

Join the ESABC's 50,000 Tonne Challenge

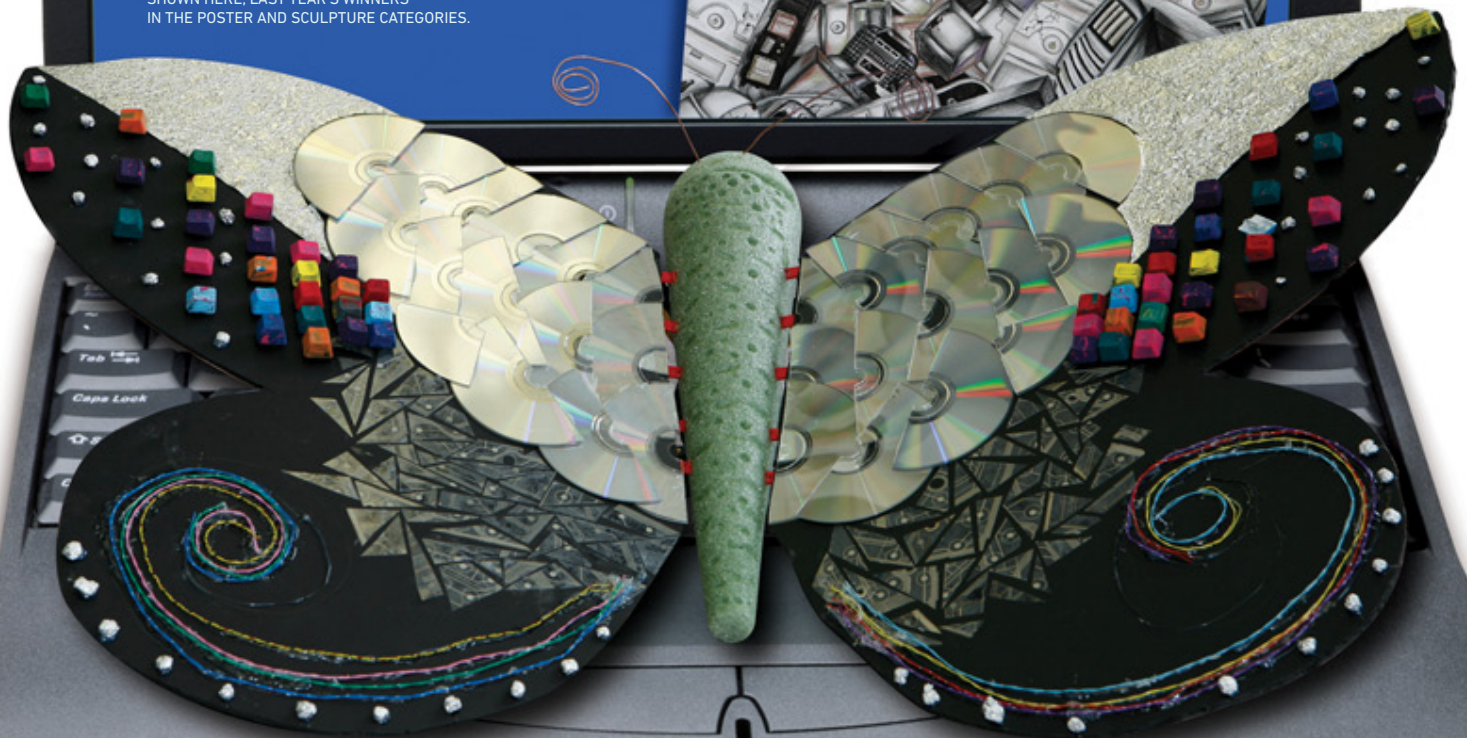
Since August of 2007, approximately 50,000 tonnes of electronic consumer goods have been recycled responsibly and kept out of BC's landfills through the efforts of ESABC.

But what does 50,000 tonnes of recycled electronics look like?

Through any creative medium - such as painting, sculpture, graphic design or social media - elementary and high school students are challenged to respond to this thought provoking question.

All entrants (individuals or teams) must submit their project, by 3:00 pm on Friday, May 6, 2011. **Please visit the "What's New" section at www.esabc.ca for further contest information.**

SHOWN HERE, LAST YEAR'S WINNERS
IN THE POSTER AND SCULPTURE CATEGORIES.





ESABC 50,000 TONNE CHALLENGE OVERVIEW

CONTEST DESCRIPTION

Since August of 2007, approximately 50,000 tonnes of electronic consumer goods have been recycled responsibly and kept out of BC's landfills through the efforts of ESABC.

What does 50,000 tonnes of recycled electronics look like to a student in British Columbia? Through any creative medium, elementary and high school students will be asked to respond to this thought provoking question.

Having two contest categories (elementary and high school) will ensure fair judging. Students may use any submission mediums – such as painting, sculpture, graphic design or social media – however it should be noted that high school students will more likely have access to, and the skill level to use, digital media.

Students will learn about ESABC's overall program, plus benefit from this contest by learning about electronics that have recently been added to the recycling product stream.

