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Frequently Asked Questions (FAQ)

ABOUT RECYCLE RALLY

What is Recycle Rally?

Recycle Rally is a free nationwide school recycling program designed specifically for K-12 schools. It provides exclusive access to downloadable resources and valuable incentives to inspire K-12 students and their surrounding communities become proud and frequent recyclers. Recycle Rally offers schools the opportunity to set recycling goals, track progress toward those goals, and earn reward points for each estimated plastic bottle and aluminum can recycled. The reward points can be redeemed for useful supplies or gift cards to help the school. Recycle Rally also hosts monthly and annual contests and promotions that offer opportunities to earn additional prizes for encouraging and increasing recycling.

Why is PepsiCo interested in recycling / what is the PepsiCo Recycling Initiative?

Protecting the planet is a key plank of PepsiCo's "[Performance with Purpose](#)" agenda. We have made progress, but our work is far from complete. In setting our new sustainability goals, the question we asked ourselves was not simply how can we do better – it was how can we make sure we are doing enough? What more can we be doing – not only for our shareholders, but for the world all of us inhabit? How can we partner with others in bold new ways?

[PepsiCo Recycling](#) is an initiative that is part of the broader Performance with Purpose mission, and its goal is to help increase the U.S. beverage container recycling rate to a significantly higher level. It does so by connecting directly with consumers and communities by offering recycling programming and solutions for on-the-go recycling, event recycling, and college & university recycling, in addition to K-12 school recycling.

[Recycle Rally](#) is an important program within the PepsiCo Recycling initiative and is specifically designed for K-12 schools. It was developed because PepsiCo recognizes its ambitious goals of increasing national recycling rates can only be achieved by getting more people involved. By educating and inspiring our youth through Recycle Rally, PepsiCo Recycling believes the next generation can help make significant progress toward our goal of making recycling a habit and a priority in more families and communities across the nation.



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How will my school benefit from participating in the Recycle Rally program?

As a Recycle Rally participant, you'll become a part of a growing network of schools to help engage students and staff in recycling, and you'll have the opportunity to do the following:

- Earn reward points as you report the recycling of eligible beverage containers through your online account and redeem those points for rewards to keep your students motivated or gift cards to help your school.
- Take advantage of annual and monthly contests and promotions to engage various types of students through optional projects that recognize and reward creativity, ingenuity, community service, leadership, and results.
- Gain access to exclusive lesson plans and fun activities that can help tie students' real-world experience with recycling into the classroom learning environment.
- Set goals and track your school's recycling activity in fun, engaging ways that can build pride throughout your whole community.
- Support post-9/11 veterans through this program's involvement with the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV)
- Help protect our clean drinking water supply through PepsiCo's Recycle for Nature partnership with The Nature Conservancy

How do U.S. veterans benefit?

When you recycle your bottles and cans with PepsiCo Recycling, we provide dedicated support to further the Entrepreneurship Bootcamp for Veterans with Disabilities' mission to provide training in entrepreneurship and small business management to post-9/11 veterans with disabilities resulting from military service. For more information, visit [Recycle for Veterans](#).

How does our drinking water supply benefit?

PepsiCo and The Nature Conservancy have teamed up to increase recycling and protect rivers, lakes and water resources around the country. By recycling beverage containers through Recycle Rally, you help us support The Nature Conservancy's efforts to protect watersheds, which are nature's filtration system for our drinking water. By recycling your bottles and cans at school, you will help protect drinking water for millions of Americans! For more information, visit [Recycle For Nature](#).

Has the program changed since last year's Recycle Rally?

We constantly strive to improve the program and find new ways to get more schools and students involved by simplifying the participation process, by offering exciting new rewards and prize opportunities, and by expanding our library of lessons and activities. A key change this year is beverage containers made of Plastic #2 – HDPE will now be eligible for reward points, in addition to those made from Plastic #1 – PET and aluminum.



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HOW IT WORKS

What types of materials should we recycle through this program?

We encourage you to recycle everything that is recyclable in your particular area, but our programming and rewards have been based specifically upon recycling beverage containers made of Plastic #1- PET / PETE, Plastic #2 – HDPE, and aluminum. Our **User Guide** and **Accepted Materials Guide** provide more details about how to identify the materials that may be tallied in your Recycle Rally account.

