Waste Management

Recycle to Protect Your Future

WASTE MANAGEMENT

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Company Overview

*As of September 2010

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The Business of Communications

Think Green Rewards
Business Intelligence Tool

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Daniel Rocette

WM
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Communicating with your stakeholders

- For Municipalities and other Public sector institutions, technology has vastly improved the ability to reach a broader audience. Social Media such as face book and twitter is becoming common place to users of all ages.

- New programs that utilize technology can add value to sustainability programs for any community or institution

- Sustainability / Zero Waste / Waste Diversion targets are all hot topics

Think Green Rewards

What is it?

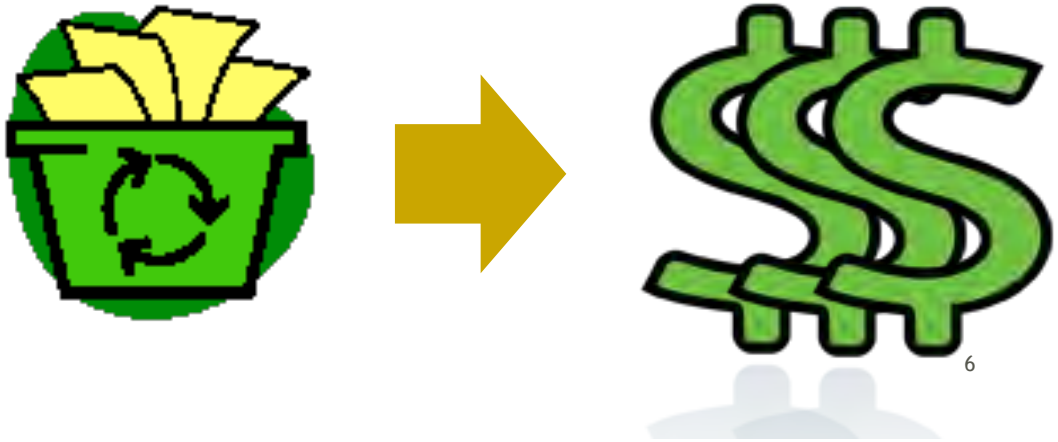
- Recycling incentive program from Waste Management that makes recycling more fun and rewarding for households.
- The points-based recycling education program offers attractive rewards and actionable information,
- Helping our environment and economy thrive by maximizing recycling value and minimizing waste

Think Green Rewards

How does it work?

The TGR program is simple:

1. Customers earn points based on total recycling tonnage collected at curb. Routes are weighed and points are assessed back to the residence.
2. Customers register on Think Green Rewards website. Program features The Entertainment Book rewards.
3. Customer selects and uses rewards. Entertainment Book provides rewards with national appeal.



Think Green Rewards Catalog

- Redeem points for discount & product coupons
- Multiple rewards $1 - $25 in perceived value, with national and local establishments
- Coupons from “The Entertainment Book” continually being updated

Think Green Rewards

Program appearance and set up.

