

Recyclebank®

2013 A YEAR IN REVIEW

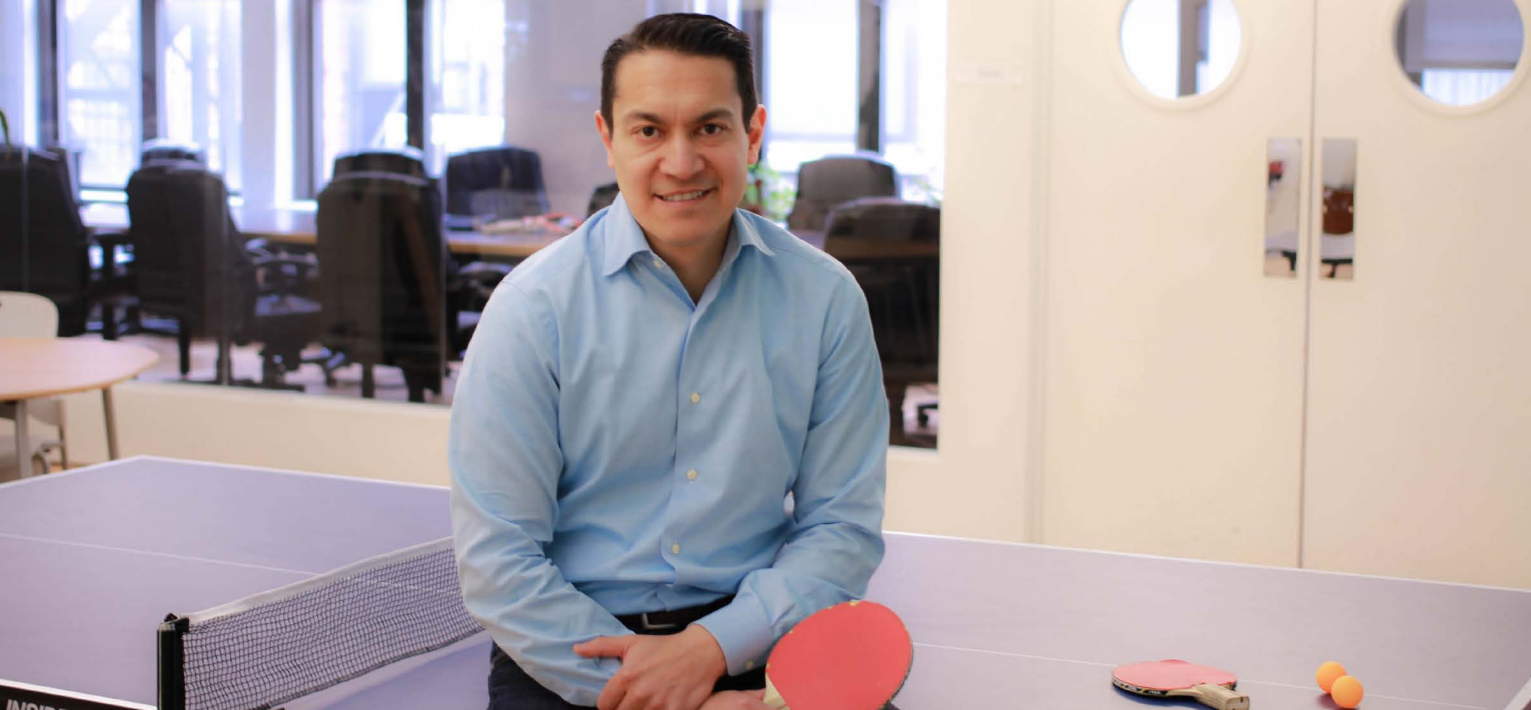


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Letter from CEO Javier Flaim

It was 10 years ago that we at Recyclebank piloted our first recycling rewards program. Since then, we've made some incredible progress tackling one of the major environmental issues of our time—waste disposal.

This is a report about what we've accomplished so far. We're tremendously proud of our progress with our municipalities, waste hauler partners, corporate sponsors and brands. But we also know there's a lot more work ahead. While Recyclebank has gained traction in over 300 communities in all 50 states, we've still got big plans and lots of new ways to inspire consumers to take positive actions that create real-world impact. I'd like to share some of them with you in this report.

As we continue toward our goals, we always like to remind ourselves of why we started down this path. Here are the four big principles that guide everything we do.

For Big Challenges, You Need Lots of Help

We've gotten this far thanks to municipalities, waste hauler partners, local and national brands and the individual actions of millions of consumers. We strive to find common ground—and be a unifying collaborative platform—to deliver impact at scale—and thank them tremendously for their partnership and support.

Nudges Help Us Take the First Step

We're a behavior changing platform and know that incentives and motivational elements are essential for creating impact. In 2013, consumers were encouraged to take over 20 million green actions and the communities

that participate in our community recycling program recycled an estimated 768,000 tons. How did this happen? With the help of our partnerships with municipalities, haulers and brands combined with valuable points and unique rewards.

Education Inspires Innovation

People want to make smarter, sustainable choices. But before they act, they need to be educated. Education empowers people to make the right decisions and opens them up to new solutions. We help people make better choices from the products they buy to the correct disposal of the items they use.

Impact Rewards Everyone

Delivering real world impact is our big, audacious goal. That is ultimately how we measure our success. But we can't reach it in just one step. By measuring our progress, we keep our team, communities and partners motivated and sure of the path toward this goal.

Thanks For Being a Part of Our Story So Far

We're tremendously grateful for everyone who has helped us get to where we are. Thank you for believing in our mission and cause.

We're excited for the years ahead and know that we will do our part make our planet a better place for future generations.



Where We've Bin

Back in 2002, recycling programs around the country were in trouble. In cities like New York City, costs associated with recycling glass and plastic were outweighing the benefits of diverting those materials from landfills. If recycling programs were to be saved, then residents



clearly needed more incentives to participate. In fact, they should be rewarded for it; at least this was the overarching idea behind Recyclebank.

Founded by Patrick Fitzgerald and Ron Gonen, Philadelphia natives and former high school classmates, Recyclebank was designed to not only encourage residents to do good things for the planet, but to reward them each and every time a participating member took a step in the right direction. What began as a series of conversations in late-2002 turned into a completed business plan the following year. In 2004, they rolled out one of the first pilots of Recyclebank's innovative recycling rewards program in Philadelphia.

While it began as Patrick and Ron's dream, it wasn't long before others came to help. Since 2004, we've boosted recycling rates in more than 300 communities, grown to over 4 million members and helped launch new programs in communities all across America.

We've come a long way together. But with nearly 300 million tons of trash ending up in landfills each year and billions of dollars spent on waste disposal in the U.S., we all have more work to do!