If you live in a state that has a deposit/refund system for bottles and/or cans, then you should only report recycling activity for the materials that are not covered by those laws. Check with your state regulators for more details if you are not sure whether bottles or cans are refundable in your state.

Does my school need to pay in order to participate?

There are no fees to participate in Recycle Rally. However, as a participant, your school may incur some basic costs associated with recycling, including contracts with a recycling service provider or third party who hauls the materials to a recycling facility.

You may also find that your school chooses to spend some funds on supplies to aid with collection, or printing of posters, flyers, and letters to make sure everyone knows your plans and goals.

Will any supplies be provided to my school through this program?

Upon acceptance of your application, you will be set up with a unique online account on our website at www.PepsiCoRecycling.com where you may manage your school's recycling program and access downloadable electronic resources to help build awareness and excitement in your school. You will receive a welcome email with a Quick Reference Guide which provides instructions to help you easily access your account.

From time to time Recycle Rally may also offer opportunities for your school to take an action to earn free recycling bins, posters, or other related supplies. If these opportunities arise, they will be announced through email or mail and will be available for a limited time, as specified in the promotion announcement.

Also, you may report recycling activity into your account to earn reward points for each eligible beverage container (as estimated based upon the data that enter through the Report Recycling portal in your online account). These points can be redeemed for supplies such as recycling bins, bags, or gloves, or reward items, such as t-shirts, or gift cards.

Contests and promotions also offer opportunities to earn cash and/or gift cards.



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How do we earn reward points?

Earning reward points is as simple as 1, 2, 3:

- 1) **Tally*** your recycling totals by either a) the *mixed bag count tally method* – i.e. counting the number of bags of bottles and cans you recycled or b) using the *weighing tally method* – i.e. weighing bags of bottles and cans and recording the weight to the nearest 1/10th of a pound.
- 2) **Log in** to your PepsiCo Recycling account.
- 3) **Visit the ‘Report Recycling’ tab** on our website and in just a few clicks you can tell us enough about the contents of your bags for us to calculate an approximate number of eligible bottles and cans recycled. We’ll award one reward point for each estimated bottle or can that you report in your account.

Universal League schools may earn up to a maximum of 50,000 rewards points during the 2017-2018 school year. The points will expire in any accounts that are inactive (i.e. do not report any recycling) for 12 consecutive months.

Challenge League participants are not subject to a maximum number of rewards points, but are subject to auditing to verify their recycling totals, which may result in freezing their accounts or adjusting reward point totals at any time at the discretion of PepsiCo Recycling administrators.

*You must use the tallying method that meets the requirements of the league in which you are participating. The *mixed bag count tally method* is the most common and must be used by schools participating in the Universal League. The *weighing tally method* must be used by schools participating in the invitation-only Challenge League. Schools in the Challenge League will be provided with a scale from the Recycle Rally program.



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How can my school earn prizes and what types of prizes can we earn?

Recycle Rally offers multiple opportunities to earn prizes:

- 1) Our Annual Collection Contest provides opportunities for the schools which recycle the most non-alcoholic plastic bottles and aluminum cans throughout the year to earn significant cash prizes. Prize values range up to \$20,000 for participants in the Challenge League (which requires schools to report recycling via the weighing tally method) and up to \$2,000 for participants in the Universal League (which allows schools to report recycling via the mixed bag count method). See [Official Rules](#) for details.
- 2) You may compete in our [Monthly Contests & Promotions](#), which are designed to encourage you to implement engaging and fun recycling campaigns at your school. These contests and promotions generally offer the opportunity to earn gift cards ranging from \$10 to \$100 just for taking an action to promote, encourage, or place extra emphasis on recycling in your school. Enrolled participants will receive an email each month with details of a new contest and you can participate in some or all of them, as your schedule allows. These contests sometimes offer chances to earn additional prizes ranging up to \$1,000 if your entry is particularly impactful and selected by our judging panel.
- 3) You may accumulate reward points by tallying your school's recycling totals through your PepsiCoRecycling.com account and then you may redeem the points for supplies, merchandise, or gift cards by clicking 'Browse & Redeem' on the menu and selecting the reward(s) of your choice (as long as they do not exceed your available reward point balance).

