



# Recyclebank®

Big rewards for small actions in El Paso

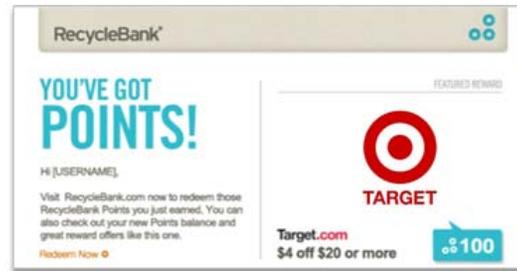
Program Briefing  
October 2011

**Recyclebank helps create  
a more sustainable future  
by rewarding people for  
taking everyday green actions  
with discounts and deals  
from more than 3,000  
local and national businesses.**





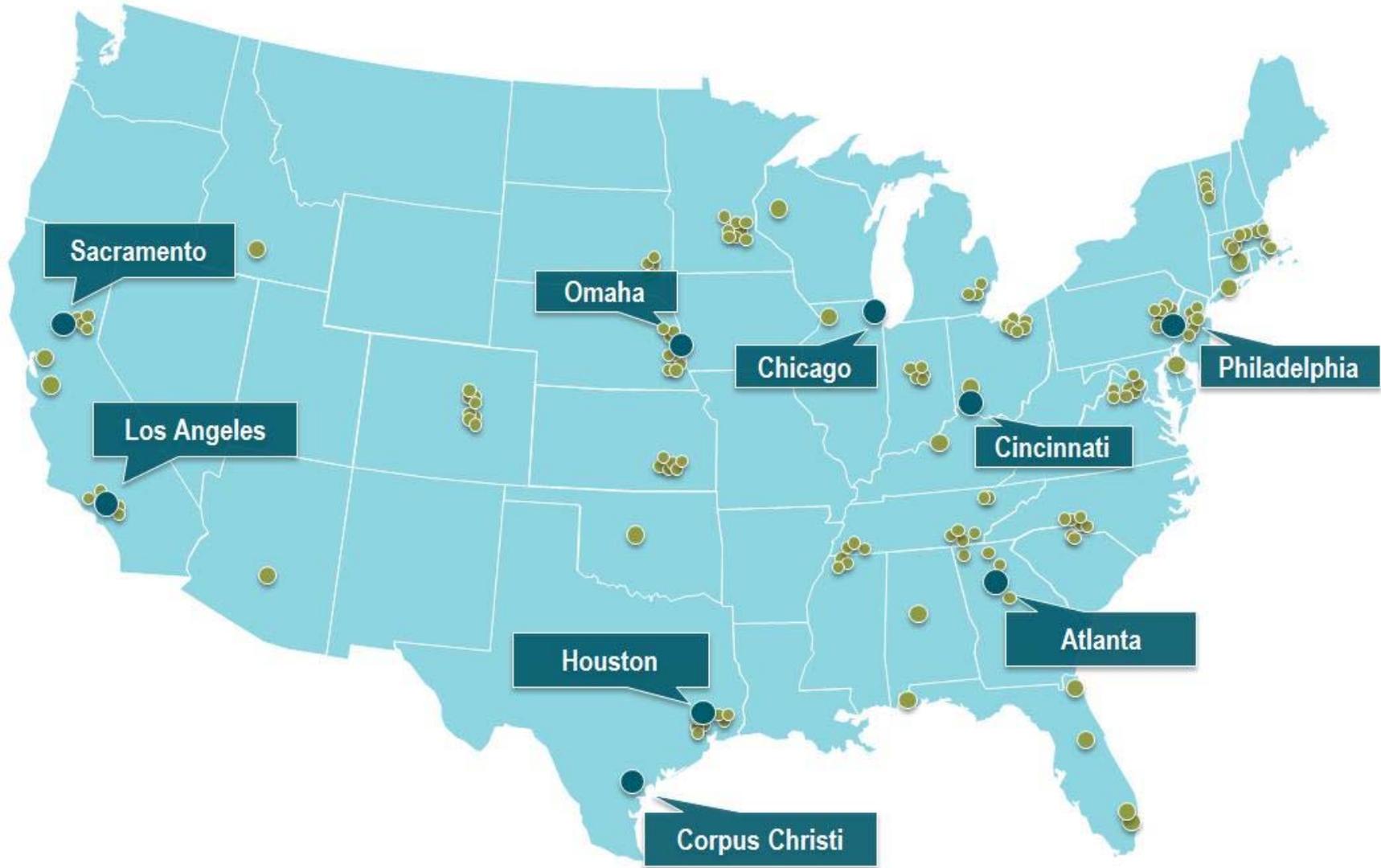
**78%** of consumers say they would do more if they understood how a particular “green” action could help the environment as well as benefit them personally.



**Recycle → Earn → Reward**

El Paso members receive an average of \$70-150 in rewards and savings.

