The 5 R's:
Refuse, Reduce, Reuse, Repurpose, and then Recycle

Storyboard
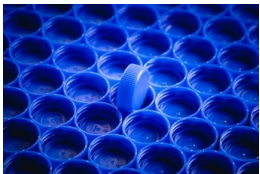
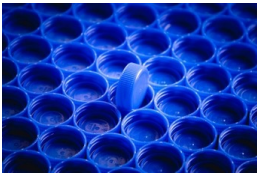| Overview	
Course Title:	The 5 R's: Refuse, Reduce, Reuse, Repurpose, and *then* Recycle
Learning objective:	Learners will be able to: - Identify the 5 R's - Organize them hierarchically - Implement them within a business thanks to the actionable steps provided - Determine which area they can focus on to improve waste management in their business
Description Text	According to the 5 R's, four actions should be taken, if possible, prior to 'recycling': refuse, reduce, reuse, repurpose, and then recycle. Incorporating this methodology into your business' waste reduction and recycling efforts will minimize landfill waste and help take your recycling program to the next level. In this short course, we explore each of the 5 R's and the benefits of putting them into practice at your business.
Unit's lessons	Introduction, Refuse, Reduce, Reuse, Repurpose, Recycle, Conclusion
Client:	Zerowaste (Fictional company)
Instructional Designer:	Elodie Chancelier

Lessons		
Nr	**Name**	**Content**
1	Introduction	Can You Take Your Company's Recycling Program To The Next Level?
2	Refuse	Product selection with a new vendor – Multiple choice
3	Reduce	Purchase delivery options – Flashcard grid
4	Reuse	Example: how to reuse in the break room - quiz
5	Repurpose	Match objects with a possible way to repurpose them.
6	Recycle	Infographic on 5 R hierarchy Drag and drop recycling fact cards to True/False piles
7	Conclusion	Congratulations + prompts to apply in business

Style Guide	
Logo	None
Cover Photo	
Custom colors	Background # E9F4FF | Blue text #4BAAF4 | Accent color: Sky (#4BAAF4)
Fonts	Heading: Inter size 50 in blue text color (#4BAAF4) Body: Inter
Additional Notes	Navigation: Stepped | Indicator types: Dots
Templates	Microlearning ; Theme: Apex

Section 1: Introduction

Lesson		Introduction	
BLOCK ID	1.1	**BLOCK TYPE**	Text on image
NOTES		**CONTENT**	
Image full width 		**Image:** Plastic bottle caps **Text:** Can You Take Your Company's Recycling Program To The Next Level? **Button:** Pulsing downward arrow at the bottom of the page to start the course.	

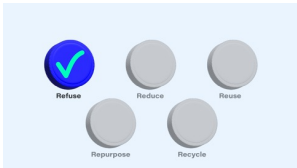| Lesson		Introduction	
BLOCK ID	1.2	**BLOCK TYPE**	Text > Statement B
NOTES		**CONTENT**	
Heading, centered: Black text, size 20:		The 5 R's: Refuse, Reduce, Reuse, Repurpose, and *then* Recycle Apply the 5 R's to your business' waste management and recycling strategies with a quick learning exercise.	

Lesson		Introduction	
BLOCK ID	1.3	**BLOCK TYPE**	Divider > Continue
NOTES		**CONTENT**	
Connect to previous block		Start button	

Section 2: Refuse

Lesson		Refuse	
BLOCK ID	**2.1**	**BLOCK TYPE**	Divider > Numbered divider
NOTES		**CONTENT** 1	

Lesson		Refuse	
BLOCK ID	**2.2**	**BLOCK TYPE**	Text > Heading
NOTES *Connect to previous block* Heading, centered		**CONTENT** Refuse	

Lesson		Refuse	
BLOCK ID	**2.3**	**BLOCK TYPE**	Divider > Continue
NOTES *Connect to previous block*		**CONTENT** Continue button > Label: Start	

Lesson		Refuse	
BLOCK ID	**2.4**	**BLOCK TYPE**	Image > Image & text
NOTES Image on the left		**CONTENT** **Image:**	
Text in black, size 22, justify		**Text :** You are talking with a potential new vendor. They are offering a range of products. The pricing depends on the quality of the different items.	