Let's take a look back at some of our big moments. We'll then plot a few paths forward and reveal our new plans to continue to drive sustainable change.

“Thousands in my community now understand that you can do the right thing, be incentivized to do it and save a little bit of money while you're at it. To me, that's what modern sustainability is all about.” *- Lori B., Cherry Hill, NJ*

Business Profile

Our Official Story

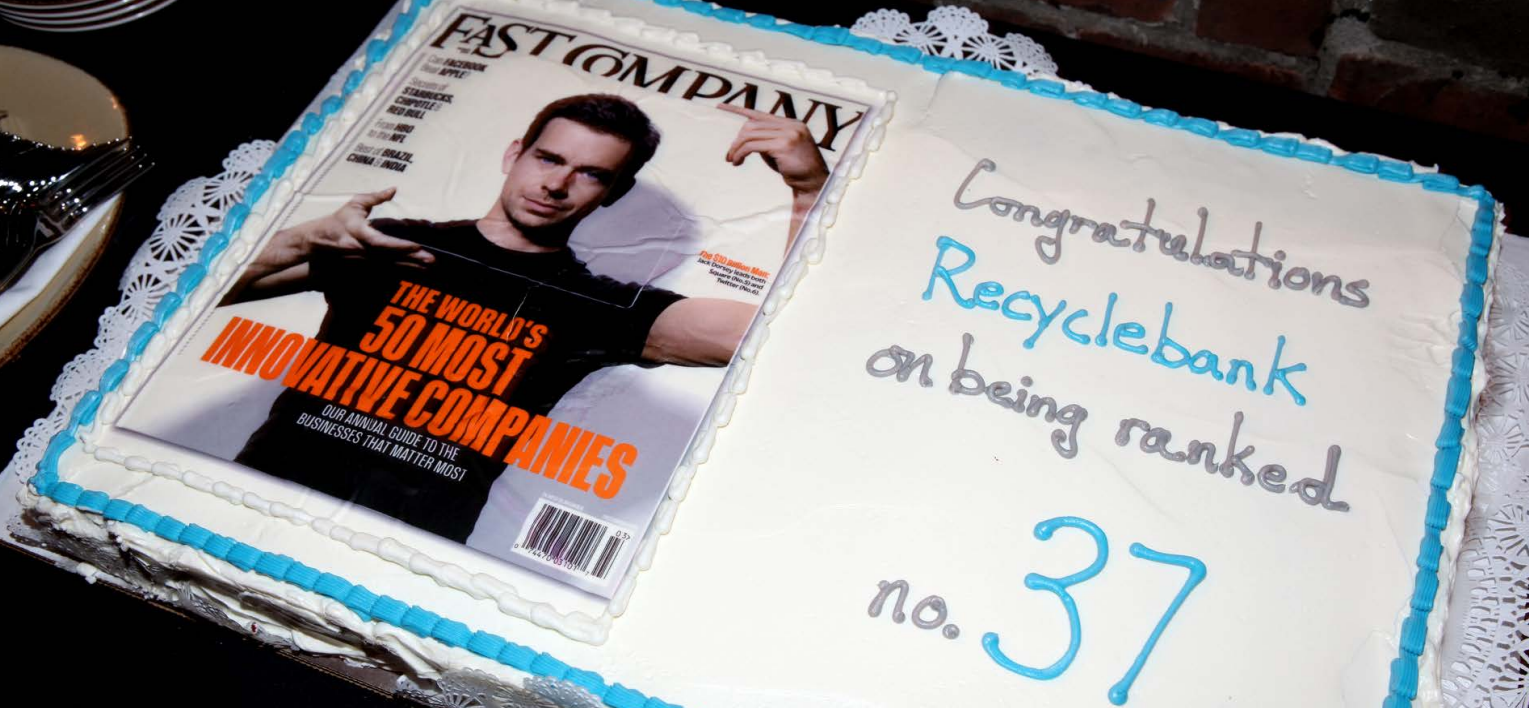
We're Recyclebank LLC, a wholly owned subsidiary of RecycleRewards, Inc. We're a for-profit, mission-driven company. Our goal is to motivate people to take positive steps to make our planet a better place to live.

The cornerstone of our business is our rewards-for-recycling program (the first and largest of its kind), which educates, engages and rewards people for participating in household recycling programs with points that can be redeemed for discounts and deals at community businesses and national brands. We've found a mix of education, metrics and incentives from our reward partners can drive lasting behavior change.

Recyclebank is a for-profit, mission-driven company.

Individuals who want to improve their lives and communities but are not eligible for our recycling rewards program can still become Recyclebank members and earn points online by completing interactive educational features and pledging to lead more sustainable lives.





Awards

"Outstanding Excellence in Public/Private Partnerships"

From the U.S. Conference of Mayors - 2013

"Global Cleantech 100 listings"

For the fourth consecutive year - 2013

"10 Hottest Startups to Watch in NYC"

By Huffington Post - 2013

"New York GreenTech 50"

Green Capital Empire - 2012

"Best Use of Gamification for Social Good Award"

At the Gamification Summit - 2012

"One of the World's Most Innovative Companies"

By Fast Company - 2012

"Sustainia100 at Rio +20"

Sustainia - 2012

"Top Ten Clean-Tech Companies"

By the Wall Street Journal - 2011 & 2012

"AlwaysOn GoingGreen Global"

2000 through 2011

"Innovations in Marketing Award"

COLLOQUOY - 2010

"Champion of the Earth"

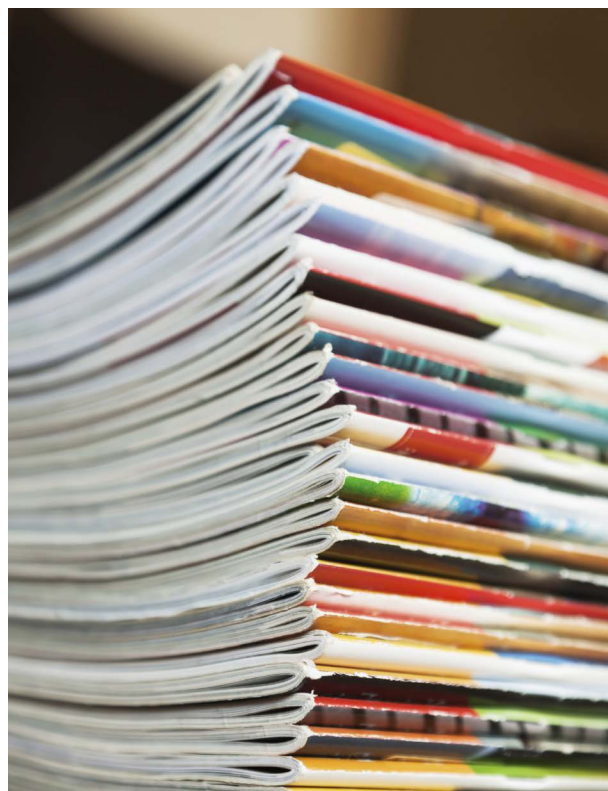
By the United Nations Environment Program - 2009