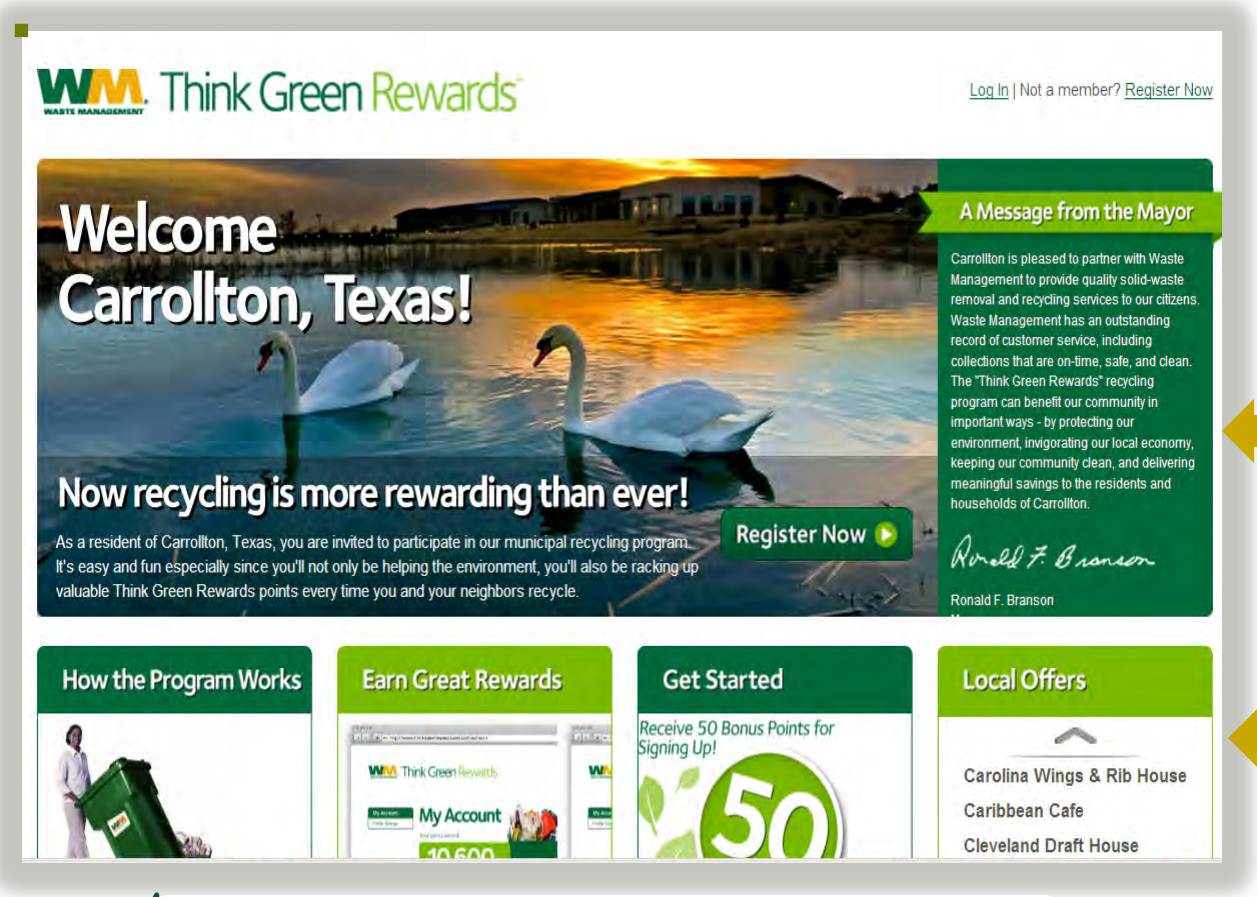
- It is important to connect with the residents in a meaningful way
- Each community will have a customized Think Green Rewards web portal
- In the future, residents will have the option to donate points/rewards to participating/approved recipients
  - E.g., trees for parks, schools, other programs important to your community.

Customized Landing Page Model

Standard header and headline

City logo, photos of city

Facts / info specific to city



Quote or message from Mayor to community

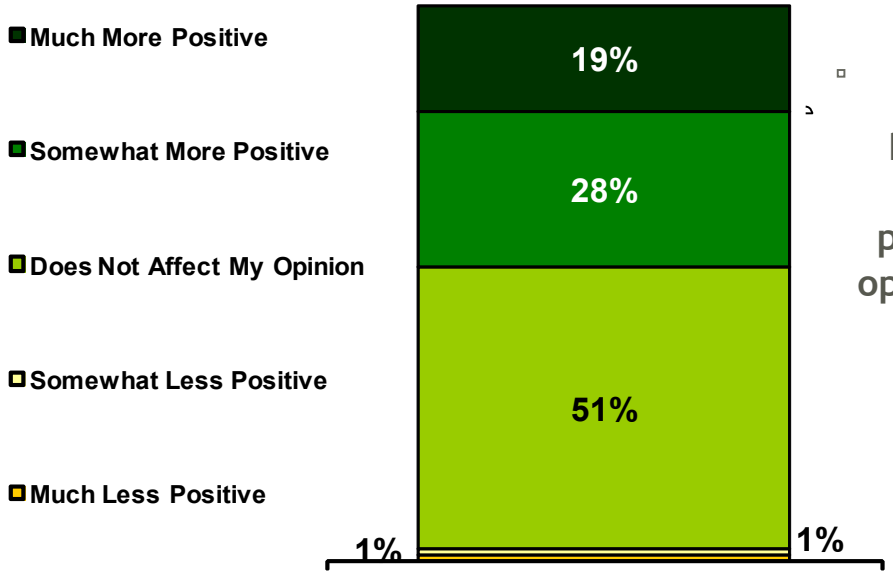
Local Coupon Offers

URL naming convention: thinkgreen{city name}.com
Ex: thinkgreenlaramie.com

Program Positively Impacts Public Opinions

Think Green Rewards participants indicate they now have more positive opinions of their community as a result of participating in Think Green Rewards