Lesson		Refuse	
BLOCK ID	**2.5**	**BLOCK TYPE**	Knowledge check > Multiple choice
NOTES *Connect to previous block* Question: Black, bold, size 22, left aligned Choice text: Black, size 22 Feedback: Black, size 20, aligned, some text in bold		**CONTENT** **Question:** What should you do? **Choice text:** Save money and buy the cheaper product. / Pay a little more for the higher quality product. (correct answer) **Feedback:** Buying **high-quality products** may cost more money upfront but will end up saving you money in the long run. Higher-quality products are **more energy efficient and durable**, meaning your business can avoid replacement and repair costs down the road. Since the lifespan of high-quality products are longer, you end up sending **less waste** to landfill and your business' **disposal costs** will reflect that.	

Lesson	Refuse		
BLOCK ID	**2.6**	**BLOCK TYPE**	Divider > Continue
NOTES		**CONTENT**	
Connect to previous block		Continue button Completion type: Complete Block Directly Above Hint text: Complete the content above before moving on.	

Lesson	Refuse		
BLOCK ID	**2.7**	**BLOCK TYPE**	Text > Heading
NOTES		**CONTENT**	
Text: black, bold, size 34, centered		**Text:** Nice job !	

Lesson	Refuse		
BLOCK ID	**2.8**	**BLOCK TYPE**	Image > Image & text
NOTES		**CONTENT**	
Connect to previous block Image on the right, size 75%		**Image:** Validation_1.png	

Text: black, bold, centered, size 26		**Text:** You have completed the first step!	

Lesson	Refuse		
BLOCK ID	**2.9**	**BLOCK TYPE**	Divider > Continue
NOTES		**CONTENT**	
Connect to previous block		Continue button	

Section 3: Reduce

Lesson		Reduce	
BLOCK ID	**3.1**	**BLOCK TYPE**	Divider > Numbered divider
NOTES		**CONTENT**	
		2	

Lesson		Reduce	
BLOCK ID	**3.2**	**BLOCK TYPE**	Text > Heading
NOTES		**CONTENT**	
Connect to previous block Heading, centered		Reduce	

Lesson		Reduce	
BLOCK ID	**3.3**	**BLOCK TYPE**	Divider > Continue
NOTES		**CONTENT**	
Connect to previous block		Continue button > Label: Start	
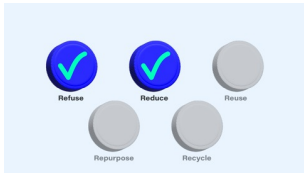
Lesson		Reduce	
BLOCK ID	**3.4**	**BLOCK TYPE**	Text > Statement B
NOTES		**CONTENT**	
Text: Black, size 22, justify, selected words in bold		**Text:** This vendor is also promoting a **subscription program**. You would get weekly deliveries of smaller quantities of the product. In order to promote this new program, they are offering a 10% sign up discount. You can otherwise **purchase in bulk** at the regular price.	

Lesson		Reduce	
BLOCK ID	**3.5**	**BLOCK TYPE**	Text > Statement B
NOTES		**CONTENT**	
Connect to previous block Text: Black, size 24, centered, selected words in bold		**Text:** What should you do next? **Flip the correct card below.**	

Lesson	Reduce
BLOCK ID 3.6	**BLOCK TYPE** Interactive > Flashcard grid

NOTES	CONTENT
Connect to previous block Front text: Black, size 14, selected words in bold Back text: Black, size 22, selected words in bold, "reduces" in bold and blue	**Card 1 Front: text:** Select the **subscription** program. **Card 1 Back: text:** **Oh no!** This will lead to more packaging waste. Do you know if the supplier ships the products in a sustainable fashion? **Card 2 Front: text:** Opt to buy in **bulk.** **Card 2 Back: text:** **Great choice!** Purchasing items in larger quantities **reduces** associated packaging waste.

