

## 8. Recycling Project Details

### 8(a). Project Description

- 1) The Metals Innovation Initiative, [About MI2](#), KY Schools Aluminum Recycling Program is the expansion of The Recycling Society's Million Cans Contest in Kentucky. [Million Cans Recycling Contest | Recycling is like Magic!](#) KY currently has 23 schools participating in the nationwide Million Cans Contest which includes environmental education and aluminum recycling programs in the elementary schools.
- 2) The service area includes the elementary schools in Warren, Logan, Muhlenberg, and Simpson County school districts.
- 3) This project is needed because the aluminum recycling rate in KY is only 15-16% ([50 States of Recycling - Ball](#)) and MI2 sees an immediate need to increase awareness and improve recycling rates. We believe educating the children will raise awareness and help change behaviors in the home as they bring the message to their families.
- 4) Aluminum recycling is available in the service area on a limited basis to those who are willing to take the extra step of transporting the scrap to a dealer or in some cases monthly curbside pickup is available. Segregating the aluminum scrap for delivery to the processor improves the life cycle. Drop off or convenience centers are very limited. By establishing recycling at the schools, the families have much more access.
- 5) Used Beverage Can, UBC, will be collected throughout the school year. The current volume is 500 - 1000 lbs per school/year without any additional efforts. With the Million Cans Contest and The Recycling Society, we anticipate the volume to increase over the next four years to 10,000 lbs per school/year as community partners increase in participation.
- 6) The UBC will be collected in aesthetically pleasing bins placed strategically at the schools and bulked up for transportation to a local or regional scrap dealer or aluminum processor. Each school will have an industry and/or scrap processor partner per the Million Can Contest model. The scrap will be picked up by the scrap dealer or in some cases by the county for delivery to the processor. The school will receive credit for the aluminum collected by weight. The schools will also be eligible for prizes through the Million Can Contest, tracking each school's collection.
- 7) At this time, the containers that each school has for collection and transportation are a mixture of donated wire bins, roller bins, etc. This equipment will streamline the collection and storage of the scrap while awaiting pickup and allow for larger volumes of material to be collected from the community.

- 8) 12-month timeline – Purchase and installation of bins – Aug – Oct '26, ongoing collection through May '27
- 9) Potential buyers of the Scrap –
  - a. Schupan – Lewisburg Rd, Russellville, KY
  - b. Drakesboro – Drakesboro, KY
  - c. SA Recycling – Graham Ave, Bowling Green, KY
  - d. Parrish Scrap- Clay Street, Bowling Green, KY
  - e. Logan Aluminum, Inc. – 6920 Lewisburg Rd, Russellville, KY
  - f. Cumberland Scrap – 68/80 Bypass, Russellville, KY

#### 8(b) Project Advertising and Education

- 1) The target audience for advertising is the school body, families and communities for each school district. The messaging will be broadcast by community newspapers, social media and parent newsletters. In the case of social media, the school fb page as well as industry fb pages will be utilized. The Million Cans contest maintains updated contest results.

The education element includes a school tool kit made up of materials related to aluminum recycling, the life cycle of a can, YouTube videos, drone footage, storybook reading, and games for each elementary school to use. The materials can be scaled up or down for various age groups.

Educational and recycling materials are provided to elementary school children to raise awareness about the importance of aluminum recycling. The students learn about the civic, economic, and environmental impact that recycling can have in their communities.

- 2) Advertising and educational partners include the industry sponsors, community sponsors, and The Million Cans contest organization. Industry volunteers will visit the schools to present to the children. Data will be reported back to the Million Can Contest with prizes and awards back to the schools throughout the year.

#### 8 (c) Project Sustainability

- 1) With the purchase of permanent containers for the schools, the collection of aluminum scrap can be ongoing. The environmental education component, which we plan to design to meet KY Science standards, can be taught on an ongoing basis, i.e. new 3<sup>rd</sup> grade class each year. The school can continue to benefit from the proceeds of the scrap collection each year.

- 2) Sources of revenue – scrap value, industry donations, prize monies/awards
- 3) Within each school district, the schools can have healthy competition with each other to gain excitement.
- 4) The criteria for measuring success will be tracking aluminum recycling volumes and rates. We have two years of data available as a base line from the Million Can Contest and Logan Aluminum, Inc. pilot program for comparison. The data will be reported by the scrap collector back to MI2 and The Recycling Society for summary and report out on a monthly basis.

#### 9. Recycling Project Expenditures

The Table 9 (a) Equipment Requests lists the required equipment for each participating school. Total = \$8,300 per school

#### 9. (b) Program Advertising and Education

\$1000 for Advertising and Signage

#### 9. (c) Other – Specify - NONE

Total Grant Request per school = \$9,300

#### 10. Recycling Project Match Expenditures

$\$9,300 * 0.25 = \$ 2325$  per school + \$9300

1 school per district = \$11,625 per school including 25% match

3 schools per district = \$34,875 for all elementary schools in district

#### 10. (a) Cash and In Kind Personnel

Cash = \$6,975 for three schools to be provided by the Metals Innovation Initiative.

	Qty per school size				Cost per school size		
				cost estimate per item			
50 Gallon Rolling Bins/Cans			4	\$160			\$800
0.5 Cubic Yard trash carts			5	\$500			\$2,500
12' Roll off trailers			1	\$5,000			\$5,000
				Total per school size			\$8,300



Can-Shaped Cans with School Logo and Colors



Wire Mesh Bins

Pro Mesh Trailer or Pro Tilt Trailer

