Changing Behaviors: Our Model

ACTION @ SCALE
A Decade of Learning: The Evolution of a Behavior Change Platform

Using technology to reward an individual’s recycling behavior

Online engagement, impact tracking, data analysis, expanded green actions

Social sharing, mobile, featured content, local recycling information, badges

Recyclebank Founded

First pilot in Wilmington DE

Green Schools Launches

Full city rollout in Philadelphia

Digital platform launched

50-State Challenge

One Twine launched

My Recycling Resource launched

Best-in-class mobile

A World Without Waste
Proven Model → Adapted For Waste × Applied At Scale = Impact

- Ability
- Motivation
- Trigger
- Education & Access
- Incentives & Recognition
- Notifications & Reminders
- Partnerships
- Platform
- Individuals

Real World Impact
Turning Information Into Action

Layered with the infrastructure you already provide, Recyclebank will build on your efforts to provide a turnkey program to drive positive results for your waste stream.

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Empowering Education

Plug and play content and materials for you to share with residents.
Measuring & Rewarding

Using data to constantly measure results, and recognizing and rewarding people for a job well done.
My Community

Reminding residents that small actions add up to make a BIG difference.
Real-Time Recycling Help

Creating a sense of urgency around waste behavior with real-time information
Data-Driven Action

Developing customized marketing in real-time based on measured needs analysis.

**High Redemptions**
Plan:
Q2: Analyze reward offering
Q3: Roll out in other districts

**Low Set Outs**
Plan:
Q1: Bill Insert, email campaign
Q2: Cart Hangers

**Low Subscription**
Plan:
Q3: Mailer
Q3: Local Event Sign-Ups

**Low Logins**
Plan:
Q1: Email campaign
Q2: Challenge
Proven approach. Proven results.

Recyclebank®