Lesson	Reduce
BLOCK ID 3.7	**BLOCK TYPE** Divider > Continue

NOTES	CONTENT
Connect to previous block	Continue button

Lesson	Reduce
BLOCK ID 3.8	**BLOCK TYPE** Text > Heading

NOTES	CONTENT
Text: black, bold, size 34, centered	**Text:** Well done!

Lesson	Reduce
BLOCK ID 3.9	**BLOCK TYPE** Image > Image & text

NOTES	CONTENT
Connect to previous block Image on the right, size 75% Text: black, bold, centered, size 26	**Image:** Validation_2.png **Text:** You have completed the second step!

Lesson	Reduce
BLOCK ID 3.10	**BLOCK TYPE** Divider > Continue

NOTES	CONTENT
Connect to previous block	Continue button

Section 4: Reuse

Lesson		Reuse	
BLOCK ID	**4.1**	**BLOCK TYPE**	Divider > Numbered divider
NOTES		**CONTENT** 3	

Lesson		Reuse	
BLOCK ID	**4.2**	**BLOCK TYPE**	Text > Heading
NOTES *Connect to previous block* Heading, centered		**CONTENT** Reuse	

Lesson		Reuse	
BLOCK ID	**4.3**	**BLOCK TYPE**	Divider > Continue
NOTES *Connect to previous block*		**CONTENT** Continue button > Label: Start	

Lesson		Reuse	
BLOCK ID	**4.4**	**BLOCK TYPE**	Text > Paragraph
NOTES Text: Black, size 22, centered, selected words in bold		**CONTENT** **Text:** **Click on the tabs** below to learn more about reusing items at work.	

Lesson		Reuse	
BLOCK ID	4.5	**BLOCK TYPE**	Interactive > Tabs
NOTES		**CONTENT**	

NOTES

Connect to previous block
Text: Black, size 22, justify, selected words in bold and/or blue.
Image 1:

Image 2:

Image 3:

CONTENT

Item # 1:
Title: Plastic crisis!
Description text:
Single-use plastics have created a "throw-away" culture by normalizing consumer behavior of using materials once and then throwing them away. The rate at which we consume plastics has become unimaginable, and the **plastic crisis** has become one of the world's greatest environmental challenges.
Image: Plastic bottles

Item # 2:
Title: Take action
Description text:
In an effort to reduce waste, **reuse** items throughout the workplace instead of buying new ones. Begin by focusing on one area of your business at a time, like the break room!
Image: Break room

Item # 3:
Title: Reuse
Description text:
Here is an idea:
Replace all of the single-use eating utensils, Styrofoam cups, water bottles, and paper plates with compostable or - even better- **reusable alternatives**.
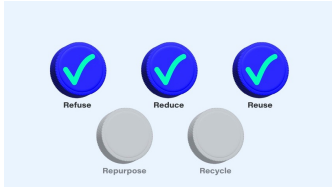**Image:** Coffee & notebook

Lesson		Reuse	
BLOCK ID	4.6	**BLOCK TYPE**	Text > Statement B
NOTES		**CONTENT**	

NOTES

Connect to previous block
Text: Black, size 22, centered, selected words in bold and/or blue.
Instruction text size 24

CONTENT

Text: You have mastered one area. Now, can you prioritize **reuse** for other products in your facility?

Select all the possibilities in the list below:

Lesson		Reuse	
BLOCK ID	4.7	**BLOCK TYPE**	Knowledge check > Multiple Response
NOTES		**CONTENT**	

NOTES

Connect to previous block
Text: Black, size 22, left aligned, selected words in bold and/or blue
Choice text: size 14

CONTENT

Text:
Question: We can **reuse**...
Choice text: rechargeable batteries / printer cartridges / packaging peanuts / cardboard boxes
Feedback text: Correct / Incorrect
Correct = all choices selected: **Congratulations!** Let's keep going.
Incorrect: Almost there... **try again**!

