

# Get to Know Recyclebank

## Who We Are

Recyclebank helps create a more sustainable future by rewarding people for taking everyday green actions. Through our digital offerings and partnerships with municipalities, haulers, small businesses and corporate brands, Recyclebank incentivizes green actions with points that can be redeemed for discounts and deals at local and national businesses.

Our mission is to motivate individuals and communities to realize a world in which nothing is wasted—changing how people view their role in creating a sustainable future. By educating, engaging and empowering more than 3 million members online and offline, Recyclebank aims to increase recycling rates, curb energy and water consumption, encourage smarter transportation, strengthen local economies and help people realize the financial benefits of making greener choices every day. On average, Recyclebank’s members save more than \$130 a year through our rewards program.

Recyclebank is creating a culture that encourages people to take simple steps toward greener lifestyles through collaboration and innovation, tying together sustainability, social networking and real-world actions. The rewards-for-recycling program is active in more than 300 communities in 31 states across the United States and the United Kingdom. With the acquisition of social recycling platform Greenopolis in 2011, Recyclebank became the leading online recycling rewards program in America. Members can also be rewarded for household energy reduction, purchasing and recycling certain products, taking eco-challenges, engaging with educational content and pledging to take greener actions.

Our belief is that our company can do well by doing good. Recyclebank is advised by the Sustainability Advisory Council, with members representing an intersection of sustainability, business and nongovernmental organizations who provide counsel on the latest environmental issues and how to develop and adapt the company’s products, partnerships and programs. Recyclebank has also partnered with NativeEnergy to voluntarily offset our carbon footprint.

## Our Partners

Recyclebank aims to provide rewards to members that can be used on a daily basis, including deals on everyday household and grocery items or meals at local restaurants as well as more experiential rewards, like discounts at local fitness centers, spas and salons, museums and aquariums, and other family entertainment attractions. Recyclebank partners include more than 3,000 local businesses in categories ranging from food and beverage to health and beauty, restaurants, entertainment, sports and recreation, apparel, automotive, electronics and more. National partners include Macy’s, AVEENO®, Kashi®, Nestle Purina®, Coca-Cola®, Ziploc® and more than a hundred other major brands and businesses.

Recyclebank and our partners further motivate behavioral changes online and offline through the Recyclebank Ecosystem, a network of companies working together to create a substantial collective impact on the environment. Ecosystem partners, which include Barnes & Noble, UncommonGoods, Earth911 and MillionTreesNYC among many others, reward their communities with Recyclebank points for the green actions they take, from engaging with sustainability-related educational content to making more eco-friendly purchasing decisions to signing up for paperless billing.



*On Earth Day 2011, Recyclebank staff volunteered at Pelham Bay Park in The Bronx—helping to landscape flowerbeds, plant new shrubs, and paint park benches in need of some TLC. Recyclebank grants staff members a paid “volunteer day” each quarter.*

## Recyclebank At-a-Glance

<b>Headquarters</b>	New York, N.Y.
<b>Offices</b>	New York, N.Y. Philadelphia, Pa. London, U.K.
<b>Chief Executive Officer</b>	Jonathan Hsu
<b>Founded</b>	2004
<b>Investors</b>	Generation Investment Management; Kleiner Perkins, Caufield & Byers; Paul Capital Investments; Phycis Ventures; RRE Ventures; Sigma Partners; The Westly Group; Waste Management, Inc.
<b>Full-time Employees</b>	215+
<b>Members</b>	3 Million+
<b>Communities Serviced</b>	300+
<b>Local and National Reward Partners</b>	3,000+

## Recyclebank Rewards Green Actions

Recyclebank seeks to motivate and inspire a more sustainable lifestyle. To complement the tremendous impact of our rewards and drive massive scale of our eco-mobilized network, we've sought to translate measurable impact to the online world by creating programs where digital interactions could lead to offline action. We've rapidly expanded our reach and effect on the consumption cycle, blending the digital medium with incentives and gaming to touch on myriad elements of sustainable consumption—from energy use and water consumption to transportation—to inspire people to make a larger, more positive impact on the world.

### *Encouraging Greener Lifestyles*

Through [Recyclebank.com](http://Recyclebank.com) and our social media presence on [Facebook](https://www.facebook.com) and [Twitter](https://twitter.com), Recyclebank has further expanded the ways consumers can get rewarded for green behaviors and learn about sustainability related topics. Many national brands have partnered with Recyclebank in an effort to inspire their customers to take green actions, in addition to the many companies that joined Recyclebank Ecosystem.