Where can I access the exclusive resources, tools, and lesson plans?

First, you will need to log in to your online PepsiCoRecycling account (i.e. Recycle Rally account). You must complete an application and be accepted into the Recycle Rally program in order to activate your account and access these exclusive resources. Once your school is enrolled, Recycle Rally will send an email with instructions on how to set up a password and log into your PepsiCo Recycling account. Most users will be able to simply use their email address as their user name and may set up a new password by clicking on the *Forgot Password* link.

After logging in, you will gain access to this special content in our *Resource Library* and *Lessons & Activities* sections of your online account page. You will be free to log in any time and click around to download your choice of resources at your convenience.



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Does Recycle Rally pick up the bottles and cans or does my school need to arrange for a third party to recycle them?

The majority of applicants already have contracts or relationships with a recycling hauler or recycling center that handles the eligible materials, so we encourage new participants to utilize your existing local infrastructure* to recycle bottles and cans.

For schools that do not already have access to a recycling service, we encourage you to take advantage of our *Hauler Toolkit* to help find the best opportunity locally. Our support team is always available to assist if questions come up during your search for a recycling hauler.

In some very limited circumstances where PepsiCo Recycling has the necessary infrastructure in place and/or established relationships with recycling haulers, we may be able to coordinate the direct pick up of bottles and cans from your school to recycle them. If that is the case then we will not charge fees for picking up the materials. This service is offered only where available and at the sole discretion of PepsiCo Recycling.

*Since participants may utilize a wide variety of recycling service providers across the country, be sure to check with your local recycling service provider and plan to comply with their sortation and delivery requirements.

Is it okay to team up with other school(s) or organization(s) to support our participation in this program?

Yes, as long as the other school is not also enrolled in Recycle Rally, then it is perfectly fine to enlist the support of other schools, clubs, or organizations to help your school get the most out of this program. We do not allow two or more participating schools to share recycling totals with one another, as that could compromise the integrity of our Annual Collection Contest.

If your school organizes an event and/or partnership to collect and recycle bottles and cans from offsite events, we do not require you to bring the materials back to the school, but we do ask that you take note of where the bottles and cans will end up and verify that they will indeed be recycled before you report them in your online account.



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PARTICIPATION PATHS

Why are there two different modes of participation (i.e. Universal League and Challenge League)?

We know each participant's needs and schedules are different so we designed a couple of different paths with the goal of enabling everyone to get the most out of their experience in Recycle Rally.

The Universal League is the best fit for most participants because it is the simplest and least time consuming way to get involved. It provides most of the same benefits as the Challenge League while maintaining plenty of flexibility to choose when and how to get involved as your schedule and interests align. While Universal League schools compete for smaller prize money than Challenge League schools in the Annual Collection Contest, they can still earn up to a \$2,000 grand prize for collecting more than the other schools. They also have the opportunity to compete in the monthly contests and promotions that offer many more chances to win prizes for promoting and encouraging recycling. Universal League schools may earn up to a maximum of 50,000 reward points throughout the school year.

For those who want to put in more time and effort with potential for bigger rewards, then the Challenge League may be a good fit. This league requires significantly more time for sorting and tallying materials because it requires participants to use a more precise method of measurement – the weighing tally method – which incorporates a handheld digital scale provided by PepsiCo Recycling. However, it also offers the chance to vie for bigger cash prizes in the Annual Collection Contest (including the \$20,000 grand prize) and opportunities to earn unlimited reward points (subject to auditing and adjustments by PepsiCo Recycling at any time).

Schools may be switched between leagues on an infrequent basis, based on the sole discretion of the Recycle Rally team.

What is the Universal League?

The Universal League is the best fit for the majority of Recycle Rally schools due to its simplicity, flexibility, and access to many of the most popular program benefits.

It was designed for the many typical schools that want to increase their recycling rate, educate students about the importance of recycling, and earn some helpful rewards and prizes.

Universal League enables participants to tally their recycling activity by simply logging the number of mixed bags or bins of recyclables, selecting which type(s) of bag(s) or bin(s) they were collected in, and describing the approximate mix of materials that were included within the bags. This can all be done through a few clicks in our "Report Recycling" portal. This is known as the *Mixed Bag Count*



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reporting method and our algorithm does the rest to estimate how many bottles and cans were recycled. We then award an appropriate number of rewards points into the participant's account.

