

Contest Criteria & Guidelines

Every year BC schools are doing incredible work with their beverage container recycling programs—and we want to celebrate your efforts! From engaging students to connecting with the community, there are so many inspiring stories happening across BC.

This is your chance to share your school's story and compete for a cash prize.

Before you submit, take a moment to review the judging criteria. It will help you structure your entry and ensure you include everything the judges are looking for. Check out the criteria and guidelines below to make your submission the best it can be.



Basic Guidelines & Format

- Contest story submission open from August 30, 2025 to April 30, 2026
- Length: Approximately 750 words with a font size no smaller than 11 point and a maximum of 3 pages
- Include a mix of text and photos and/or videos
- Remember visuals will bring your story to life!
- You decide the layout style. Here are some suggestions:



- PDF format only (can include video links)



Objectives/Goals & Measurements of Success

These details must be included in your story:

- Include the **total # of refundable beverage containers collected**
- Include the **total deposit refund** collected \$
- Include the **Return-It Depot location** used for your recycling project/program
- How did you measure the success of your efforts?
- Objectives and goals of the project/program



Creativity & Interesting Details

- Explain how your school collection program was structured
- Let us know how successful your school collection program was
- Explain what your school did with the money collected
- Include any additional creative and unique aspects of your school's program
- REMEMBER TO INCLUDE PHOTOS AND/OR VIDEO LINKS



Impact

- Highlight the educational component of your program
- State the number of students involved and if there were any stand-out students
- How did you promote your program in the community? Was there any community outreach and involvement?
- Include any further details on how your program had an impact with your students and community



Please print a copy for reference to help you get your story ready for submission



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Bonus!

**Submit a video for a chance
to win an additional \$2,000!**

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Create a short video that:

- Shows how your school recycles beverage containers
- Shares how many beverage containers you collected
- Shares why recycling matters to your school

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Video rules:

- **Length:** 30 sec – 2 min
- **Format:** MP4 or MOV, horizontal (landscape) or vertical
- Submit a release form
- **Tone:** Fun, positive, and school-friendly

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How to enter and submit the video:

- Film your video (phones work great!)
- Upload to YouTube, Google Drive, or Dropbox
- Share the link on your contest submission form
- **File name:** SchoolName_BonusVideo.mp4