"Technology Pioneer"

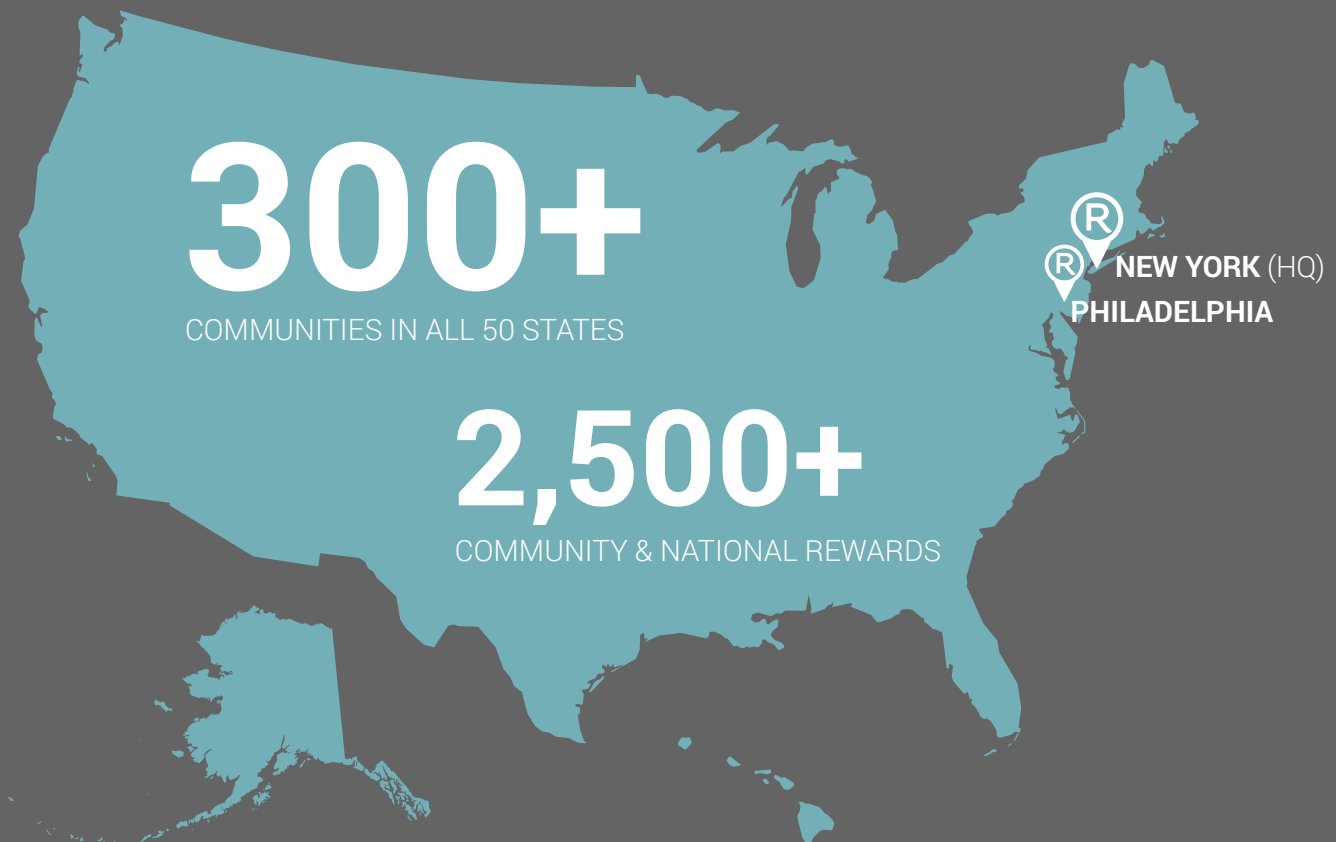
By the World Economic Forum - 2008

In the Media

In 2012, Fast Company listed us as one of the world's Most Innovative Companies. Recyclebank was also singled out as a leading venture-backed clean-tech company by The Wall Street Journal and previously named to its annual Next Big Thing list.



Recyclebank® at a glance



Company Scorecard 2013



Investors

The Coca-Cola Company
Kleiner Perkins Caufield & Byers
Generation Investment
Management

Paul Capital Investments
Physic Ventures
RRE Ventures

Sigma Partners
Waste Management, Inc.
The Westly Group

Social Channels



Milestones 2004–2012

2004	 Recyclebank is founded by Ron Gonen & Patrick FitzGerald.	 Coca-Cola, Starbucks Coffee, & 50 other businesses join the rewards program.	 Recyclebank launches its first home recycling pilot program in Philadelphia, PA.
2006	 Recyclebank rolls out a pilot program in Wilmington, DE & a full program in Clayton, NJ.		
2007	 Recyclebank receives Series A funding for growth & expansion.	 Recyclebank deploys a citywide recycling program in the municipality of Wilmington, DE.	 Recyclebank Green Schools program launches.
2008	 Recyclebank is named Technology Pioneer by the World Economic Forum.	 Recyclebank deploys in communities in Connecticut, New Jersey, Nebraska, Virginia, & South Dakota.	
2009	 Recyclebank introduces its rewards-for-recycling pilot program in the United Kingdom, launching in the Royal Borough of Windsor and Maiden head.	 Recyclebank also deploys in Rochester Hills, MI; North Miami, FL & Hartford, CT.	
2010	 Recyclebank completes its roll out in the full city of Philadelphia, PA, offering the program to over 500,000 Philadelphia residents.	 Recyclebank launches its program in Hollywood, FL to over 30,000 residents.	
2011	 Recyclebank debuts its rewards-for-recycling program in Corpus Christi, TX & the town of Brookhaven, NY.	 Recyclebank issues Gaming for Good report in conjunction with Google and ROI Research, which measures impact of social gaming on green behaviors by analyzing results from the Green Your Home Challenge.	
2012	 Recyclebank, Ziploc® Brand & the City of Corpus Christi, TX commemorate continued environmental success with an Earthscapes playground, composed of more than 30,000 plastic containers.	 Recyclebank & SC Johnson partner on the Green Choices Recycling Challenge, a recycling activation challenge in communities in all 50 states across the U.S.	 Recyclebank & Waste Management bring the rewards-for-recycling program to residents of the City of Fort Worth, TX; Osceola County, FL and Tamarac, FL.