# 350 Communities – 2.5 Million Households



# Why Do Cities Choose Recyclebank?

## REALIZE GOALS

- Sustainability & Waste Diversion
- Zero Waste Initiatives
- Increase Revenue to Local Businesses

## ENGAGE THEIR COMMUNITIES

- Rewards
- Education
- Outreach
- Ongoing Communications

## IMPROVE TRASHONOMICS

- Avoid Disposal Costs
- Increase Commodity Revenue
- Reduce Contamination

## Real Impact. Durable Results.

**425+ lbs**  
15-20% more  
with Recyclebank

**360 lbs**  
Typical Single Stream  
Recycling Household



Start earning now!

[sign in](#) [register](#) [f login](#)

EARN POINTS

GET REWARDS

LIVE GREEN

ABOUT US

### Earn Points

Take everyday green actions like recycling household goods and cutting back on your energy use.

### Get Rewards

Redeem your points for discounts and merchandise at places you like to shop.

### Live Green

Learn how you and your family can tread more lightly upon the world.

### Big Rewards for Taking Small Actions

It's our world, let's better it together.

[Register](#)

#### EARN POINTS



#### Recycle Ziploc® Bags

Pledge to recycle your Ziploc® brand bags and earn!

Earn up to 12 points

[learn more](#)

#### REDEEM REWARDS



Save on \$1.00 on (1) Dove® go fresh™ Rebalance Body Wash (10 oz or larger)

25 points

[learn more](#)

#### LEARN



#### Recycling Q & A: Cleaning Products

Water bottles are a no brainer, but can you recycle those jugs of household cleaners?

[learn more](#)

#### LATEST TWEETS

Recyclebank We're excited to be expanding!! @Recyclebank and Republic Services Expand Rewards-for-Recycling to East Point <http://ow.ly/5IUsM> 14 minutes ago · reply · retweet · favorite

Recyclebank We're so excited to share what's coming up next, we're just tickled...green ;) The wait is almost over, Recyclebankers...stay tuned! 54 minutes ago · reply · retweet · favorite

Recyclebank All this hot weather deserves for our

#### OUR FEATURED PARTNERS



# Recyclebank.com

- Manage your account
- Check points balance
- Shop for rewards
- Discover other ways to earn
- Learn about living green

# Value/Benefits For El Paso

## 1) Broad Outreach and Education for Diversion Programs

- Non-Traditional, Social Media, Digital Engagement
- Multi-Lingual, Cultural
- Every resident/homeowner
- Bi-lingual customer service center
- Massive Movement – Compelling Content



La Ciudad de Phoenix  
ESTÁ RECOMPENSANDO POR RECICLAR



Reciba boletos de cine, descuentos en tiendas y mucho más.

Regístrese hoy en 1.888.727.2978 y [recyclebank.com/phoenix](http://recyclebank.com/phoenix)

\* For SW Phoenix Homeowners

RecycleBank®



Recyclebank®

# Rewards

3,000+ Reward Partners

## Sample Reward Offers

Partner

Offer



Free salad with purchase of a happy meal



1 Free Admission



\$5 off \$20 purchase



## LOCAL BUSINESS

About 40% of all rewards are redeemed at local and regional businesses.



Valuable Rewards for everyday needs from Local, Regional, and National Partners.

# Potential Reward Partners

Bonus Reward at Activation – i.e. free ticket

Champion Community Sponsor



El Paso  
**Museum  
of Art**

EL PASO  
  
MUSEUM OF HISTORY





# Recyclebank<sup>®</sup>

## Green Schools Program



## Promote environmental education in local Schools

Teacher & student submitted grant applications for projects up to \$2,500

Beautify an outdoor space, create a recycling program, conserve water or reduce energy use.

Grants awarded by member point donations

**Donate your Recyclebank Points to  
Support local schools and environmental education.**

# AWARDS AND PRESS

- 

**#1 Clean-Tech Company, 2011**  
**#4 Next Big Thing, 2011**  
*Wall Street Journal*
- 

**2009 Technology Pioneer**  
*World Economic Forum*
- 

**2009 Champion of the earth**  
*United Nations Environment Programme*
- 

**2010 Global Cleantech 100**  
*CleanTech Group*
- 

**Outstanding Excellence in Public/Private Partnerships, 2009 & 2010**  
*U.S. Conference of Mayors*
- 

**Eco Role Model, 2009**  
*O, The Oprah Winfrey Magazine*
- 

**Responsibility Pioneer, 2009**  
*TIME Magazine*
- 

**2010 Loyalty Marketing Innovation Award**  
*COLLOQUY Loyalty Awards*



**The New York Times**



# El Paso Program Design

- Community Weight Based Model
- Use existing GPS truck technology to validate participation
- \$0 start-up fee
- Fixed \$4.20 per household annual fee (.35 cents per household per month).
- Increased commodity revenue from MRF used to partially fund program costs.

# Recyclebank in El Paso

Perfect alignment to El Paso's Education and Outreach Missions

Proven to Create Economic & Environmental Value

Further connect residents to environmental programs

Accelerate achievement of sustainability goals

Promotes local business revitalization

A green incentives "currency" for multiple sustainability initiatives

Provides an additional platform for outreach & education