Recycle Coach

Recycling simplified.

Whether it’s remembering to take out the trash or figuring out what you can and can’t recycle, we’ve got you covered. We worry about your garbage and recycling so you don’t have to.
An extension of your support team
Making your information easy to find

- Mobile App (Android and iOS)
- Web App (fits on any webpage)
- Smart devices (Google + Alexa)
- Social Media (FB + Twitter)
Our approach

1. Identify a problem contaminant
2. Focus on the main behavior that leads to contamination
3. Teach residents the correct behavior
4. Fix the behavior, fix the problem
5. Here’s how we helped the city of Laurel
How we helped The City of Laurel
How we helped The City of Laurel
How we helped The City of Laurel
Campaigns

Targeted educational effort (ex: Plastic Bags)

Focus attention on a single problem
(clients select the one they want to target)

Each Campaign lasts for 8-weeks

At the end of 8 weeks, we supply you with all of the data (ROI)

Traffic sources:
- Weekly notifications
- Web app (Promo ad)
- Mobile app (News feed)
- Link from material searches
- Social media (FB & TW)
Campaign content

- Quiz (Pre vs. Post)
- Social media
- Videos
- Blog articles
- Poll questions
- Home kit
Measuring impact

- Entry and exit surveys were used to quantify participation and understanding.
- Leveraged analytics from social media, Google Analytics, and the Recycle Coach Network to measure content effectiveness.
Participation Results

- 470 residents participated in the pilot during the 8 weeks
- 73% of traffic was generated through Recycle Coach (Web and Mobile App), 27% through Social Media
Addressing knowledge gaps

13% of Laurel residents thought that it was ok to bag their recyclables.

100% of residents that selected the incorrect way of placing recyclables in the bin on entry, got the answer correct on exit.
Changing behavior

90% are now more confident about knowing how to dispose of plastic bags.

94% will remind friends and family not to bag their recyclables.

99% now understand the effects that bagged recyclables have on the recycling process.

100% will remember not to bag recyclables in the future.
What did residents think?
The information was really helpful! I already recycle plastic bags at store recycling centers but it is helpful to hear that I’m making the correct choices.

- Laurel residents

I had no idea before this campaign about the effects of bags in the recycling bin.

Love this campaign. Glad our community takes recycling so seriously and thank you to whoever organizes these fun campaigns to educate the community.
I was not aware the bags were creating such a problem in the machines. Thank you for sharing this.

Very helpful and informative! Coachlings are the cutest!

It’s a well thought out campaign that’s easy to understand and not preachy.

- Laurel residents
Reactions

92% Of residents said they wanted to participate in more campaigns

4.6 residents loved interacting with the Coachlings
Resources

Laurel campaign page: https://campaigns.recyclecoach.com/laurel-plasticbags

Pilot case study: https://campaigns.recyclecoach.com/casestudy

Survey-building tools
Typeform
Zoho
KeySurvey

Social and video analytics
Facebook
Twitter
Hootsuite
Buffer
Vimeo
YouTube

Web analytics
Google Analytics

Link tracking
Bitly
Rebrandly
Sniply
Contact

John MacDonald
Director of Sales
Recycle Coach
1.855.343.3363 x119
jmacdonald@recyclecoach.com