Milestones 2013

January



Recyclebank and the City of Philadelphia are selected for the Outstanding Public/Private Partnership Award by the United States

February



Recyclebank and Domtar partner to help make sustainable project ideas come to life with Recyclebank's Green Schools program.

Cools

Coors Recycles® teams up with Recyclebank to reward consumers for their environmental efforts.

March



Waste Management and Recyclebank celebrate the one year anniversary of their partnership.



Recyclebank's CEO speaks at the Wall Street Journal's ECO:nomics Conference.



Recyclebank hosts smarter cities panel at SXSW Interactive Festival.

April



Recyclebank announces that it, along with key partner Domtar, will be funding 27 eco projects through the 2012-2013

May



City of Fort Worth, Recyclebank honored with two Gold Hermes Creative Awards.

June



Recyclebank bolsters recycling efforts with new commitments from 17 communities.



Recyclebank reduces carbon footprint 27 percent from 2011 to 2012, funds NativeEnergy Clean Water Initiative.

August



City of Bridgeport announces its recycling rate is up by 67 percent with Recyclebank partnership and single-stream

October



Recyclebank names Paul Winn Senior Vice President of Client Services and Community Solutions.



Recyclebank names Anurag Jain Chief Technology Officer.

November



Recyclebank names Javier Flaim Chief Executive Officer.



Doing Good Things Together

We're on a mission to inspire people to live more sustainably.

We started with nudges to help people reduce the amount of waste sent to landfills and improve the quality and quantity of recyclables. Then, we expanded our program to include a wide-range of topics that have a positive impact on our families, our health and our planet.

While our programs and products continue to evolve, our focus will always be on sustainability. Nothing inspires us more than helping people to take positive steps towards creating a better life for themselves, their community and the planet.

One of the biggest lessons we've learned is that everyone is somewhere on the green spectrum and we are all living and working along that continuum. What unites us is that we're all looking for new solutions and responsible ways to live more abundantly and work more efficiently.

A big part of this work involves our partners. We know that change takes time and an incredible amount of dedication, and supporting a triple bottom line is still a relatively new approach. This is why we're working together to develop an innovative blueprint to support this mission.

As we expand and grow our business, we're searching for ways to improve. Have an idea? We'd love to hear your input.

B Corp Certified – Helping Business Work for The Planet

In 2009, Recyclebank was first certified as a B Corporation. We'll apply for recertification in 2014.



The B Corp certification aims to harness the power of business to address social and environmental problems. More than 990 companies across 60 industries, representing a diverse, multibillion-dollar marketplace, have incorporated the B Corp standards into their core business.

Being certified means that we're a part of a community of businesses dedicated to making decisions that are not only for financial benefit, but also for the collective benefit of the environment and society as a whole.

As part of the certification, we submitted to a rigorous evaluation across four categories: governance, workers, community, and environment. Through this process, we improved what we do and what we track internally and are now better able to report our impact.



Bigger Shoes—Smaller Footprints

Recyclebank is always evolving its business. This means that as we grow, we need to continually improve the sustainability of our own practices. Our carbon footprint is nowhere near the scope of say a global manufacturer, but we still need to make sure our institutional impact remains low.

Right now, we're working hard to make sure that we execute our business activities in an environmentally friendly way. But we can't eliminate our footprint completely. That's where NativeEnergy comes in.

NativeEnergy is the leading provider of carbon offsets, renewable energy credits and carbon footprint consulting. With their help, we offset more than 600 metric tons of carbon dioxide emissions related to our automobile and air travel, hotel stays, servers and electricity and natural gas usage.

Between 2011 and 2012, Recyclebank reduced its carbon footprint by nearly 27% by making smarter travel decisions and being more conscious of our waste and recycling habits.

We're going to work even harder to continue this trend in the years to come. We're actually working toward our 2013 assessment as we write this report.

Carbon and Clean Water

Our offset purchases supported NativeEnergy's Help

Build™ Program, specifically investing in the Kenya Clean Water Project. By purchasing Help Build™ carbon offsets, Recyclebank helped to provide upfront funding for the installation of water filters that provide an alternative to using polluting woodstoves to purify water—reducing greenhouse gas pollution and bringing clean air and water to families across Kenya.

Source	Metric Tons
Personal Travel	45
Air Travel	252
Accommodations	68
Rental Car	2
Servers	10
Electricity	145
Natural Gas	80
Total	602



Office Culture and Employee Perks

Our employees are encouraged to adopt a more sustainable lifestyle. Here are some things we do to help them.

Flex hours and telecommuting: employees are encouraged to maintain a healthy work and life balance.

Volunteer programs: employees are supported in their efforts to step away from the office, give back to the community and have fun with their colleagues.

Potluck lunches: employees that want to show off their culinary skills (or take-out skills!) are encouraged to bring in a homemade dish to share.

Contests and fun: the year was filled with X-Box and table tennis tournaments and a competitive and creative scavenger hunt throughout New York City.

Lunch and Learn: a chance for teams to share knowledge and collaborate.

Our benefit and health care package is extensive and is offered to all employees working at least 30 hours a week starting the day that they are hired. We also offer a competitive 401(k) retirement plan with matching contributions.

Doing Good Work (at Work)

As a company, the entire team volunteers together in recognition of Earth Day. Employees who are located at regional offices also join their respective communities for volunteer programs.

On Earth Day 2013, the New York and Philadelphia-based teams volunteered at Kaiser Park in Coney Island, Brooklyn, cleaning up damage still remaining from Hurricane Sandy. We worked with Partnership for Parks, cleaning debris and repainting benches and railings along the beaches and boardwalks of hard-hit areas.

The Recyclebank team also volunteered with the Freshkills Park Alliance in preparation for their "Sneak Peak" event in September 2013. Believe it or not, NYC's biggest and most fascinating new park was once the world's largest landfill!



Members of the Recyclebank team helped draft marketing plans, created promotional materials and cleaned up parking lots and other spaces in preparation for the event, which offered the public a glimpse of what the park will have to offer, including kayaking, biking, walking tours and kite flying.

“The idea is to have a diverse and credible group of people — with rich and varied experience — to turn to and consult with about the evolution of the business. Most importantly they’re able to constructively challenge our thinking and question our assumptions. And, from an external point of view, we’re able to selectively access their incredible network of connections to help our business grow.” – Erika Diamond, SVP Community Solutions and Sustainability

The Green Dream Team! – Our Sustainability Advisory Council

In February 2011, Recyclebank created its Sustainability Advisory Council. The council features a diverse group of leaders who represent the intersection of sustainability, business and nongovernmental organizations.

Their purpose is to advise the company on our mission to inspire and reward smarter, everyday choices for a more sustainable future.

