



FREQUENTLY ASKED QUESTIONS

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ABOUT RECYCLE RALLY

WHAT IS RECYCLE RALLY?

Recycle Rally is a free nationwide school recycling program designed specifically for K-12 schools. It provides access to a vast array of downloadable resources and valuable incentives to inspire K-12 students and their surrounding communities to 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 contests and promotions that offer opportunities to win additional prizes for encouraging and increasing recycling.

WHY IS PEPSICO INTERESTED IN RECYCLING / WHAT IS THE PEPSICO RECYCLING INITIATIVE?

As a global company behind some of the world's most popular beverage brands, we believe that effective recycling is essential to the future of our planet and our business. That's why we're committed to doing our part to make recycling work and advancing our vision of a world where plastic need never become waste. Our approach



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is based on three interconnected strategies: **reducing** the amount of plastic that we use, **recycling** more plastic to support a circular economy, and **reinventing** the plastic packaging we use.

Ten years ago, a dedicated team called PepsiCo Recycling set out to understand how to improve recycling. Since then, through our programs and partnerships, we've learned what it will take to transform recycling for good: reinventing the current collection and processing systems, engaging every consumer in the country through programs such as event recycling, on-the-go recycling and the Recycle Rally program, and converting collected material back into bottles.

[Recycle Rally](#) is an important PepsiCo Recycling program and is specifically designed for K-12 schools. It was developed because PepsiCo recognizes its vision of a world where plastics need never become waste 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.

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 gift cards to help your school or fun merchandise and rewards to keep your students motivated.
- Take advantage of 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 lesson plans, videos, 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.

HOW IT WORKS

WHAT TYPES OF MATERIALS SHOULD WE RECYCLE THROUGH THIS PROGRAM?

We encourage you to recycle everything that is recyclable through your recycling provider(s), 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 [Accepted Materials Guide](#) provides more details about how to identify the materials that may be tallied in your Recycle Rally account.

Schools in all states, regardless of if there is a deposit/refund system for bottles and/or cans, can track recycling activity for those materials through our program and earn reward points for it.



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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 Getting Started Guide which provides instructions to help you easily access your account.

While supplies last, you may also receive a Welcome Kit that may include Recycle Rally posters, magnet(s), stickers, or other supplies.

From time to time Recycle Rally may also offer opportunities for your school to take an action to earn free recycling bins 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 you 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 win cash and/or gift cards on behalf of your school.

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 bins or bags of bottles and cans you recycled, the approximate size of those bins or bags, and the approximate mix of materials within those bins or bags; 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 250,000 rewards points during the 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 may earn up to a maximum of 5,000,000 reward points during the school year but are subject to auditing to verify their recycling totals, which may result in freezing their accounts or adjusting



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reward point totals at any time at the discretion of PepsiCo Recycling administrators.

See [How to Earn Reward Points](#) for more details.

*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 Challenge League. Schools in the Challenge League will be provided with a scale from the Recycle Rally program.

WHERE CAN I ACCESS THE RESOURCES, TOOLS, AND LESSON PLANS?

Visit our Resource Library at <https://resources.pepsicorecycling.com/>

DOES RECYCLE RALLY PICK UP THE BOTTLES AND CANS OR DOES MY SCHOOL NEED TO ARRANGE FOR A THIRD PARTY TO RECYCLE THEM?

Most 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 Recycling Service 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. 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 Rewards Program.

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 invest a little less time and energy into it. While Universal League schools may earn less reward points than Challenge League schools, they can still earn up to a maximum of 250,000 reward points per school year. They also have the opportunity to participate in our Recycling Advancement Plan, which encourages them to promote and expand recycling capability at their school and offers bonus points for reaching each new status level.

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. It also requires them to separate each type of material from one another before weighing. However, it also offers the opportunity to earn up to 5,000,000 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 most 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 reporting method and our algorithm does the rest to estimate how many bottles and cans were recycled. We then award an appropriate number of reward points into the participant's account.

Universal League schools may earn reward points up to a maximum of 250,000 points. These points may be redeemed for recycling supplies or Recycle Rally merchandise.



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WHAT IS THE CHALLENGE LEAGUE?

Challenge League is a special participation mode for schools that plan to be heavily involved in Recycle Rally. It typically works best for schools that want to pursue 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 can earn significantly more reward points – up to a maximum of 5,000,000 during the school year.

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.

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 on behalf of the school. For this reason, the Challenge League is a better fit for certain schools that can handle this extra recycling volume.

HOW WILL I DETERMINE WHICH LEAGUE TO JOIN (I.E. UNIVERSAL LEAGUE OR CHALLENGE LEAGUE)?

When applying to join Recycle Rally, you will be prompted to choose which league you would prefer to participate in. We recommend you plan to start out in Universal League unless you already have a well-established recycling program underway and you just want to take it to a new level.

You may request to switch to the other league at any time. We will monitor your participation level and, if you appear to be a good candidate for the Challenge League, then we may extend an invitation to switch to Challenge League. If you prefer to remain in Universal League, then you can waive our invitation to join the Challenge League. If you are in the Challenge League but your level of involvement is low or completely inactive, then we may switch you into Universal League at our sole discretion.

WHAT TO EXPECT

DOES MY SCHOOL NEED TO PUT A LOT OF EFFORT INTO THIS PROGRAM?

We offer numerous opportunities to get involved, so you can determine what works best for your school and schedule. The more you get involved, the greater your opportunity will be to earn rewards 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 program as soon as you are ready. Just note, if your account lies dormant for an entire year (i.e. you do not log any recycling activity during a 12-month period) then your reward points will expire.

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 reward points, but many schools have created alternative schedules that work well for them.



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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 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 Impact Tracker 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.

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 reward points, and receiving prizes if you win them. The Rally Leader will keep the online account up to date and enjoy access to the tools and resources in the school's account at www.PepsiCoRecycling.com.

We also recommend you designate a **Co-Leader** to assist the Rally Leader in managing the responsibilities listed above.

Rally Leaders may designate several other people from the school to receive our emails and get involved in contests and promotions throughout the year. **Sub-Account Holders** may have access to their own program dashboard wherein they may report collection totals and view the school's recycling progress.

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 will 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 and promotions, new exciting resources, and other important program information in your inbox a few times per month.

Because we plan to communicate regularly, it is very important to keep your designated Rally Leader's contact



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information up-to-date. If anything changes, contact us by email at Support@PepsiCoRecycling.com to provide updated contact information.

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. To unsubscribe from our email list, all you need to do is click on the Unsubscribe link at the bottom of any of our messages. And, if you'd like to "un-enroll" from Recycle Rally all together, send an email to support@PepsiCoRecycling.com and 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 eighteen (18) years of age or older and affiliated with a K-12 school and have authorization, visit PepsiCoRecycling.com/RecycleRally, click on the Join Us! button, and submit the application form. Then monitor your inbox for emails from Support@PepsiCoRecycling.com for updates on the status of your application within a week or two. (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 works for the school or is involved with the PTO/PTA 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

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 within the U.S. Others may be denied if their participation is not approved by a



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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 join our 'Need Service Waitlist' while we attempt to assist you in finding a recycling service provider. We will also provide a **Recycling Service Toolkit** to guide you in finding a recycling service that works best for your school.

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?

Some 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.