Universal League schools may earn rewards points up to a maximum of 50,000 points. These points may be redeemed for recycling supplies or Recycle Rally merchandise. They may also be donated to help protect our clean drinking water through the *Recycle for Nature* partnership with The Nature Conservancy.

Universal League schools are also invited to participate in our many contests and promotions that are based on creativity, enthusiasm, and dedication to recycling. While Universal League schools compete for smaller prize money than Challenge League schools in the Annual Collection Contest, they can still earn up to a \$2,000 grand prize for collecting more than the other schools.

What is the Challenge League?

Challenge League is a special participation mode for schools that plan to be heavily involved in Recycle Rally and that want to have opportunities to earn even bigger prizes. It typically works best for schools that want to earn bigger rewards for taking their recycling efforts beyond their school and into the community.

Challenge League schools enjoy most of the same benefits as Universal League schools but they don't have a limit on the amount of reward points they can earn and they may have more options for which they can redeem their reward points.

The key difference is that the Challenge League requires participants to separate plastic bottles from aluminum cans and weigh each bag using a handheld scale provided by Recycle Rally. While this method is more time-consuming than the Universal League's *mixed bag count method*, it also provides a greater degree of accuracy which enables us to offer Challenge League participants an opportunity to compete in our annual collection contest, which offers cash prizes ranging up to the \$20,000 grand prize!

With the larger prizes at stake, Challenge League schools often involve their broader networks of parents, local businesses and organizations, and other community members to collect bottles and cans so they can recycle them at school. For this reason, the Challenge League is a better fit for certain schools that have the ability to handle this extra recycling volume.

How will you determine the league in which to enroll each applicant (i.e. Universal League or Challenge League)?

All new applicants should expect to be enrolled in the Universal League.

After participating for a while, it may be possible to adjust your participation level based on the level of involvement at your school and in your community. Schools may be switched between leagues on an infrequent basis, based on the sole discretion of the Recycle Rally team.



Frequently Asked Questions (FAQ)

WHAT TO EXPECT

Does my school need to put a lot of effort into this program?

Our intent is to offer you an array of tools and promotion options from which you can select the ones that fit best into your particular school and schedule. The more you get involved, the greater your opportunity will be to earn prizes and teach your students about the importance of recycling.

If your schedule gets busy for a period of time and Recycle Rally falls out of your routine then you will be able to step right back in and take advantage of the next promotion or resource as soon as you are ready.

We do encourage you to establish a routine to tally your recycling totals so you don't miss out on the opportunity to earn points. We recommend logging on to our website on a weekly basis to report your totals and accumulate those rewards points, but many schools have created alternative schedules that work well for them.

How much time should I expect to spend as a leader of this program at my school?

The time commitment is completely dependent on how much your school wants to get out of the program. Many Rally Leaders enjoy working with the students on creative projects to decorate the walls or recycling bins and spread the word about your efforts, but you certainly don't have to. All you really need to do is to tally your recycling totals and report them into your account on a regular basis so you can earn reward points and view your customized progress reports.

Responses to previous surveys have indicated that Rally Leaders have typically spent between one and nine hours per month managing the program. Many successful Rally Leaders work closely with a group of students through a "green team" or environmental club to help spread out the effort.



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How many people should my school enlist to help manage this program?

We recommend that you designate at least two individuals to support Recycle Rally at your school. Vital roles include Rally Leader and Co-Leader.

The **Rally Leader** may be a teacher, principal, custodian, facility manager, PTA member, parent or other school representative who has a passion for the program, an ability to be involved in the recycling process, and a desire to promote your efforts and needs within your school. This person will serve as the Recycle Rally Team's primary point of contact for distributing information to the school, updating your school's collection totals, redeeming rewards points, and receiving prizes if you earn them. The Rally Leader will keep their online account up to date and enjoy access to the tools and resources in their school's account at www.PepsiCoRecycling.com.

We also recommend you designate a **Co-Leader** to provide assistance to the Rally Leader in managing the responsibilities listed above. Rally Leaders may actually designate several other people from their school to receive our emails and get involved in our many contests and promotions throughout the year.