Lesson	Reuse
BLOCK ID 4.8	**BLOCK TYPE** Divider > Continue
NOTES *Connect to previous block*	**CONTENT** Continue button Completion type: Complete block directly above Hint text: Complete the content above before moving on.

Lesson	Reuse
BLOCK ID 4.9	**BLOCK TYPE** Text > Heading
NOTES Text: black, bold, size 34, centered	**CONTENT** **Text:** Way to go!

Lesson	Reuse
BLOCK ID 4.10	**BLOCK TYPE** Image > Image & text
NOTES *Connect to previous block* Image on the right, size 75% Text: black, bold, centered, size 26	**CONTENT** **Image:** Validation_3.png **Text:** You are halfway through!

Lesson	Reuse
BLOCK ID 4.11	**BLOCK TYPE** Divider > Continue
NOTES *Connect to previous block*	**CONTENT** Continue button

Section 5: Repurpose

Lesson		Repurpose	
BLOCK ID	5.1	**BLOCK TYPE**	Divider > Numbered divider
NOTES		**CONTENT** 4	
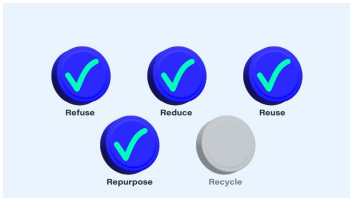
Lesson		Repurpose	
BLOCK ID	5.2	**BLOCK TYPE**	Text > Heading
NOTES *Connect to previous block* Heading, centered		**CONTENT** Repurpose	

Lesson		Repurpose	
BLOCK ID	5.3	**BLOCK TYPE**	Divider > Continue
NOTES *Connect to previous block*		**CONTENT** Continue button > Label: Start	

Lesson		Repurpose	
BLOCK ID	5.4	**BLOCK TYPE**	Knowledge check > Matching
NOTES Question text: Black, size 24, left aligned, selected words in bold and blue Feedback text: Black, size 18, justify, selected words in bold and blue		**CONTENT** **Question text:** Drag the labels to connect objects with a possible way to **repurpose** them: **Choices text:** **Matches text:** wasted printer paper... ... scrap paper cardboard boxes... ... supply storage mason jars, tin cans & coffee mugs... ... pen holders / desk organizers small wooden crates ... ... risers for computer monitors old company T-shirts ... ... wall displays **Feedback text (any response):** Sometimes it requires using some creativity, but the possibilities are endless. Designate an area of your office as an **Upcycle Station** for collecting and storing supplies. Encourage your colleagues to add items to the station they no longer need and to check there before purchasing new supplies.	

Lesson		Repurpose	
BLOCK ID	**5.5**	**BLOCK TYPE**	Divider > Continue
NOTES		**CONTENT**	
Connect to previous block		Continue button Completion type: Complete block directly above Hint text: Complete the content above before moving on.	

Lesson		Repurpose	
BLOCK ID	**5.6**	**BLOCK TYPE**	Text > Heading
NOTES		**CONTENT**	
Text: black, bold, size 34, centered		**Text:** Bravo!	

Lesson		Repurpose	
BLOCK ID	**5.7**	**BLOCK TYPE**	Image > Image & text
NOTES		**CONTENT**	
Connect to previous block Image on the right, size 75% Text: black, bold, centered, size 26		**Image:** Validation_4.png **Text:** Step 4 is complete !	

Lesson		Repurpose	
BLOCK ID	**5.8**	**BLOCK TYPE**	Divider > Continue
NOTES		**CONTENT**	
Connect to previous block		Continue button	

Section 6: Recycle

Lesson		Recycle	
BLOCK ID	**6.1**	**BLOCK TYPE**	Divider > Numbered divider
NOTES		**CONTENT**	
		5	

Lesson		Recycle	
BLOCK ID	**6.2**	**BLOCK TYPE**	Text > Heading
NOTES		**CONTENT**	
Connect to previous block			
Heading, centered		Recycle	