As we grew our business, creating innovative partnerships, expanding our digital reach and venturing into new conservation and sustainability arenas, we realized it was critical that our long-term commitment to environmental stewardship and sustainability be integrated into our governance, management and daily business operations.

We’ve assembled a diverse and respected group of individuals to serve on our Sustainability Advisory Council, which is led by Erika Diamond, SVP of Community Solutions and Sustainability.

Aron Cramer - President and CEO of BSR (Business for Social Responsibility).

John Elkington - Executive Chairman of Volans and Founder and former Chairman of SustainAbility.

Wendy Gordon - CEO & Co-founder of PIPs Rewards, Mothers & Others for a Livable Planet, The Green Guide.

Andrew L. Shapiro - Founder, BroadScale Group and Founder and former CEO, GreenOrder.

Kevin Wall - Co-founder of Live Earth and Managing Partner of Craton Equity Partners

The council tries to meet each year to discuss major relevant environmental initiatives and to address how Recyclebank can continue to fulfill its mission.

Beyond standard meetings, the Sustainability Advisory Council communicates throughout the year, counseling the Recyclebank executive team on how to evolve our company's products, partnerships and sustainability programs.

Recyclebank often calls upon the council for guidance on company initiatives and seeks advice on implementing strategies to further engage communities in its programs.



Every Good Action Deserves a Reward

Recyclebank's core product is our rewards-for-recycling program. This program helps millions of households recycle in their homes and communities, providing a robust education, outreach and rewards platform to its municipal and hauler partners.

With Recyclebank, people are rewarded for recycling at home. Members earn points based on the total weight recycled by the community. So our program rewards individual and community action, which results in a much bigger impact.

Once members earn points, they can then redeem them for discounts and deals from community businesses and major national brands like SC Johnson, Unilever, Johnson & Johnson and Macy's. Our team is also on the ground, connecting with businesses in the community, reaching out to residents in person and talking about our latest innovative campaigns and interactive features.

Recyclebank has helped its municipal and recycling hauler partners improve waste diversion rates in hundreds of diverse communities across all 50 states in the U.S.

Recyclebank is often part of an integrated approach to smarter waste management that may include a switch to single-stream recycling (in which all items go into one container), the acceptance of additional recycling

materials, deployment of larger, wheeled collection containers and/or an expansion of curbside service to more households in the community.

There are two curbside product models currently offered to communities: *Recorded Participation* and *Member-Reported Participation*.





Recorded Participation

With the Recorded Participation model, subscribed members that set out their recycling container are awarded points based on the average weight recycled by participating households on their collection route. Recyclebank uses a proprietary system to track and reward the households that are actually recycling.

We've been able to improve our offerings to our clients, enhance the experience for our members and improve our own internal processes for more accurate point crediting.

Member-Reported Participation

For communities and hauler partners that prefer not to use truck or container technology, Recyclebank also offers an asset-light model, Member-Reported Participation.

With this model, subscribed members are automatically awarded points based on the average weight recycled by all households on their collection route. Subscribed members are also able to earn additional points for reporting that they recycled each week.

Lessons Learned

In the past, Recyclebank offered two additional recycling products to community and hauler partners, which we retired in 2013.

Individual Weight Based: Individual recycling containers were weighed at the curb and subscribed members were awarded points based on how much they personally recycled.

Self-Report: Similar to Member Reported Participation, but members were required to report their recycling in order earn their share of the community's recycling points.



Through deep data analysis as well as feedback from our members and clients, we discovered that the Recorded Participation and Member Reported Participation models were just as effective at motivating individuals to recycle as the two models described above. By reducing our product portfolio, we've been able to improve our offerings to our clients, enhance the experience for our members and improve our own internal processes for more accurate point crediting.



Filling Up the Bins

Together with municipalities, haulers and brands, Recyclebank communities have increased the amount of recycling collected by 45% in 2013.

This means Recyclebank members, on average, recycled an additional 157 pounds of material in 2013 compared to the recycling rate prior to the launch of the Recyclebank program in their community. That's equivalent to the weight of more than 5,000 empty soda cans per household!

This increase in recycling also avoided over 530,000 metric tons in carbon dioxide equivalent (MTCO₂E) emissions related to the energy spent in the extraction, transport and decomposition of waste in landfills, the processing and manufacturing of virgin materials and the increase of forest carbon stocks from recycling paper.

The impact on recycling in Recyclebank communities varies significantly based on several community specific factors, most notably recycling infrastructure. One way municipalities increase recycling is by changing from dual to single stream or moving up to larger containers. Recyclebank, by helping to increase awareness of recycling and offering attractive incentives, can help maximize the impact of these infrastructure changes, leading to an even greater increase in recycling rates.



Infrastructure changes are not the only way to give recycling a boost. By rewarding residents for their recycling efforts, Recyclebank has been able to significantly increase recycling—often by up to 15%—in many municipalities that have made no changes to their infrastructure at all.

“Recyclebank has reawakened the environmental person in me. Thanks to the program, I am excited for the future and how my town will continue to use and promote the rewards program.” - Linda H., Town of Brookhaven, NY

Getting Better at Measuring Our Impact

In calculating improved recycling rates in the communities we serve, we compared recycling tonnages in months prior to Recyclebank's deployment in the communities to the tonnages recorded in 2013.

This comparison against a pre-existing baseline enabled us to calculate the incremental recycling tons. The use of this metric allows us to express results from a large majority of our communities, those for which baseline data is available, and represent the scale of their environmental gains.



We consider this a significant step in measuring the impact of the company and its partners, but we feel it's important to draw attention to the following limitations and challenges of using the incremental recycling tons metric based on some of the marketplace realities of gathering and analyzing impact data:

- While we prefer to use diversion rate (the percentage of total waste generated that is recycled, rather than landfilled), we work with incremental recycling tons due to trash data limitations across markets and partners who provide us with the information.
- Our account of incremental recycling tons is not a comprehensive record of all of our programs due to the availability of full or accurate baseline data from our partners (we have data that covers roughly 80% of our locations). But we have done our best to extrapolate the recycling impact measured in communities where we do have high-quality data.
- The volume of incremental recycling tons is attributable to the partnerships that Recyclebank forms with municipalities and haulers as there may be other program changes and outreach in addition to program roll out.

We will continue to work diligently with our partners in 2014 to improve our data collection processes and methodologies.

