

**RecycleBank<sup>®</sup>**





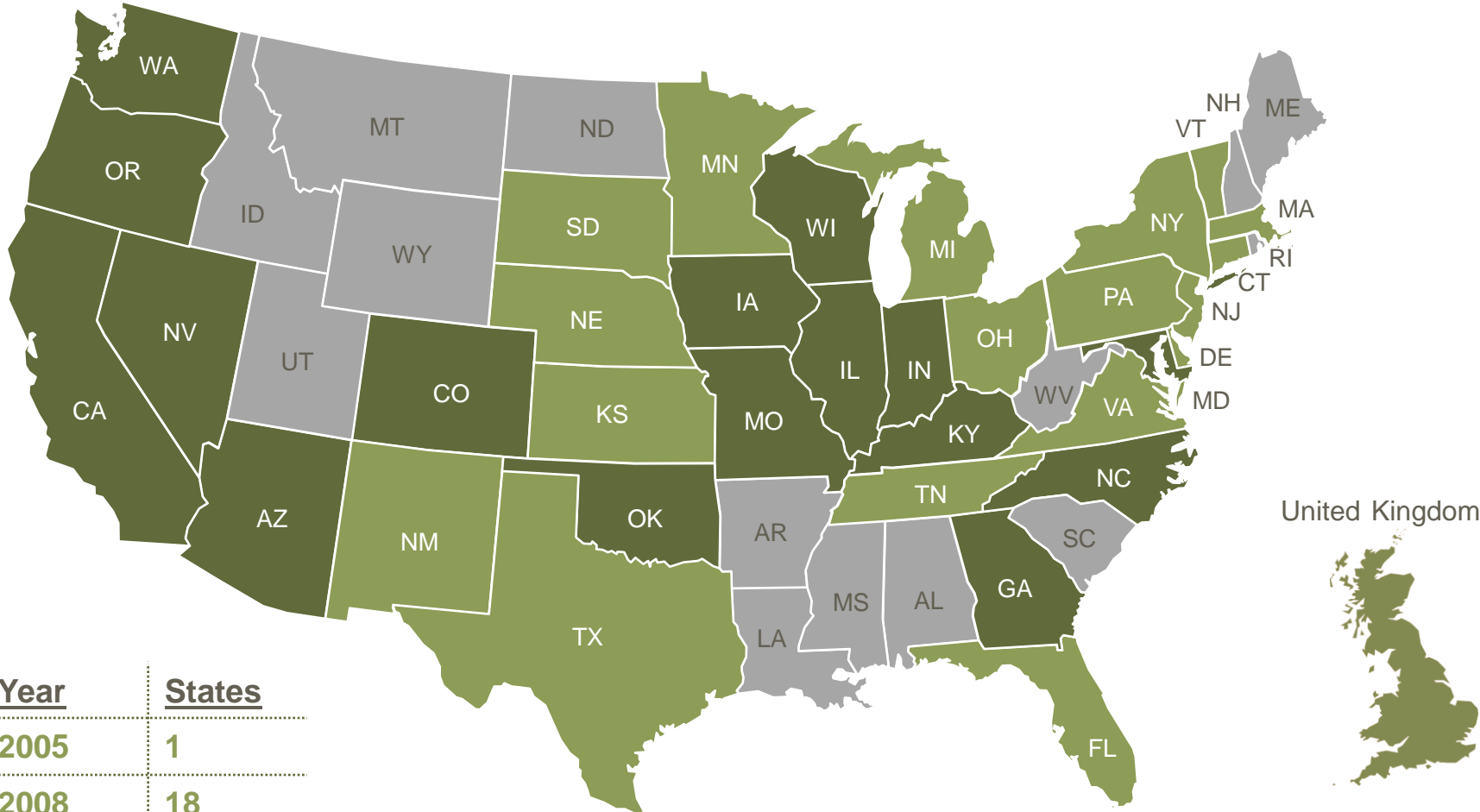
**RecycleBank<sup>®</sup>**  
REWARDS/FOR PEOPLE & PLANET