Impact of Think Green Rewards on Opinion of Battle Creek
Base: Participants (n=151)



47% have a more positive opinion of Battle Creek

	Recycling More (n=-45)* (A)	Recycling Same Amount (n=103) (B)
Much More Positive	22%	17%
Somewhat More Positive	31%	27%
Does Not Affect My Opinion	45%	55%
Somewhat Less Positive	0%	1%
Much Less Positive	2%	0%

This survey conducted by global market research firm, Lieberman, also indicated 84% of curbside recycling users would be "likely" or "very likely" to participate in WM rewards program. Survey respondents also indicated that a rewards program would improve residential recycling rates by offering added value, and innovation._

Est. recycling tonnage also improved 11% in BC with program

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Municipal Recycling

Key Participation and Diversion Drivers

Program specifics that drive volume:

- Size of cart or container
- Single stream vs. dual stream - emphasize simplicity of recycling commodities together
- Expanded participation of curbside recycling collection

Education/continuous communications are critical:

- Educating residents on environmental benefits as well as what can/cannot be recycled drives volume.
- Rewards add excitement.
- Messaging should be at defined intervals and consistent throughout the program

Rewards add excitement and interest to a municipal recycling program!

Key Ingredients for Success

Marketing & Education

Customize your community marketing program. Collaborative effort between the community and Waste Management

Examples to consider:

- Residential mailers
- Email campaign
- Public access TV billboard
- Bill inserts
- Radio
- Local billboards
- Mayoral PR campaign
- Recycling bin post-it notes
- Public transportation advertising opportunities
- Public space advertising opportunities (e.g., bus shelters, subway posters, etc.)

Activate all key communication opportunities so residents are receiving consistent information from all angles.

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Leveraging City Communications
e.g. Newsletter

Objective: Communicate TGR and transition to WM from prior provider. More critical communication items (city specific), included in bill.

Example of a Carrollton, TX city newsletter with article about Think Green Rewards.

Leverage city web site, bill insets, public access TV, anywhere you reach your residents

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Think Green Rewards Collateral Samples

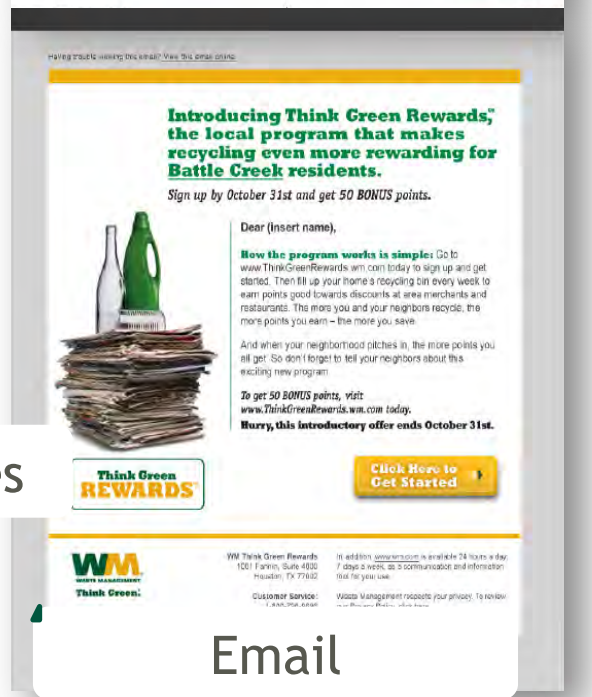
WM will work with Philadelphia to create an effective communications program, leveraging municipal communications

Bill insert

Door hangers

Post card mailer

Bin Post it notes



Email

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Postcard Examples

Front

OBJECTIVE

Drive awareness and action to sign up

Yes to Rewards
Move Forward

Say **YES** to

Say **YES** to rewarding your residents

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Innovation, Sustainability and Customer Value.