Lesson		Recycle	
BLOCK ID	**6.3**	**BLOCK TYPE**	Divider > Continue
NOTES		**CONTENT**	
Connect to previous block		Continue button > Label: Start	

Lesson		Recycle	
BLOCK ID	**6.4**	**BLOCK TYPE**	Image > Image & Text
NOTES		**CONTENT**	
Text: Black, size 22, justify, selected words in bold and blue Image on the right		**Text:** Last but definitely not least: recycle. Once you've gone through all of the other R's, recycling is the most environmentally friendly waste disposal method. **Image:** 5R's infography	

Lesson		Recycle	
BLOCK ID	**6.5**	**BLOCK TYPE**	Text > Paragraph
NOTES		**CONTENT**	
Connect to previous block Text: Black, size 22, centered, selected words in bold and/or blue		**Text:** Let's see if you can spot false information within these recycling facts! **Drag and drop** the cards to the **TRUE** or **FALSE** pile.	

Lesson		Recycle	
BLOCK ID	6.6	**BLOCK TYPE**	Interactive > Sorting activity
NOTES		**CONTENT**	
Connect to previous block		**Text: Category 1: TRUE** Approximately 100 billion cardboard boxes are produced each year in the U.S. Only about 5% of food is diverted from landfill. Recycling plastic saves twice as much energy as burning it in an incinerator. Glass is 100% recyclable and can be recycled endlessly without loss in quality. 70% of the total waste in offices is paper waste. Recycling a single aluminum can saves enough energy to power a TV for 3 hours. Americans throw away 25 billion Styrofoam coffee cups every year. **Category 2: FALSE** Any plastic product that has a number within the chasing arrows is recyclable. There are no more markets for recyclables. Recycled bottles are just made into new bottles. Material placed in a landfill will decompose. Containers must be completely clean in order to be recycled.	

Lesson		Recycle	
BLOCK ID	6.7	**BLOCK TYPE**	Text > Paragraph
NOTES		**CONTENT**	
Connect to previous block Text: Black, size 22, centered, selected words in bold and/or blue		**Text:** If your business doesn't already, start collecting **recyclable materials** (**including organics**). Most companies are surprised by the amount of waste they reduce by establishing an effective **recycling program**.	

Lesson		Recycle	
BLOCK ID	6.8	**BLOCK TYPE**	Divider > Continue
NOTES		**CONTENT**	
Connect to previous block		Continue button Completion type: Complete block directly above Hint text: Complete the content above before moving on.	

Lesson		Recycle	
BLOCK ID	6.9	**BLOCK TYPE**	Text > Heading
NOTES		**CONTENT**	
Text: black, bold, size 34, centered		**Text:** Congratulations!	

Lesson		Recycle	
BLOCK ID	6.10	**BLOCK TYPE**	Image > Image & text
NOTES		**CONTENT**	
Connect to previous block Image on the right, size 75%		**Image:** Validation_5.png	
Text: black, bold, centered, size 26		**Text:** You have completed all the challenges!	

Lesson		Recycle	
BLOCK ID	6.11	**BLOCK TYPE**	Divider > Continue
NOTES		**CONTENT**	
Connect to previous block		Continue button > Label: Finish	

Section 7: Conclusion

Lesson		Conclusion	
BLOCK ID	7.1	**BLOCK TYPE**	Text > Statement B
NOTES		**CONTENT**	
Text: white, size 28, centered, selected words in bold and blue **Background color:** #273f7e		**Text:** **Congratulations on mastering the 5 R's!** Which one could your business focus on improving? Think about your current waste and recycling strategies or ask your coworkers which of the R's they want to focus on improving individually. Some of the answers may surprise you!	

Lesson		Conclusion	
BLOCK ID	7.2	**BLOCK TYPE**	Text > Paragraph
NOTES		**CONTENT**	
Text: Black, size 12, left aligned, selected words in bold Insert hyperlinks Regular background color		**Text:** **Sources:** Roadrunner Recycling & Waste Management: https://www.roadrunnerwm.com/ Clean Management Environmental Group, Inc.: https://cleanmanagement.com/	