***On every street  
in every neighborhood  
in every city...***

***RecycleBank is rewarding  
people for recycling***

# RecycleBank Footprint



**Year**

**States**

**2005**

**1**

**2008**

**18**

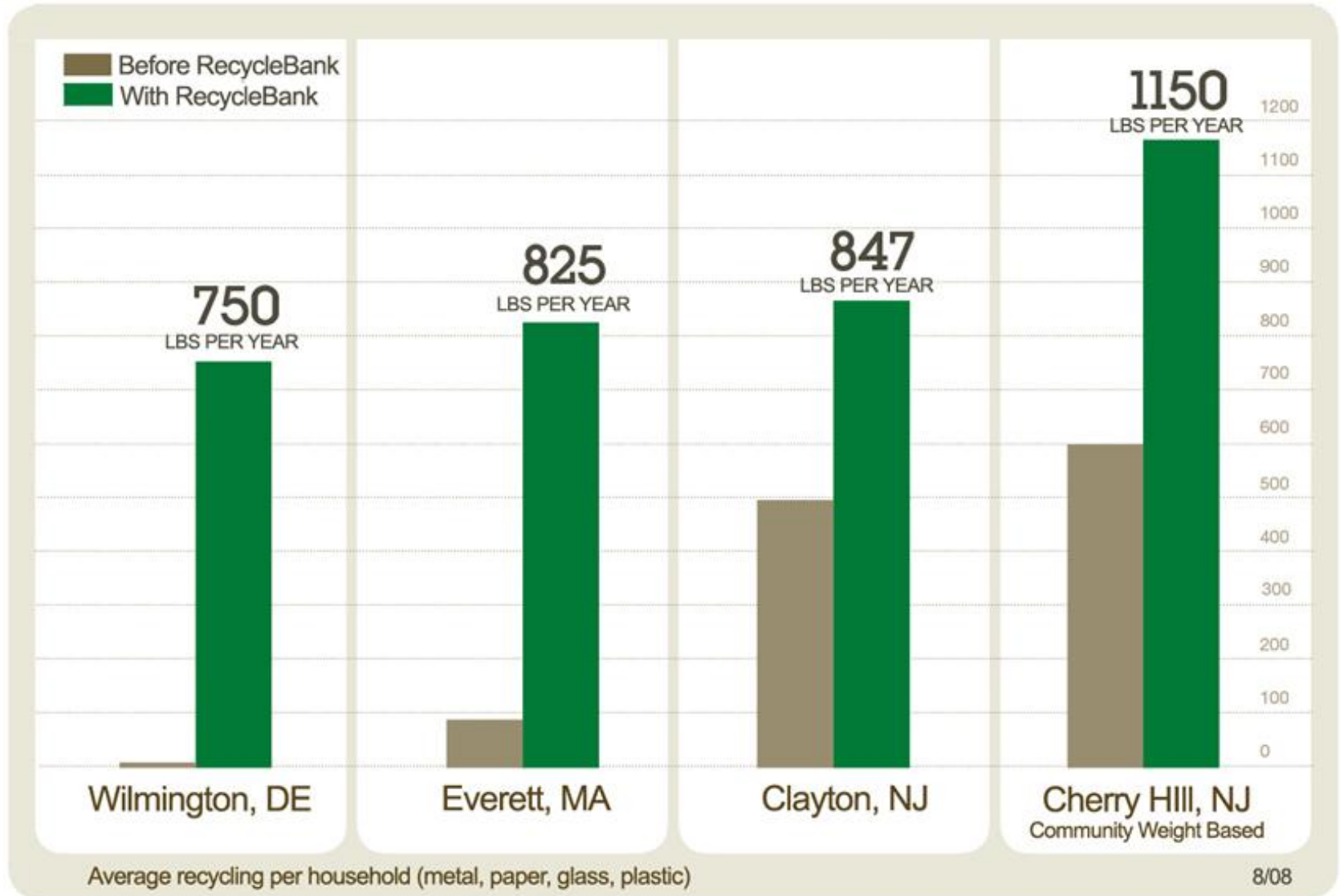
**2009**

**25**

**2010**

**33**

# RecycleBank Increases Recycling



# Sample National Reward Partners

(1400+) National and Local Partners in the program



# Local Rewards = Local Economic Impact

Over half of all RecycleBank Reward  
are redeemed at local businesses



“

If I find a business that is participating in the RecycleBank Rewards Program, I am more likely to bring my business there... That's important to me.

”

**Betsey,**  
*RecycleBank Customer*  
*Chestnut Hill, PA*

# Value Proposition



*“RecycleBank helps us connect with our customers in a unique and meaningful way.”*

--Jeff Hennion, CMO, Dick's Sporting Goods



## RECYCLE

Just toss all of your recyclables into your recycling cart, no sorting needed.



## RECORD

The amount you recycle is converted into RecycleBank Points.



## REWARD

Redeem Points for rewards from hundreds of local and national businesses.

# Every Resident is Rewarded

## Local Economic Development

- Each home can earn hundreds of dollars worth of rewards per year
- On average, over half of all rewards are redeemed at local and regional businesses

## Environmental Savings

In one year a household can save:

- 10 trees
- 721 gallons of oil
- 4,536 gallons of water



# Manual Collection Example



# Summary

- ❖ RecycleBank is a rewards & loyalty company
- ❖ 3 steps – Recycle – Record – Reward
  - ❖ Residents Recycle (dual or single stream)
  - ❖ Participation is Recorded
  - ❖ Residents get Rewarded
- ❖ Everyone has a recycling container
  - ❖ with a Radio Frequency Identification tag
- ❖ Recyclables are weighed
  - ❖ 2 different methods
- ❖ Members choose the rewards they want
- ❖ Members can donate or redeem points
- ❖ Monitor Environmental Footprint
- ❖ Reporting to track program performance
- ❖ Community Education and Outreach
- ❖ Economic Development
- ❖ Decrease disposal costs

# RecycleBank Press Coverage



Chosen as a 2009  
Technology Pioneer  
*World Economic Forum*



2009 Champion of the earth  
*United Nations Environment Programme*



*The New York Times*



Chosen as 1 of the 20 ideas  
changing the world  
*Plenty Magazine*



TIME



Featured as one of the 11  
Great Green Ideas  
*Fortune Magazine*



Outstanding Recycling  
Innovation Award  
*National Recycling Coalition*



sundance  
CHANNEL



Newsweek



SVN Innovation Award  
*Social Venture Network*



Forbes®



# RecycleBank Investors

---



- First investors in Google, Sun Microsystems, AOL, Amazon
- Partners include Al Gore, Colin Powell and John Doerr

SIGMA+ PARTNERS

- Over \$2B under management
- Investments in clean tech, infrastructure, software & services



- Led by Jim Robinson, former Chairman & CEO of American Express
- Advisors include numerous Fortune 500 CEOs



- Founded by Steve Westly, former CFO of State of California
- Investments in leading and up-and-coming clean tech companies



- World's largest beverage company



- One of the world's foremost business management institutions

**RecycleBank<sup>®</sup>**

