 3 V or PVC #4 LDPE #5 PP #6 PS #7 Other</p> <p>Look on the bottom of plastic containers. #3-5 items may be medicine, auto care, grocery bag, sandwich bags, or storage boxes. #6 may be cups, disposable cutlery, or yogurt containers. #7 may be a container with multiple layers or specialty juice containers. This block may be challenging so 2 is awesome.</p>
<p style="text-align: center;">Glass</p> <p>Clear, green, brown, and other colored glass bottles and jars, <i>but light bulbs, mirrors and glasses are not recyclable.</i></p>	<p style="text-align: center;">Aluminum</p> <p>This is a light metal, with a silvery color. Foil may not be recyclable but check to see if it is made or recycled content. Look on the beverage aisle.</p>	<p style="text-align: center;">Tin/Steel</p> <p>This is a heavier metal than aluminum. It is magnetic so a magnet will stick to it. If you don't have a magnet feel for the ridges on canned foods like vegetables.</p>

Check to see what may be recycled locally.