2013 Community Recycling at a Glance

300+

COMMUNITIES IN ALL 50 STATES

1.6+ Million

TOTAL TIMES MEMBERS REPORTED THAT THEY RECYCLED

\$60+ Million

TOTAL REWARD VALUE EARNED

15+ Million

ESTIMATED POUNDS RECYCLED



Estimated Recycling Per Household:
505 lbs per household per year



Emissions Avoided:
531,000 metric tons of carbon dioxide, which is like taking 101,000 cars off the road for a year



Energy Saved:
2.83 trillion BTU, which is equivalent to the energy embodied in 20.5 million gal of oil or 243 million kWh



Estimated Trees Saved by Paper Recycling:
3.02 million



Estimated Water Saved by Paper Recycling:
1.24 billion gal



Community Case Studies

Rewarding Change - Inspiring Stories From Recyclebank Communities

When communities join Recyclebank, an amazing thing happens. Not only do individuals take positive actions and begin making changes in their own lives, but behavior change has an impact on an entire community. We've seen partnerships with local municipalities and haulers grow from simple programs that take advantage of existing physical infrastructure to larger programs that are part of a new cultural infrastructure.

Communities want to walk the walk and are taking bold, innovative steps to have an impact on their residents and the planet. The old ways are changing and municipalities are making education and behavioral change programs a core part of their planning, not an afterthought. That's the power of behavior change: it begins as a nudge, which becomes a habit, and then becomes a new, lasting way of doing things.

We'd like to share a few stories from communities leading the way. These innovative partners are showing that our cities can become cleaner and better places to live with a little help from Recyclebank.

“The [Recyclebank] program enables me and my neighbors to recycle our trash while at the same time being rewarded with discounts and deals from our local grocery store and other nearby shops.”

- Lori B., Cherry Hill, NJ



Philadelphia, PA

Recyclebank Launch	February 2010
Households Served	523,000
Recycling	
Baseline Diversion Rate (Feb 2009 - Jan 2010)	14.5%
Diversion Rate (Feb 2010 - Dec 2013)	18.5%
Increased Recycling (Feb 2010 - Dec 2013)	99,500 tons (+28%)
Decreased Trash (Feb 2010 - Dec 2013)	107,000 tons (-5.1%)
Estimated Disposal Savings (Feb 2010 - Dec 2013)	\$6.3 million
Estimated Incremental Commodity Revenue (Feb 2010 - Dec 2013)	\$3.5 million
Total Estimated Value of Recycling (Feb 2010 - Dec 2013)	\$9.8 million
Engagement	
Total Digital Actions (2013)	489,000
Rewards	
Total Rewards Value Earned (2013)	\$13 million +

It was 2007 and Philadelphia wanted a change. The city implemented single-stream recycling from 2007 to 2008 and changed to weekly recycling in January 2009. This increased diversion rates from 6% in 2007 to more than 14% by January 2009. Additional materials were also added for curbside collection in 2010 and 2011.

In February 2010, the city furthered its commitment to sustainability when it partnered with Recyclebank to offer the rewards-for-recycling program to more than 500,000 households to reduce waste and further increase recycling participation.

With the combined efforts of Recyclebank and the Streets Department's enforcement and community outreach programs, the city has increased the total amount of recycling material collected by nearly 28% since 2009. Between February 2010 and December 2013, Philadelphia has increased its diversion rate by four points and realized an average diversion rate of nearly 19% during that time.



Eastvale, CA

Recyclebank Launch	February 2012
Households Served	13,400
Recycling	
Baseline Diversion Rate (Jan - Dec 2011)	14.3%
Post Recyclebank Diversion Rate (Jan - Dec 2013)	16.8%
Increased Recycling Tonnage (Jan - Dec 2013)	430 tons (+17.3%)
Decreased Trash Tonnage (Jan - Dec 2013)	505 tons (-3.4%)
Engagement	
Total Digital Actions (2013)	26,000
Rewards	
Total Rewards Value Earned (2013)	\$125,000 +

Eastvale, CA incorporated in 2010 and was one of the first Waste Management communities to launch with Recyclebank in 2012.

With over 13,000 households, Eastvale residents were already recycling prior to the Recyclebank deployment, but wanted to work with their hauler, Waste Management, and Recyclebank to increase recycling awareness and activity. Eastvale is extremely supportive of the Recyclebank program. The City uses our toolkits for social media posts and website information about the program and makes program information available in municipal areas.

“The City of Eastvale is proud to be a forward-thinking, environmentally friendly city by offering the Recyclebank program to our citizens. Recyclebank has helped increase our diversion rate by 14.3% since inception of the program. We are striving to see that number reach 20% by next year. Recyclebank has been a wonderful community partner and we are excited to continue to offer this service to our residents.”

- Carol Jacobs, City Manager

“Thanks to our partnership with Recyclebank and Waste Management, more people than ever are recycling in our city! Plus, Recyclebank rewards and discounts are great ways to encourage our residents to support local businesses.” – Mayor David S. Gysberts, Hagerstown

Hagerstown, MD

Recyclebank Launch	April 2012
Households Served	13,800
Recycling	
Baseline Recycling (Jan - Dec 2010)	1,000 tons/year
Post Recyclebank Recycling (May 2012 - Dec 2013)	1,400 tons/year
Increased Recycling Tonnage (May 2012 - Dec 2013)	778 tons (+45.9%)
Engagement	
Total Digital Actions (2013)	36,500
Rewards	
Total Rewards Value Earned (2013)	\$150,000 +



The City of Hagerstown partnered with Recyclebank and Waste Management to increase recycling awareness and activity. Since the launch in April 2012, the city has been incredibly committed to the program, using social media toolkits, hanging banners and posters around the city and working hard to keep their citizens engaged.

The partnership has been truly collaborative. We're excited to continue to help Hagerstown residents earn even more rewards and further increase recycling and engagement with the Recyclebank program.



Hollywood, FL

Recyclebank Launch	February 2010
Households Served	31,900
Recycling	
Baseline Recycling (Oct 2008 - Jan 2010)	3,700 tons/year
Post Recyclebank Recycling (Feb 2010 - Dec 2013)	8,600 tons/year
Increased Recycling Tonnage (Feb 2010 - Dec 2013)	19,000 tons (+130%)
Estimated Disposal Savings (Feb 2010 - Dec 2013)	\$1.50 million
Engagement	
Total Digital Actions (2013)	71,300
Rewards	
Total Rewards Value Earned (2013)	\$1.7 million +

Located in Broward County, Florida, Hollywood is the 12th largest city in the state. In 2009, the City of Hollywood and Recyclebank partnered to increase recycling rates and engage citizens on the important topic of sustainability by changing infrastructure and rolling out the program.

There over 30,000 households in Hollywood eligible for the Recyclebank program. Approximately 17,000 of those households—well over 50%—are subscribed to the Recyclebank program and have access to more than 85 reward partners in the area. That amazing level of resident engagement has meant real results for Hollywood. Since the program started, the city has increased the amount of recycling collected by 130%, saving over \$1.5 million in disposal savings (tipping fees).