Business Intelligence Tool

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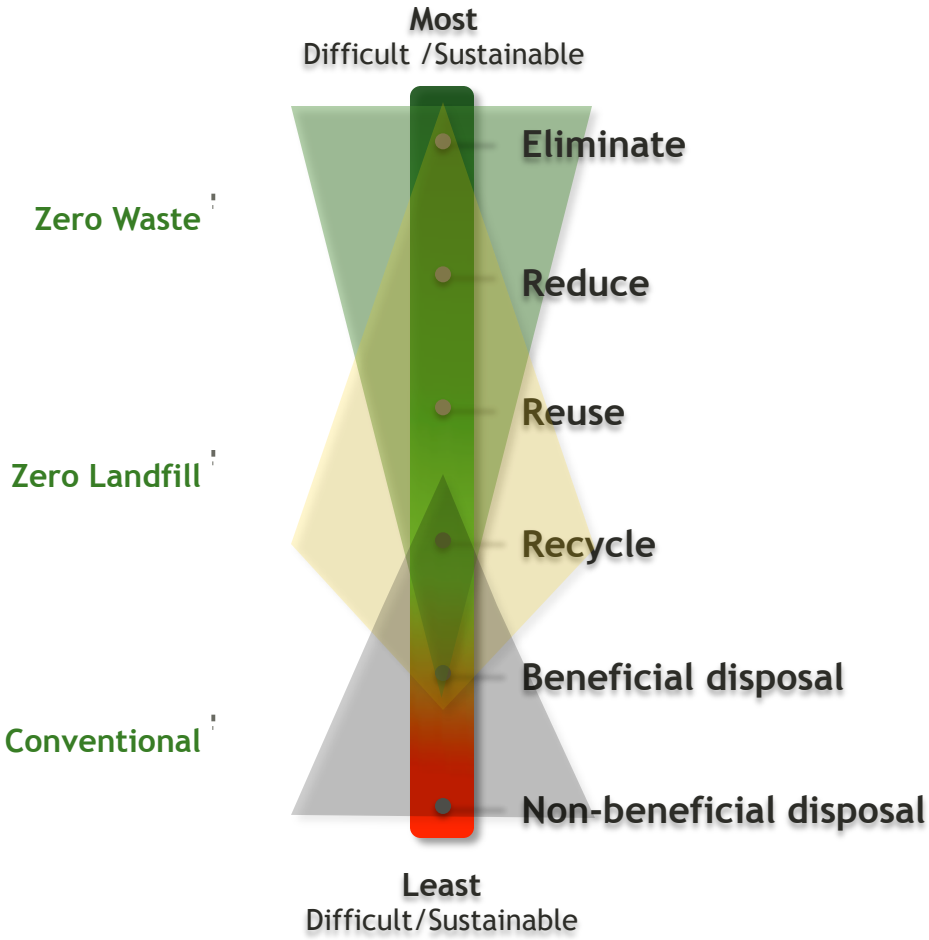
Sustainability Hierarchy

Some Organization Think Recycling or Zero Landfill Is Enough



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The “Green” Campus

A Waste to Resource Mindset

What are the many resource streams going into and coming out of classrooms, labs, athletic facilities, medical buildings, cafeterias; etc?

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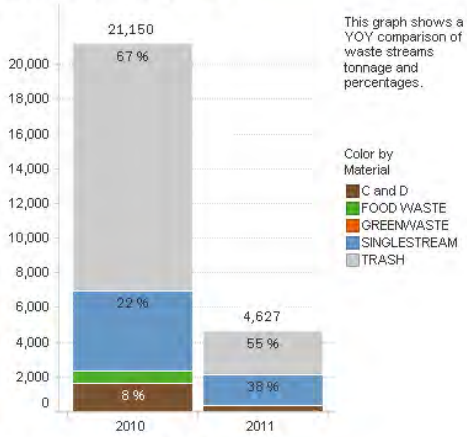
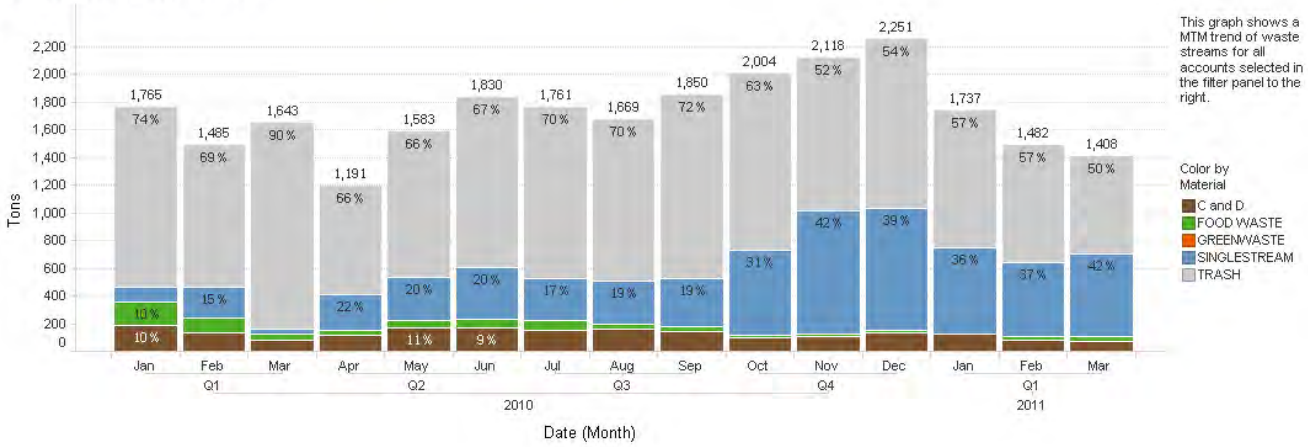
Waste Stream Detail

