



Can Film Festival - Organiser's Guide

Can Film Festival 2012 will kick off during Go Green Week in February and is open throughout the academic year to any university or college keen to take part. Here is all the information you'll need to hold your own Can Film screening.

Why the Can Film Festival?

We all know how important it is to recycle, and most people know that drinks cans are recyclable. Even so, of the 9.4 billion drinks cans sold in the UK every year, around half still end up in landfill sites, wasting precious resources and energy, as well as contributing to rising CO2 levels. By running a Can Film Festival you can communicate the value of these cans and encourage people to think again when they're choosing what to do with their empties.

How will it work?

If you're already planning a film show, independently or as part of Go Green Week, making it a Can Film Show will give it a new angle, linking recycling behaviour to a reward – a free film in exchange for cans, or 'Empties for Entries!'

You choose the film and plan the event as usual, use the Can Film marketing materials to promote it, but instead of asking people to pay cash to see the film you ask them to bring at least two empty drinks cans per person along instead. The film doesn't have to have an environmental theme - it can be anything you wish to show. In fact, we'd encourage you to show a film that might attract a wider and more diverse audience.

On the night of the show you collect the empty cans at the door. They can then be counted or weighed and after the event you can announce how much metal has been saved from landfill, and equate that to energy savings

(e.g. the energy saved by recycling one aluminium drinks can is equivalent to that needed to manufacture 20 from raw materials).

To make such energy saving statistics more meaningful on a daily basis we will provide you with further 'canny facts' which you can use to equate more applicable energy savings (e.g. recycling just one aluminium drinks can saves enough energy to boil a kettle three times, run a TV for 3 hours etc).

Please try to ensure people only bring empty drinks cans, and not food cans. Whilst all metal cans are recyclable, Every Can Counts is a drinks can recycling programme, and the statistics we have relate only to drinks cans – so for the integrity of the programme it's important to keep them separate. If people do bring food tins, we'd suggest putting them in a separate box and recycling them in the appropriate container after the event.

About Every Can Counts

Every Can Counts is a partnership between the European and UK drinks can manufacturers, the aluminium and steel packaging and recycling industries, and leading energy drinks brand Red Bull. The programme is supported by the Waste & Resources Action Programme and aims to encourage more recycling of the drinks cans we use outside the home, including in workplaces, shopping centres, beaches, universities, schools and colleges.

Can Film Festival – Get Ready To Recycle!

What is available to help with our event?

Every Can Counts is able to provide collection containers and publicity materials. You can access all you need to set up your very own Can Film Festival, from posters and bins, to competition ideas and copy, just by visiting www.everycancounts.co.uk/canfilmfestival

Collection Containers – Order Online!

If you do not have can collection boxes available to collect those cans brought along to the Can Film Festival then you can order these from our webshop (www.everycancounts.co.uk/shop), along with other materials, many of which are free. We have a limited number of free recycling boxes to give away on a first come first served basis so once you've started planning your Can Film Festival, please do get in touch.

Please note - Deliveries take at least 3 working days to arrive and must be signed for.

We suggest you talk to the waste manager at your Union to make sure they are happy with your plans – if you need any additional information, advice or support just get in touch with Every Can Counts through our website or by dropping us an email - everycancounts@alupro.org.uk



Alternatively, you may prefer to donate the cans collected to charity. We have information on many local community groups across the UK, which recycle drink cans, selling them on in order to generate income for their particular cause. We are able to provide information on such groups.

Free Promotional Materials - Available Online!

Visit www.everycancounts.co.uk/canfilmfestival to find the following resources:

'Empties for Entries' Poster Artwork

The artwork can be amended to include your university logo and details of your film show. Then just print them off and stick them up to promote your show!



Canny Stats

We will tweet a different statistic every day during Go Green Week. These will enable you to equate the drinks cans you recycle into meaningful statistics to bring home the importance of recycling every drinks can. In addition we will provide a 'canny facts' sheet for further information and for all those holding their film show outside of Go Green Week.



Press Release and other copy

Information about Every Can Counts and the Can Film Festival is included on the next page. You can add this information to your Facebook page or website and please don't forget to Tweet about your film show!



Promotional Support – Let's Work Together!

Competition!

You have the opportunity to hold your own competition. Perhaps you could ask local businesses to donate prizes as incentives, thereby encouraging participation and maximizing the number of cans collected.

Why not maximize can collection by offering a prize for the film goer that brings along the most empties, or for the best recycled film title, for example, 'Lord of the Ringpulls'. You could get your university societies involved to help generate ideas, plan and run the event. The opportunities are endless and really depend on how big or small you choose to go.

Tell us how it goes!

We'd really like to hear how your Can Film show goes – and we're sure that other universities and colleges would too, so please share your event with us via our Facebook page and Twitter.

Useful links for information on recycling drinks cans:

www.everycancounts.co.uk

www.recyclenow.com

Blog

Every Can Counts:

www.everycancounts.co.uk/blog

You Tube channel:

www.youtube.com/user/EveryCanCounts

For press info:

About the Can Film Festival

Can Film Festival 2012 will kick off during Go Green Week in February and is open throughout the academic year to any university or college keen to take part, offering film-goers the chance to see a film simply by recycling a bag of empty drink cans.

Over nine billion drinks cans are sold in the UK each year, and although we're getting better at recycling them, around half still end up in landfill. The Can Film Festival aims to increase awareness of the recyclability of drinks cans and get more people to think about what they do with their empties, whilst linking positive recycling behaviour to a reward, a free film. Taking your empty drinks cans along to the film show means they will be recycled and could be back on sale as more drinks cans within 60 days.

Boiler plate for press releases:

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Call to action (for web/Facebook etc):

Empties for Entries – how to see a film [or insert film name] for free during Go Green Week! It's easy – just collect empty drink cans and bring them along to the Can Film Festival showing. In exchange for a carrier bag of empties you can get into the film free.

The cans you bring along will be recycled – every part of every drinks can can be recycled back into 'new' metal, saving energy and natural resources in the process. So you can relax and enjoy the movie knowing you've done something good for the planet.