The program in Hollywood has had lots of other great community results as well, as over \$16,000 has been donated to local schools in Hollywood through the Recyclebank Green Schools Program.

The City has been extremely proactive in leveraging program tools and educational content to talk to residents at community events. They've included information in local magazines, used social media to promote recycling and Recyclebank, and used media relations and press advisories to announce program milestones and enhancements.



Students Leading the Way

Each year, the Recyclebank Green Schools Program awards environmental project grants to schools in Recyclebank communities across the U.S. Students and teachers brainstorm how they might better use local resources to improve their daily lives and lessen their environmental impact and apply for grants to help fund their ideas.

Over the course of the 2013 academic year, Recyclebank donated \$62,000 to 27 U.S. schools, and since the inception of the Green Schools Program in 2007, Recyclebank has donated upwards of \$450,000 to more than 150 schools across the country.

Getting the funding is only half the story. Once the funding is in place, the students work hard to complete their environmental projects. Past projects have included a sustainable organic garden, starting a school-wide recycling program and teaching a school's community about the collective impact of seemingly small green actions. We are always impressed by students and teachers as they invent new ways to make a tremendous impact on their school, their community and the planet.

Henry County Middle School, McDonough, GA

Ideas submitted by schools are often very innovative. One story comes from the Henry County Middle Schools's project from the 2012-2013 school year. During the past



years, creative arts programs had been struggling due to budgetary constraints. But one art teacher found a way to overcome tough circumstances with some creative thinking and a little help from the Green Schools Program.

Melissa Wood and her students received \$2,500 to fund art projects using up-cycled books. The students took used books and turned them into art sculptures that were displayed around the school. This promoted both the creative arts at the school and built awareness around the reuse of products.



Taking the Cause Online

Policy reform and private sector innovation can only take our mission so far. To expand our reach, we need to unite individual consumers and inspire a massive shift in consumer behavior. This is where our digital platform comes in.

When it comes to change, we believe that the carrot is more powerful a motivator than the stick.

With Recyclebank.com, we connect, educate, and engage people. This allows us to deepen our relationship with curbside recycling members as well as reach new audiences. Our digital membership (members who do not earn points for curbside recycling, but can earn points for learning on our website) is growing and more than 20 million digital actions were taken by members in 2013.

Digital Communities. Real-World Change.

When it comes to change, we believe that the carrot is more powerful a motivator than the stick. Our digital community helps audiences understand that you can do good in the

world without making sacrifices. With fun incentives and social nudges, it becomes easy to adapt to small changes and leave a positive mark on the communities we live in.



Here's how we do it.

Learn and Earn

Our website helps people discover the benefits of sustainable living. From offering everyday tips, interesting quizzes, well-researched articles and exciting sweepstakes, we make it fun to learn and by awarding members points for doing so.

Turn Your Points into Rewards

Once points are collected, they can be exchanged for valuable rewards. We've expanded our rewards catalog to provide a wide array of incentives to help nudge individuals in the right direction, showing them the way toward a more sustainable lifestyle. In 2013, our members earned more than \$8 million in rewards value from digital actions, a 45% increase from 2012.

Build Your Social Currency

Social currency helps people feel connected to their community and shapes a strong sense of belonging. Our website gives our members the opportunity not only to share what they've learned with their own networks, but also to promote the positive steps they are taking to live more sustainably.

In 2013, the Recyclebank community referred more than 50,000 new members, reflecting that people are eager to invite their friends and family to take action.

Make It Measurable

It's easy to get overwhelmed by global environmental issues. The challenges we face can seem beyond our individual power to change.

At Recyclebank, we break down the immensity of global environmental issues into concrete, attainable actions.

#1

SOME EXPERTS ESTIMATE THAT 40% OF RECYCLABLE GLASS ENDS UP IN A LANDFILL. DON'T LOVE THOSE ODDS? LOOK FOR A BETTER OPTION.



Video Power

In 2013, we partnered with Unilever to provide members with easy, actionable tips on how to live more sustainably. Using Recyclebank's custom video content, each month the campaign addressed a new area of sustainability including recycling, water conservation, energy efficiency, greenhouse gases, sustainable sourcing and food waste, which are topics Unilever is addressing through its Unilever Sustainable Living Plan.

People watched. And they responded. As a result of the videos, over 450,000 pledges were taken by Recyclebank members to reduce waste and energy. If everyone followed through on their pledges for an entire year, the energy saved could have powered 18,000 homes for a year!

We also partnered with Johnson & Johnson Family of Consumer Companies in 2013, using video as a way to illuminate the issues around bathroom recycling. With only 1 in 7 Americans consistently recycling in their bathroom, Johnson & Johnson Family of Consumer Companies aimed to address this with a short video on why recycling in the smallest room of the house can make a big difference. 115,000 members viewed the video and pledged to increase their bathroom recycling efforts.

Continuous education about what actions people can take in their everyday life is essential to our mission. In 2013, we continued to evolve on ways for our members to learn and get rewarded online.

Monthly Editorial Campaign

Each month we created and launched a robust campaign that offered points for learning about a series of tips related to a prevalent issue or theme. 2013 themes included A Fresh Approach to Paper, The Green 15: Tips for a More Sustainable Summer, A Look at Lunch Waste, Sustainable Football Season, a focus on the Recycling Contamination Issue (A Smarter Way to Sort) and Minimizing Holiday Waste.

Quizzes and Slideshows

Every month we also published new quizzes and slideshows offering members points for each module. These additional earn opportunities provided members with more interesting and educational content on relevant topics that complemented the monthly theme.



“My discovery of the Recyclebank rewards program has re-invigorated my commitment to a green lifestyle, which, admittedly, often falls by the wayside when our daily lives get too busy.”

– Linda H., Town of Brookhaven, NY

Our Digital Campaigns and Content

Eco Time Capsule

This campaign featured a time capsule concept that included unique pop culture and green milestones from the first Earth Day in 1970 to today. Kids Konserve got behind this Earth Month initiative to use the past as a way to learn how to create a more sustainable future. Brown bag lunches have come a long way since the 70s – Kids Konserve encouraged nearly 73,000 members to pledge to pack a waste-free lunch using Kids Konserve products.

Live Green

Recyclebank's blog, Live Green, offers a variety of friendly, lifestyle-centric, personality-driven editorial posts that complement our transactional content and regularly engage members. This content provides a set of materials to engage with that is fun, meaningful green education driven by people just like them. In 2013, we posted 2-3 new pieces per week. We also introduced nested comments, which allowed members to comment on one another's comments helping to foster a sense of community among members.

