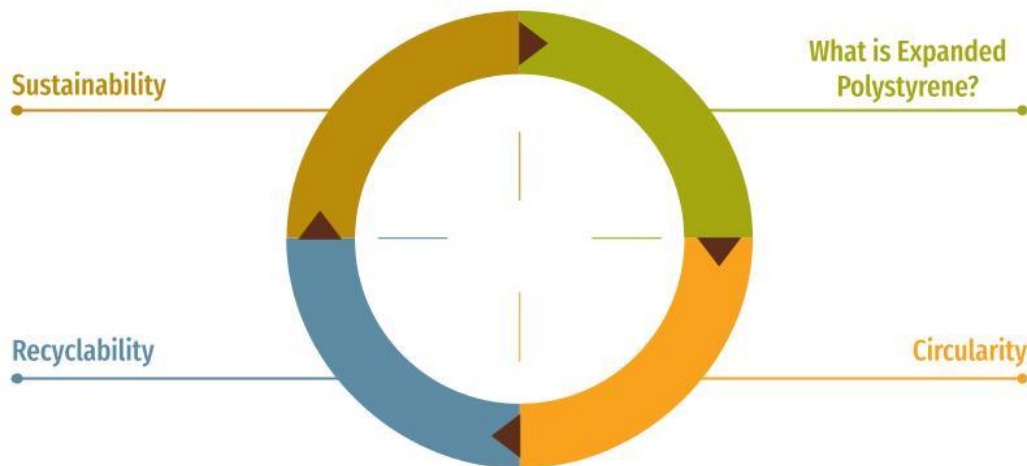


Educational Video Series: Recyclability / EPS Delegation Branded Video
9/9 Revision

Concept: EPS - The Complete Circle

Distinguishing it from the broader category of "plastic," EPS stands as a unique plastic foam material. Renowned for its lightweight, rigid foam texture, EPS is utilized in applications such as insulation, packaging, and containers. The recyclability, sustainability, and circular nature of EPS' life cycle contributes to an environmentally beneficial circular economy where resources are efficiently utilized, products are designed for longevity, and waste is minimized through recycling and reintegration into the production cycle. The camera zooms into each quadrant as the voiceover talks about various aspects of EPS, creating a visual framework for the four sections of the video. The copy presents facts to counter the misconception about EPS applications and shows examples of how people use products in their daily lives.

EPS: The Complete Circle



VISUAL	AUDIO
	MUSIC

Animated Global EPS Sustainability Alliance logo

Then the business icons (like in the start of the first video) populate around the Global EPS Sustainability Alliance logo.

Transition to the same life-cycle graphic. But now replace "Features" label with "Circularity"

Enter the top-right "What is Expanded Polystyrene?" quadrant.

Highlight one of the four EPS spheres and the other spheres exit frame. A new EPS sphere with "FACT" in green text stamped on appears on the right half of screen. Below it we see icon-style animation of an EPS product being thrown into a recycling bin with the chasing arrows symbol.

Camera moves quickly

Now this moves to the left half of screen, as a new EPS sphere with "FACT" stamped on in green appears on the right half of screen. Below it, show the graph from video 1 with green lines going down. Then, the graph is replaced by an illustration of a transport truck with stacks of EPS on it. Labels appear on the stacks of EPS on the truck, with text "Lighter product" "Lower costs" "Less CO2".

VO

The Global EPS Sustainability Alliance is composed of members around the world who understand the key benefits and potential of EPS applications.

The life cycle of an Expanded Polystyrene application is environmentally sustainable, recyclable, and in harmony with the core tenets of a circular economy. In a circular economy, resources are utilized efficiently, products are designed for longevity, and waste is minimized through recycling and reintegration into the production cycle. This approach contrasts with the linear model of take-make-dispose. With its diverse applications and sustainable qualities, EPS is the ideal product for many industries.

Misconceptions around Expanded Polystyrene can have detrimental effects on the environment by discouraging responsible sustainable practices and exacerbating environmental concerns.

Let's set the record straight on Expanded Polystyrene's recyclable, circular, and sustainable qualities.

Display various sustainable projects utilizing EPS, such as green rooftops and environmentally friendly infrastructure.

Again the camera moves to a new area,

This all moves to the left half of screen, and a new EPS sphere with green "FACT" stamped on appears in the right half of screen. Below this, we see animation of EPS products, like the helmet, packaging, and insulation board, gathering together. Then these products turn back into smaller EPS spheres, and then that cluster of little spheres transform into a new helmet, packaging, insulation, or other EPS products.

Camera pulls back out to the EPS life cycle graphic from earlier. Matching the audio "Recyclability" "Sustainability" and "Circularity" are highlighted.

Transition to end card:
Global EPS Sustainability Alliance logo with slogan and url (same as video 1)

EPS applications can be collected and repurposed into new products ranging from sustainable home building materials to reusable outdoor furniture, reducing waste and conserving resources.

EPS applications are sustainable. EPS applications have a lower environmental impact because they are lightweight and efficient. Lightweight applications lead to lower costs and reduced CO2 emissions during transportation.

As a lightweight building material, EPS applications take less resources to implement in the construction of municipal infrastructure projects like roads and bridges. Additionally, environmentally clean construction methods like green rooftops are made possible by EPS applications.

Collecting EPS from various sources prevents its disposal in landfills or oceans,

The collected EPS is processed, compacted, and transformed into reusable raw materials. This recycled EPS is then used to create new products thereby

contributing to a circular economy by promoting resource reuse and minimizing pollution.

EPS continues to inspire innovations that align with circular principles.

Let's remember the facts. EPS is recyclable, sustainable, and plays a crucial role in the circular economy.

The Global EPS Sustainability Alliance: Innovating for a Greener Planet

For more information visit epsindustry.org