Participation Requirements

- Eligibility – Must be a school recognized by the BC Ministry of Education.
- Research – Students will need to research how electronics are recycled in British Columbia and what is done with the recycled material. They should also research ESABC's role and what exactly the program does.
- Accurate Information – All information portrayed in the submission must be accurate in order for it to be considered.
- Creativity – Submissions must be created by students. Teachers, parents or guardians may assist if safety is a concern. There are no limits or guidelines as to how creative students can be and which mediums they can utilize.
- Submission Received In tact – All submissions must arrive in tact in order to be considered for judging. Submissions must be stable and safe as there is the possibility that it may be shipped to an additional location after being received.

Judging Criteria

- **Innovation & Originality:** Did the entrant present an original submission depicting 50,000 Tonnes of e-waste? Eg. 50,000 Tonnes of waste is equivalent to 7,150 African elephants or 330 blue whales
- **Clarity of Message:** Was 50,000 tonnes of recycled electronics depicted with accurate information (if applicable)?
- **Motivational Content of Message:** Do you feel that people would be inspired or motivated to recycle electronics after reviewing their project?
- **Focused and Relevant Strategy:** How evident is it that the entrant clearly understood the project?
- **Technical Quality:** Was the project of overall good quality?
- **Production Creativity:** Was the entrant creative in their approach to visualizing or depicting 50,000 tonnes of e-waste?

Judging Panel and Prizing

The judging panel will select six winning entries: Three from elementary school student entries and three from high school student entries. For each category, prizes will be awarded. Check back soon on the ESABC website to see the list of prizes. Last year we gave away a netbook, HD camcorder, digital camera and digital drawing tablets.

RULES AND REGULATIONS

Introduction and Contest Overview: ESABC's *50,000 Tonne Challenge* contest (the "Challenge") is aimed at Kindergarten through Grade 12 students in British Columbia. The Challenge invites elementary and high school students to create and submit an art project that portrays what 50,000 tonnes of recycled electronics looks like, and the impact that waste would have if not responsibly recycled.

Individual students and teams of students are invited to enter a project. A panel of judges will review the projects and select six (6) winning entries, three (3) from elementary school entries and three (3) from high school entries. **LIMIT:** One (1) entry per person, either as an individual or as a team participant.

Projects must be created by students. Teachers may supervise the project and can assist when safety is a concern. The project should show what 50,000 tonnes of recycled electronics would look like and should be limited to the following:

- Desktop Computers
- Display Devices (TVs and computer monitors)
- Notebook Computers
- Desktop Printers & Fax Machines
- Computer Peripherals (keyboards & mice)

- Home and personal portable audio video
- Telephones

No visible trademarked/brand name products (i.e.: Dell, Sony, HP, etc) may be used in the projects. Use only original characters, images and themes. Copyrighted characters (such as Spiderman or Batman) or other copyrighted clip art or themes will not be judged. All creative materials, including visuals and music, must be original or purchased from royalty-free services. Note: Nearly all material downloaded from the Internet is copyrighted and not in the “public domain”. One good source for royalty-free music is SmartSound (www.smartsound.com). A good source for royalty-free images, video, illustrations, flash, video and audio is iStock Photography (www.istockphoto.com).

Projects can be produced /submitted digitally or by hand (hard copy). Project mediums can include, but are not limited to, posters, visual art, digital (animation), sound (song), video, etc.

Note: If students are incorporating recyclables into their Project, the following restrictions apply:

Project Restrictions: Each medium has applicable restrictions. The restrictions below outline various media, however projects are not limited to the list below. If an entrant has used a medium that is not listed, please contact the contest administrators to confirm parameters.

Visual Media:

- Visual art – Size & weight restrictions apply. Projects should be no larger than 1.5’ high, 4’ wide and 4’ in length. Projects will need to be shipped via courier, possibly to more than one location and be delivered intact.
- Posters – No size limitation; however, posters will need to be shipped via courier, possibly to more than one location. Posters incorporating recycled materials should restrict their depth to 1.5”.
- Digital – such as flash animation or digital illustrations must be produced in good-quality and should be no longer than 8 minutes. Everyone recognizable in any digital submission must sign a Likeness Release Form (available at <http://www.esabc.ca/>) agreeing to allow their likeness to be published/reproduced. Please submit a standard DVD copy.
- Video – Must be produced in good-quality and should be no longer than 8 minutes. Everyone recognizable in the video must sign a Likeness Release Form (available at www.esabc.ca) agreeing to allow their likeness to be published/reproduced. Please submit a standard DVD copy.
- Audio – Must be produced in good-quality and should be no longer than 8 minutes. Everyone recognizable in the audio must sign a Likeness Release Form (available at www.esabc.ca) agreeing to allow their voice/likeness to be published/reproduced. Please submit a standard CD copy.

Entry Deadline: All entrants (individuals or teams) must submit their project, by 3:00 pm Pacific Time on Friday, May 6, 2011 to the following address:

*ESABC 50,000 Tonne Challenge
c/o Fleishman - Hillard
1920 – 777 Hornby Street
Vancouver, BC
V6Z 1S4*

All project submissions must be accompanied by an official 50,000 Tonne Challenge Release & Likeness Consent Form for each student who participated in the creation of the Project. A copy of the consent form can be found on the ESABC website at www.esabc.ca

Further information may be found at www.esabc.ca any questions about the Challenge may be directed to Nick.Seliwoniuk@fleishman.ca.