My Recycling Resource

We've heard from our members that knowing what is recyclable in their location can often be challenging. So in 2013, we added a new online resource for curbside communities, called My Recycling Resource, which answers this need. Members can now easily find what is recyclable in their community, as well as an overview of how recycling works by material.

Our Social Voice

Being a community-focused company, it's very important for us to extend that sense of community to the social networks our members enjoy being part of. Every day, we share content and talk with our members about how to live more sustainably. We are fortunate to have a highly engaged community of over 310,000 Facebook fans, 61,000 Twitter followers, nearly 10,000 Pinterest followers, and 3,500 LinkedIn followers. Talking and listening to our members on these social networks helps us get an idea of what's important to them and influences our business as we grow to create the best member experience possible!



Inspiring Brands

We're a culture of consumers, and while products surround us, we often have little idea of how a product is made or what happens to it after we throw it away. Together with national brands, we're helping to change this.

As our community grows, consumer brands are taking notice. We're working with a variety of industry-leading companies that strategically align with our mission to inspire people to live more sustainably. Our partnerships with brands such as Unilever, SC Johnson, Johnson & Johnson and many others are core to our business. These types of public-private sector partnerships allow us to address some major issues of our time.

We ensure that our partners are actively integrating sustainability into their businesses and brands.

For corporate brands and sponsors, we provide a unique platform to communicate sustainability messages to a wide, relevant and engaged audience. Brands have an ability to educate members about their key sustainability

initiatives, as well as provide educational content to help members along their own sustainability journey. This content allows members to get rewarded for their engagement and interactions—including actions such as becoming more energy efficient around their home to considering the products they purchase to encouraging smarter consumption and disposal of products.

In addition, brands also partner with our communities to create offline programs to reach key sustainability goals – such as helping to increase recycling rates or create other forms of sustainable impact.

Some of our partners have sustainability at the core of their company, service or product. Others are trying to find a way to integrate sustainability attributes into their products and brands in a way that is meaningful and makes a difference. Moving along this continuum isn't something that happens overnight. It requires a shift in thinking, and that shift often happens in small, incremental ways. At other times, it can occur in more disruptive, innovative ways.

We ensure that our partners are actively integrating sustainability into their businesses and brands. To this end, there's a lot of work we can all do together and we're excited to continue making strides in the right direction with our partners.



The SC Johnson Green Choices Recycling Challenge

How a National Competition Increased Recycling

In 2012, Recyclebank and SC Johnson teamed up to host the Green Choices Recycling Challenge.

The challenge enlisted one community from each of the 50 U.S. states in a competition to see which community could get the greatest proportion of their residents to report their recycling each month. The winning community would receive a \$100,000 grant for a community sustainability project of their design. The six-month competition focused on inspiring waste reduction and increasing recycling efforts, while educating local residents on the importance of everyday, sustainable actions.

Close to 250,000 households participated and communities came up with unique and creative ways to get their residents involved. In the second place community (Huntington Woods, MI), Marion Clancy, age 94, put her resources to work calling friends and neighbors, young and old, including the 80+ members of the Huntington Woods Study Club to get them all to register for the challenge.

"I recycle every week, so, of course, I wanted to register for Recyclebank to help the city win," she told the Department of Public Works Manager.

In Chatham, NJ, the Chatham Green Committee attended the county Green Fair and the Farmers Market on Saturdays

to help raise awareness of the Challenge. The Green Committee also publicized the Challenge by putting labels on the packages of garbage bags residents bought and hung a promotional banner by the train station.

The winning community, The Lakes at Red Rock, VA, went above and beyond when it came to getting residents involved in the challenge. They enlisted over 50% of their residents in the program and ensured that nearly 40% of their residents logged in to Recyclebank each month to report their recycling.

The community created signs with three different messages and placed them throughout the community and placed two banners at the playground and pool. One resident sent out weekly reminders to encourage residents to participate. The community even recruited the local girl scouts to go door-to-door with information on how to register and participate.

The Lakes at Red Rocks is using the \$100,000 to do a complete deep energy retrofit of their community center. They'll be installing low flow showerheads, new insulation and will be implementing bio-diverse landscaping. With the remaining money they'll create a \$10,000 scholarship fund for a student who plans to pursue environmental studies as a career.



What's Next?

We're making some big internal changes and making sure to incorporate deeper sustainability principles into ideas for new business lines and products. All of the ways that we're expanding and evolving our company will help us to get closer to achieving our big, ambitious goals.

Here are some of the things to look forward to in 2014 and beyond:

Energy. Meet Carbon.

We're really excited about our support for the Kenyan Clean Water Project as an offset for our carbon in 2012 and are looking forward to finalizing our numbers for 2013 and sharing with our offset activities with our members and partners.

Recyclebank will continue to track its carbon footprint so that we may both decrease our carbon contribution and offset that which we cannot reduce. In this way, we're able to support projects that have a big impact and hold ourselves accountable for our contribution to the climate change.

Though we are headquartered in New York City and exercise less control over our space than we would like, we intend to seek ways we can green our office going forward.

Our Space

2014 means a new home for Recyclebank as we move from the beautiful West Village to the bustling Chelsea. We'll work just as hard to be sure that our new digs are as eco friendly as our former space.



“It's valuable to me because my family is now taking initiative to recycle when before we never did. Also, I get rewards for doing so.” - Melanie G., Corpus Christi, TX

Commerce

Over time, members have asked for more help and direction with finding the products that are gentle on the planet, healthy for their families and easy on their wallets. We've heard them. Enter One Twine, an innovative shop that takes Recyclebank's mission to the next level – and provides our members with even better ways to use their points. One Twine will launch in 2014.



Our shop will be very carefully curated; products won't make it into our collections by accident. In fact, we will hand pick every item based on a clear set of criteria. We will look at each brand and make sure they're able to tell us that their products offer the right benefits. As a sneak peak—we intend to consider:

How it's Made

We will look at the way materials and ingredients are grown and sourced, the health and environmental impacts of the manufacturing process, and each brand's labor practices.

How it's Used

We will consider a product's ability to improve your everyday life through its practicality, durability and energy efficiency.

How it's Disposed

From the packaging to the ability to either reuse, recycle or resell the product itself, we will judge products based on how well they prevent materials from going to waste.

Sponsor/Rewards Criteria

Our members, our partners and our employees have all asked for more clarity around how we choose who to work with and what rewards to put in our catalog. Look for more from us on our site and in our next Sustainability Report regarding our thoughts and process around changing behavior in an evolving world.

Recyclebank®

See you next year!

Thank you for taking the time to get to know us! We appreciate that you're a part of our on-going journey to create real-world impact, and look forward to sharing our innovative developments and new business endeavors in the months and years ahead.

Recyclebank.com