



ISRI and JASON Learning: Educating the Youth about Recycling

About the Initiative

In 2014, ISRI launched a campaign focused on youth education of recycling and the scrap industry in partnership with JASON Learning – a joint effort of National Geographic and Sea Research Foundation. Through this partnership, the message of recycling, as well as the important role of the scrap recycling industry in the environment and economy, has reached millions of students across the country within the communities ISRI members serve.

The campaign is comprised of a comprehensive K-12 STEM-based recycling curriculum, which includes lesson plans, lab activities, interactive games, and national contests, all of which provide a foundational knowledge of recycling and the scrap industry. The curriculum focuses on the commodities that ISRI members recycle, including: paper, ferrous and nonferrous metals, electronics, tires, plastics, glass, and textiles.

Community Outreach

ISRI and JASON Learning offer a Community Outreach Kit for ISRI members to promote the recycling initiative to various community stakeholders. The kit includes a backgrounder of the initiative, sample letters to teachers and school board members inviting their participation in the curriculum, invitation letters to the media, and other resources, which can be found on the ISRI website.

ScrapMap™ and ScrapMap™II are additional resources that can be used in community outreach which feature ISRI's key educational messages. These classroom posters guide students through the process of recycling paper, ferrous, and nonferrous materials. They are available through the online store at ISRI's website in packs of 25 for \$30 (\$15 for members).

Video and Poster Contest

As another part of the recycling education initiative, ISRI and JASON Learning co-host an annual video and poster contest through which students explore recycling-related themes and inspire youth to make a change in their

community, integrating STEM education with art and video. Each year, this contest features a different theme related to the recycling industry, such as this year's focus of sustainable infrastructure.

In addition, our Scrap Titans game offers students a dynamic and engaging way to learn about the recycling process, as well as a way for youth to consider and explore career paths in the scrap recycling industry. The objective of the game is to amass the highest net worth while minimizing the costs of machines and storage, while choosing which contracts to pursue.

Take advantage of this partnership to engage with local communities in an effort to integrate information about scrap recycling in the classroom. Together, ISRI's work with JASON Learning will help the next generation understand and appreciate the important role scrap recycling and ISRI play in the global environment and economy.



Learn more about the ISRI and JASON Learning partnership at www.ISRI.org/jason