

Metro Water Recovery How We Treat Wastewater Children's Video

NEAA26 PUBLIC INFORMATION & EDUCATION: VIDEO



National Environmental
Achievement
AWARDS

Metro's new mascot Fin stars in animated children's video

• Goals for project:

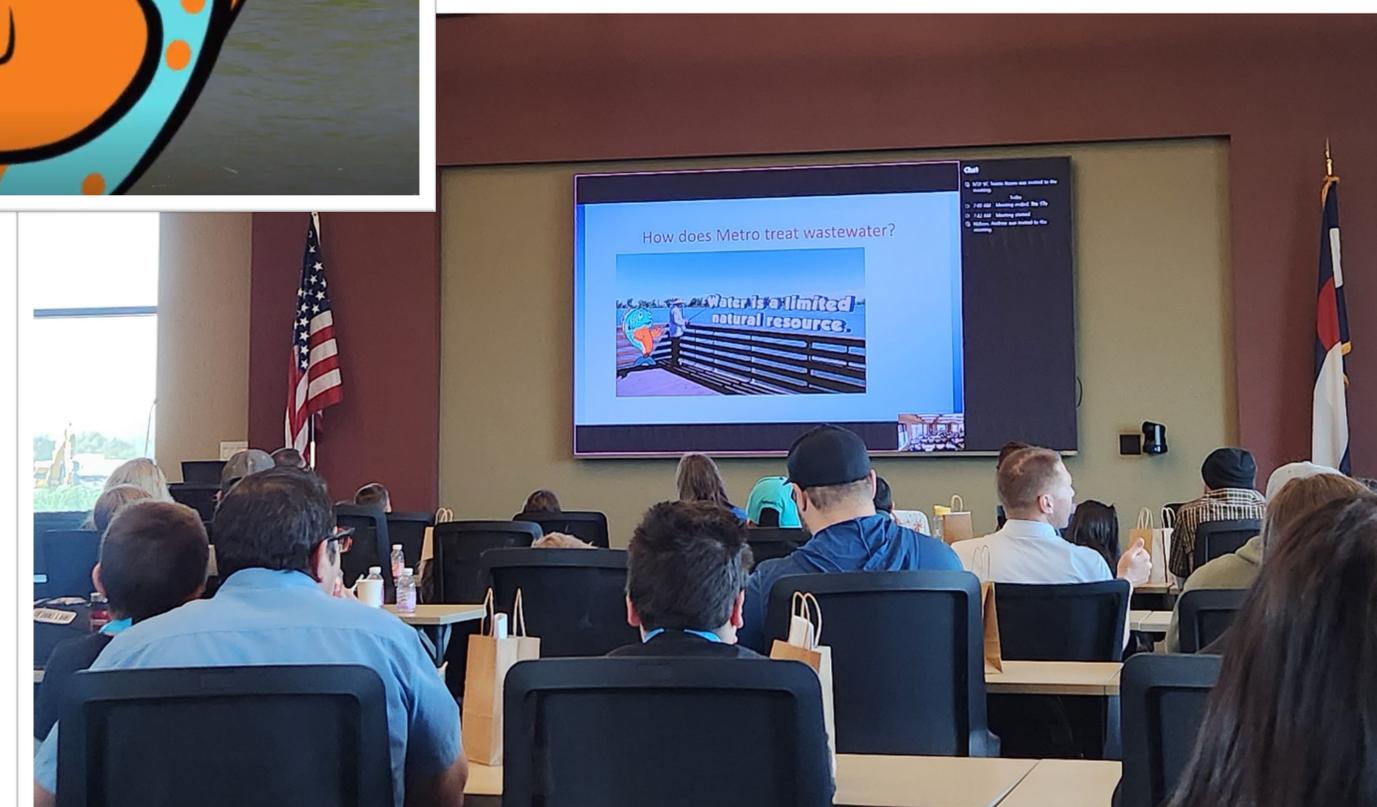
- **Simplify the science:** Provide an accurate, easy-to-understand overview of Metro's treatment process.
- **Inspire young minds:** Share Metro's vision and mission with elementary-age children in our service area and beyond.
- **Engage through animation:** Reach more youth with vibrant visuals and storytelling.



Scan to watch!

Outcome:

- 273 video views
- 33 views in Spanish
- 330 event viewers





METRO WATER RECOVERY®

Member Spotlight

Metro Water Recovery produced a new animated children's video to teach young students about wastewater treatment.

Fin, the orange-spotted sunfish, stars in the video, which explains how Metro protects the Denver Metro region's health and environment by recovering resources. In the animated video, Fin helps the audience understand what wastewater is, how Metro cleans it, and the organization's role as a steward of the environment.

Working with contractor All Terrain Studios, the video was professionally filmed, edited, animated and narrated to create a quality product. Other work included extensive review to ensure the video was accurate to the process while remaining understandable to the target audience of elementary-age students.

The team premiered the children's video to employees at the start of 2025 to a resounding success. Fin and the video were shared on Metro's [website](#), pitched to media, emailed to teachers, and posted on [Facebook](#), [LinkedIn](#), and [YouTube](#). The video was added to the digital kiosk at both the Robert W. Hite Treatment Facility in Denver and the Northern Treatment Plant in Brighton, so visitors can watch the video on demand.

On YouTube, the video has garnered a total of 273 views. Metro also tracked the number of group viewers as the video was shared throughout the year, with over 330 seeing the video at various events.

Accessibility was a large focus for this video, with the intention of meeting standards set by the Americans with Disabilities Act. To ensure even more children could enjoy the video, Metro translated it into Spanish. The Spanish version of the video has received 33 views on YouTube since May.

The team has found that the video resonates with audiences beyond the target age group and is useful for all ages in explaining the basics of wastewater treatment. The video provides an overview that even adults say helps them to get a basic idea of the process. Metro has begun sharing the video before tours for all age groups to increase understanding for those interested.

The video is available publicly on Metro's website at www.metrowaterrecovery.com/fin. It serves as an educational resource for employees, public outreach, educators, children, and customers in Metro's service area and beyond.