

# Green Movement Video



created by: Kayla Greenwell

# Recycling at the fair

By The Celtics:  
Joey Bishop  
Kayla Greenwell  
Robin Mucker  
and  
Micah Tucker



# Why Recycle?



- As you know our economy is currently in poor condition and money doesn't grow on trees. Nothing is cheap, including aluminum. We can get money for the soda cans we recycle, bringing money and, indirectly, jobs back to places such as the Recycling center. Recycling is a small inconvenience to save the whole of Meade County's money and bring us jobs.
- Not only that, but recycling also helps the world we live in!

# Why Make Meade County Fair Green?

- The Meade County Fair is easily one of the most attended conventions in our county, making it one of the best places to recycle. We can save the most money at the fair and spread awareness about recycling to the most amount of people through brochures, flyers, and word of mouth.



What are we  
recycling at  
the fair???



# Cans

- They are sustainable, meaning they can be recycled repeatedly for an indefinite number of times.
- If 54 billion cans are recycled in a year, it saves the equivalent of 15 million barrels of crude oil—that's one full day of oil consumption for our entire country!
- In only 60 days after a can is recycled, it will be put right back on the shelf to be reused.
- No other material is recycled so easily, nor does any material bring the consumer so much money for recycling—the current average price of aluminum is about \$0.70 per pound.



# Plastic Bottles

- They remain in landfills for up to 700 years before they are biodegradable.
- It uses 2/3 less energy to recycle a bottle than to make it from virgin materials.
- According to the American Chemistry Council, the demand for recycled plastics exceeds the available supply.
- Recycling 1 ton of plastic saves 7.4 yards<sup>3</sup> of landfill space.



# How Will This Help?

- Aluminum never wears out. No matter how many times it is recycled, it can always be melted back down and made into a new can. Making a can out of virgin material just doesn't make sense!
- By recycling cans we can promote the green movement and it keeps us from using so many natural resources. Also, it is much cheaper to make a can from recycled material than from raw material, and it emits less pollutants into the air.
- Making recycled cans uses 90% less energy.
- By recycling plastic bottles we save landfill space. Did you know that over half of waste products in landfills are recyclable?



# Our Business Plan

# MARKET ANALYSIS

Our competition includes groups from:

- Power's Paper Company
  - in charge of recycling paper left over from the company
- Meade County Recycling Center
  - in charge of recycling plastic bottles, cans, and other waste
- The school group
  - in charge of energy audits which help to save the schools money

These groups are considered our competition because they are competing for the same prize and they are also helping Meade County to recycle and go green.

# Company Description

- Our team name is the Celtics.
- We picked the Celtics for our team name because the Celtics are a basketball team with green uniforms with shamrocks and we felt that that would be a good name for going green and saving the environment.
- Our purpose is to recycle cans and plastic bottles and set up an informational booth at the Meade County fair to educate people about going green and saving money in the process.

# Organization and Management

- Kayla Greenwell—team captain
  - in charge of making sure everything gets done correctly and in a timely manner
  - in charge of the flash drive that holds all the group information such as the brochures
  - edits all materials to be presented as a team such as the business plan, etc.
- Micah Tucker
  - spokesperson for the first commercial
  - has been designated to work at the fair
  - designed fliers to post to make sure everyone recycles at the fair
- Robin Mucker
  - spokesperson for the second video
  - designed the business plan
- Joey Bishop
  - worked at city hall to help prepare for the Meade County fair
  - designed our group's presentation

# Marketing and Sales

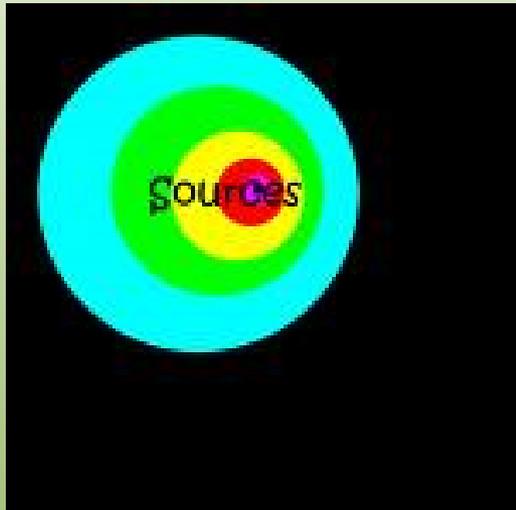
Assets that can be utilized for our project include:

- Flyers
- Brochures
- Recycling bins
- Informational booth at the fair



# Executive Summary

- For our project we recycled at the fair. In doing so, we saved the county money, 100% of which went back to the fair.
- We also helped to educate the citizens of Meade County about how to recycle properly to save money and make their home greener.
- We educated people on how to be more energy efficient, also making our county greener and saving us all money.



# Appendix

- [www.goinggreenmatters.com](http://www.goinggreenmatters.com)
- <http://www.rezhub.com/>
- <http://www.ecologo.org/>
- <http://www.greenerchoices.org/eco-labels/>

# PREVIEW OF OUR BROCHURES

## Titled “Ways to Save Money—By Going Green!”

### Information includes

- How to do an energy audit of your home
  - invest in a filter for tap water
  - use CFL’s
  - insulate pipes and fill drafts with caulk
  - install low-flow showerheads and faucet aerators
- How to make your home greener
  - make your own cleaning supplies and bug repellent
  - adjust thermostat to save energy
  - buy in bulk
- Common misconceptions about recycling
  - Benefits are insignificant
  - recycling and disposal are all there is to managing waste
  - you can only recycle paper and cardboard

# Our Results

- We were successful in setting up facilities to allow Meade County fair-goers to recycle plastic bottles and aluminum cans while at the fair, making our community a better place to live.



# After This Program...

After this program, we hope to continue our efforts in making the Meade County fair green. This includes, but is not limited to, continuing the recycling program and continuing to spread awareness to people about recycling through informational brochures, etc.

We as a team are dedicated to making our community a better place to live in any way we can, which is why we want to take this project further than the program which made it possible.



**Thank you for taking  
the time to review  
and consider  
our project idea.**