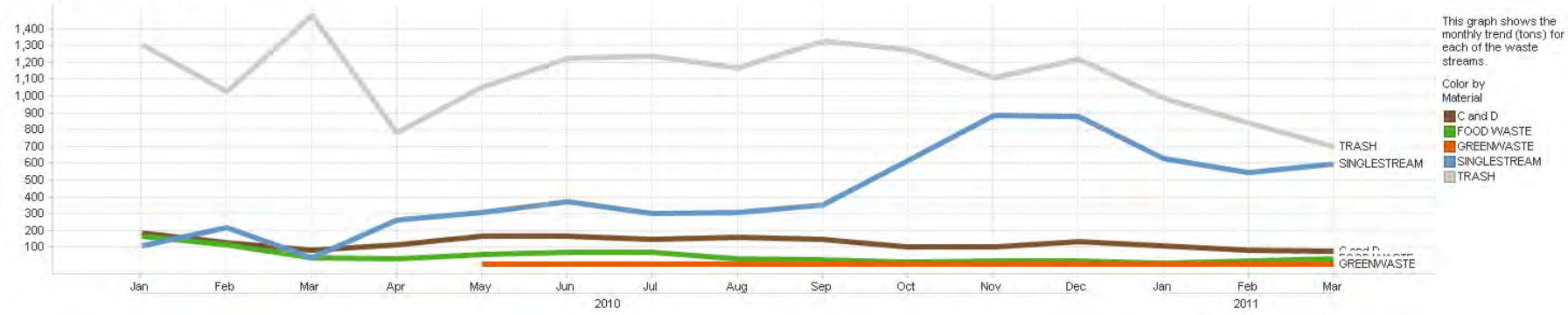
Waste Stream Mix (% , tons)



Waste Stream Mix (% , tons)



Waste Stream Mix [tons]



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Green Impacts

WM Sustainability Services

2011 Recycling Benefits for U of A

In 2011 we recycled 108 tons of aluminum, cardboard/paper, scrap metals, plastics, wood pallets and glass.

These recycling efforts conserved the following resources:

635 Mature Trees were Saved
Representing enough saved timber resources to produce more than 7,872,600 sheets of newspaper!

415 Cubic Yards of Landfill Airspace
Representing enough airspace to fulfill the municipal waste disposal needs for 532 people for one year!

486,432 Kw-Hrs of Electricity from Recycling
Enough power to fulfill the annual electricity needs of more than 40 homes!

90 Barrels of Oil
Representing enough energy to heat and cool more than 18 homes for one year!

Avoided 533 Metric Tons (MTCO2E) of GHG Emissions
The recycling of these materials prevented these GHG emissions!

252,000 Gallons of Water
Representing enough fresh water to meet the daily fresh water needs of more than 3,360 people!

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The Green Model Resources Challenge

Areas of Program Focus to Reduce Environmental Impact

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For more information:

WM 2010 Sustainability Report at
http://www.wm.com/sustainability/index.jsp

Think Green educational site at
http://www.thinkgreen.com/students-k-5

Greenopolis on Facebook at
http://www.facebook.com/greenopolis?v=app_4949752878

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