



Iowa Grocery Industry Association



School Challenge Overview

Iowa Grocery Industry Association and Metro Waste Authority are teaming up once again for the *Build with Bags School Challenge* this fall, a partnership to help teach kids about our environment and promote recycling of plastic shopping bags.

The program will challenge elementary school students in the Des Moines Metro Area to recycle plastic shopping bags and will also challenge the schools to get residents to use reusable shopping bags instead of plastic. In return, Iowa Grocery Industry Association and Metro Waste Authority will furnish a \$100 store gift card to each school that collects at least **100 pounds of recycled shopping bags** and receives credit for **100 reusable shopping bags**.

Winning schools will be determined by the combined total of the weight of the plastic bags recycled and the credit for the use of reusable shopping bags.

The top schools in each size bracket will receive a piece of outdoor furniture, such as a park bench, made with recycled plastic.

The basics

- Schools can sign up at www.mwatoday.com click on the Build with Bags School Challenge link. Sign up begins Monday, August 29 and ends Friday, September 9. **Sign ups must be received by 4:00 p.m. Friday, September 9.** If you have any questions, please email Amy at amh@mwatoday.com or call 515-323-6501.
- The challenge this year will be limited to the **first 50 schools** that register.
- The contest will begin on Monday, October 3 and will continue through Friday, November 4. The winners will be announced on Tuesday, November 15, America Recycles Day.
- Schools are responsible for having teachers, staff or students collect the bags. A representative designated by the school must turn them into any of the participating grocery stores when they are **full**.

- The collected bags need to be taken to a participating store for weighing and recycling during any of the following times:
 - Tuesday, October 4 from 4:00 PM – 8:00 PM
 - Saturday, October 8 from 8:00 AM – 12:00 PM
 - Tuesday, October 11 from 4:00 PM – 8:00 PM
 - Saturday, October 15 from 8:00 AM – 12:00 PM
 - Tuesday, October 18 from 4:00 PM – 8:00 PM
 - Saturday, October 22 from 8:00 AM – 12:00 PM
 - Tuesday, October 25 from 4:00 PM – 8:00 PM
 - Saturday, October 29 from 8:00 AM – 12:00 PM
 - Tuesday, November 1 from 4:00 PM – 8:00 PM
 - Saturday, November 5 from 8:00 AM – 12:00 PM

- This challenge is about educating people on recycling plastic shopping bags and using reusable shopping bags. The 60-gallon bags will be weighed at drop off at each store. **Schools will get credit based on the weight of the bags not the number of 60-gallon bags turned in.**

- **KEY TAGS:** The reusable bag portion of the challenge takes on a new twist. MWA and IGIA have partnered with SHAZAM to provide each participating school with a set number of barcode key tags to use. Each school will have a unique UPC number specific to their school. *The key tag will be swiped for **every** reusable bag used when customers check out. The stores **will not** have the key tags at the registers. It will be the responsibility of the shopper to have their key tag available at check out.* The stores will then submit the number of reusable bags each school has earned every week.

- Each week the results from each school will be posted online at www.mwatoday.com. Click on the link to the School Challenge to see each schools progress.

- Schools will be divided into size brackets based on the number of students enrolled.
 - 1-299 students
 - 300-599 students
 - 600+ students
 The winning school in each size bracket will receive a piece of outdoor furniture, providing they have met the minimum collection requirements stated above.

- **Packet Pick up** – The recycling coordinator (or a representative) from each school must pick up their School Recycling Challenge kit at a **mandatory** brief informational session to be held at Metro Waste Authority. Metro Waste Authority is located at 300 E. Locust St, Ste. 100, between Grand and Locust on East 2nd in downtown Des Moines. In an effort to make it convenient for busy people, eight sessions are being offered. The dates and times are:
 - Saturday, September 24 at 8:00 AM – 11:00 a.m. (starting every half hour)
 - Monday, September 26 at 5:00 PM (one session)

- IGIA and Metro Waste Authority will provide all materials needed for the program and a collection box or boxes. Materials include:
 - Teacher instructions for the program
 - List of participating grocery stores
 - Flyers for students to take home explaining the program
 - 20 large 60-gallon bags to use for lining the collection box
 - Key tags to be used with reusable bags at the check out