It is also a good idea to enlist a **Program Sponsor**, which would typically be a school administrator. The Program Sponsor's role is to help make recycling a priority for the school and to provide support when needed to help your school make the most out of your participation.

Lastly, a "**Green Team**," or group of students provides tremendous help with spreading the word and collecting recyclables for successful Recycle Rally schools. This is a great way to empower students to make a measurable impact and teach them valuable leadership skills.

How often will I receive communications from the Recycle Rally team?

We provide regular email updates throughout the school year to help keep you and your students excited about recycling. You can expect to see Recycle Rally messages about contests, promotions, and other important program information in your inbox a few times a month. During special contests and promotions you may hear from us a little more frequently.

Because we plan to communicate regularly, it is very important to keep your designated Rally Leader's contact information up to date. If anything changes, contact us by email at Support@PepsiCoRecycling.com to provide updated contact information.



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How long will my involvement with this program last?

Once your application is accepted, we will plan to keep you enrolled in Recycle Rally throughout the entire school year and into future years as long as you continue to participate and express interest in being a part of the program. If you would like to unsubscribe from our email list, or “un-enroll” from Recycle Rally, all you need to do is send an email to support@PepsiCoRecycling.com to tell us that you no longer have interest in participating.

For schools in the Challenge League, we ask that you stay actively involved and committed by reporting recycling to us at least once per month and averaging at least 25 lbs. per week. For Challenge League participants who are unable to meet those requirements, we will recommend a transition to Universal League at some point during the year.

BECOMING A RECYCLE RALLY PARTICIPANT

How do I get involved in Recycle Rally?

Applying to become a Recycle Rally participant is easy and only takes a few minutes! If you are an adult who is affiliated with a K-12 school and have authorization, visit PepsiCoRecycling.com, click on the Take Action button, and submit the application form. Then monitor your inbox for emails from Support@PepsiCoRecycling.com for updates on the status of your application. (You may need to add our address to your safe sender’s list).

If you are under 18 or not affiliated with the school, be sure to reach out to a representative who is involved with the PTO/PTA or works for the school to have them fill out the application.

What do I need in order to apply?

1. Access to a computer and internet source – most internet browsers, including Google Chrome, Firefox, Safari, and Internet Explorer are fully capable of supporting our web portal
2. Valid email address and contact information for a primary contact (“Rally Leader”) and secondary contact (typically the principal or other faculty member)
3. Review your plans with your school principal or other school administrator and be sure they are comfortable with getting your school involved.



Frequently Asked Questions (FAQ)

Will all applicants be accepted into Recycle Rally?

Our goal is to make the program available to as many schools as possible across the U.S.; however, we cannot guarantee that all applicants will be admitted. Some may not be enrolled if the information on the application is incomplete, inaccurate or if we cannot validate that it represents an educational institution for students between Kindergarten and 12th grade. Others may be denied if their participation is not approved by a school administrator or does not follow government regulations.

Schools that have an existing recycling provider can get started quickly. For those that do not have recycling service available, you can enroll in the program while we attempt to assist you in finding a recycling service provider. We will also provide a **Hauler Toolkit** to guide you in finding a recycling service that works best for your school. In some rare cases, certain applicants may be enrolled directly into the Challenge League at the discretion of the Recycle Rally administrators.

Ultimately, Recycle Rally reserves the right to enroll and terminate school's participation in the Recycle Rally at any time.

I applied to participate but haven't heard anything yet. What should I do?

If more than two weeks have passed and you haven't heard from the Recycle Rally team, please check to see if an e-mail from Support@PepsiCoRecycling.com was sent to your spam or junk mail, BUT DO NOT RE-APPLY.

If there are no emails in your spam or junk mail folder, please call Recycle Rally Services at (888) 875-6555 or email Support@PepsiCoRecycling.com with the subject line: "Was My Application Received?" along with your phone number, including the area code. Someone will contact you to address the situation.

What if my application information changes or needs to be updated?

Much of your account information is easy to update after logging into your account. You can also feel free to contact Recycle Rally Support to change or update your information at (888) 875-6555 or e-mail Support@PepsiCoRecycling.com and someone will gladly assist you.