

Storyboard

Authoring Tool: Vyond

Topic: How to recycle effectively

On-screen Visuals	On-Screen Text	Audio	Notes
<p>Narrator walks to bins and recycles properly.</p> <p>Man walks to the bin to throw away a yogurt cup</p>	<p>Recycling Right</p>	<p>Upbeat music</p>	
<p>Man is puzzled - looks at cup - looks at bins - shrugs and throws it in the bin, then walks away</p>	<p>Thought bubble: "I wonder if this is recyclable?"</p>	<p>"Have you ever looked at something and thought, "I wonder if this is recyclable?" You look for a label, but you're still not sure. So you decide it's the right thing to put it in the recycling bin, just to be safe."</p>	<p>Music continues in background</p>
<p>Camera zooms in on bins. Items appear in the bin with several missorted items</p> <p>Quick transition to animation of waste management system</p>		<p>"Although you have the best intentions, improper recycling creates contamination which has consequences for the whole waste management system."</p>	
<p>The camera returns to recycling bins. Contaminants are emphasized in each bin by zooming out and in</p>	<p>Contamination - Any material that is different from the sorted material</p>	<p>"Contamination is any material that is different from the sorted material."</p>	

<p>Narrator talking next to an example image of each type of contaminant</p>	<p>Title: Common Contaminants</p> <p>Subtitles below images: Food, Liquids, Nonrecyclable Items</p>	<p>When food, liquids, or materials that are not accepted for recycling are sent to the processor, whole bales of recycling can end up being sent to the landfill due to contamination.</p>	<p>Words/images appear as they are mentioned by the narrator</p>
<p>Transition to truck transporting contaminants to the landfill</p> <p>Transition to landfill stock image with text of fact overlaid in white</p>	<p>Text: About 22% of what goes in the recycling bin ends up in a landfill</p> <p>Source: WUSA9</p>	<p>In fact, one nationwide processing facility estimates their company-wide average contamination rate is 22%</p>	
<p>Man with a curious expression</p> <p>Thought bubble with question mark</p>		<p>So, what can we do about this?</p>	
<p>Narrator talking next to a text box</p>	<p>3 Tips for Recycling Right</p>	<p>Thankfully, there are three things you can do to recycle right:</p>	
<p>Icon/image and label to go with each word</p>	<p>1. Empty, Clean, and Dry</p>	<p>Make sure all recyclables are empty, clean and dry.</p>	<p>Words/images appear as they are mentioned by the narrator</p>

50/50 screen with various image examples of food and liquid contaminants	No food or liquids	No food or liquids in recycling, please!	
Person washing their dishes		Containers that previously contained food or liquid should be rinsed to remove food and liquid residue.	
Narrator talking and holding a laptop Man wondering about recycling	2. When in Doubt, Find Out	Recycle only materials that are accepted by your city's waste collection company. When in doubt, find out.	Words appear as they are mentioned by the narrator
Laptop with image from local website	<ul style="list-style-type: none"> ● Paper ● Cardboard ● plastic containers ● metal cans ● glass bottles and jars. 	Check your local recycling guidelines to ensure you're putting the right materials in the recycle bin. Focus on the five main categories of recycling.	Words/images appear as they are mentioned by the narrator
Show a plastic bag of recycle materials and put a circle with cross out onto it	3. Keep Bags Out	Lastly, keep bags out!	

Broken conveyor belt and concerned worker		Plastic bags jam up the machinery.	
Conveyor belt with boxes and bags and a confused worker		And bagged recyclables can also be confused for trash because workers can't see inside.	
Narrator and man next to list of information	<ol style="list-style-type: none"> 1. Empty, Clean, and Dry 2. When in Doubt, Find Out 3. Keep Bags Out 	Follow these tips to recycle right and keep recycling thriving!	
Man recycles correctly and narrator gives a thumbs up		With your help, together, we can ensure that as much material as possible gets responsibly recycled!	

Sources:

- [With recycling's dirty truths exposed, Washington works toward a cleaner, more sustainable system | The Seattle Times](#)
- [What Happens When The Wrong Things Go Into Recycling?](#)
- [Recycle Right. It Matters. - Utilities | seattle.gov](#)
- [Does the majority of what we recycle end up in landfills? Here's the truth](#)