Recyclebank and our partners have developed several innovative ways to encourage members to live a greener lifestyle, including:

- **“Green Your” Challenges:** Recyclebank leverages the powerful concept of “gaming for good” to engage members online while influencing behaviors offline. “Green Your” Challenges, including the Green Your Home Challenge and Green Your Seasons Challenge, have educated, motivated and inspired people to live a more eco-friendly lifestyle. In fact, recent research by Google, ROI Research and Recyclebank indicated that these initiatives are incredibly effective at increasing awareness and motivating shifts in consumer behavior, ultimately encouraging more people to take positive social and environmental actions. When studying the outcome of the Green Your Home Challenge, the organizations found that:
  - 97 percent of those surveyed said the game increased their knowledge about how to help the environment
  - 54 percent of existing Recyclebank members and 58 percent of new members surveyed said they are “very likely” or “extremely likely” to take green actions as a result of participating in the Green Your Home Challenge
- **Points for Planet:** Kashi® and Ziploc® are the pioneer partners in this initiative to motivate people to recycle their packaging. By entering a code online, found on specially marked packages, consumers pledge to recycle their Kashi® cereal box or Ziploc® bags, helping to reduce the impact on our landfills while earning Recyclebank points. As of November 2011, a total of 54,798 recycling pledges from members had been recorded for Kashi® cereal boxes, which translates to 8,221pounds less waste sent to the nation’s landfills.
- **Landfill Counterbalance:** Recognizing that its products have an impact on the nation’s landfills, Ziploc® partners with Recyclebank to offset, by weight, the amount of Ziploc® brand product waste that could potentially end up in landfills. To accomplish this, Ziploc® is helping to roll out the Recyclebank program in communities across America, and therefore incentivize communities to increase recycling rates.
- **Learn & Earn:** There are many different ways to be green, not all of them obvious. With that in mind, we partner with major brands to create a digital learning experience that both educates and rewards participants. Our Learn & Earn opportunities involve interactive educational content (video, quizzes, games) that informs individuals about taking small steps to live more sustainably—and rewards them with Recyclebank points for advancing their eco-IQ. Brand partners have included GE, Coca-Cola®, Dove®, Kashi®, Pantene®, Brita®, Nestle Purina® and others.

### *Rewards for Recycling*

The recycling rewards program rewards consumers for recycling through discounts and deals from major brands and local businesses. Along with other recycling efficiencies, Recyclebank has helped improve waste diversion in hundreds of diverse communities.

- During its first year in the Recyclebank program, the city of Hollywood, Fla., saved nearly \$500,000 in waste disposal fees while generating more than \$250,000 in recycling revenue. The program has encouraged nearly two-thirds of all city residents to participate each month and increased recycling tonnages by 130 percent in the program’s first year.
- In the first six months of the Philadelphia Recycling Rewards program, the city’s diversion rate (the percentage of waste materials diverted from traditional disposal, such as landfilling or incineration, to be recycled instead) increased by 16 percent over the same period the year before. Even more impressive, in January 2011, the actual diversion rate eclipsed 20 percent—the first time in Philadelphia’s history.
- Recyclebank’s rewards-for-recycling program has also achieved great successes in the United Kingdom. In November 2011, just over a year after its launch, the Royal Boroughs of Windsor and Maidenhead reported a 24 percent increase in recycling

rates year over year. The Halton Borough Council achieved impressive waste reduction with the Recyclebank program, reporting a 14 percent decrease in total waste over the year prior.

### *Rewards for Transportation*

Still in development, Recyclebank's smart phone transportation app will reward users for making more sustainable transportation choices, such as walking or cycling instead of driving, or taking public transportation. Recyclebank's groundbreaking partnership with Transport for London (TfL) leverages this mobile app to reward people for cycling and walking in the capital. The program, which launches in 2012, will help reduce pollution, ease congestion and boost fitness among Londoners.

### *Rewards for Energy Reduction*

In partnership with nonprofit organizations and technology and utility companies, Recyclebank provides incentives to encourage residents to reduce household energy through programs that offer personalized energy saving plans with tips on lowering monthly energy use.

- Recyclebank helped launch the CUB Energy Saver program in Chicago and area suburbs, in partnership with Citizens Utility Board of Illinois and Efficiency 2.0. In the first six months of the pilot program, Efficiency 2.0 reported a 6 percent reduction in energy usage compared to that of a control group.

### *Green Schools*

Each semester, the Recyclebank Green Schools program awards environmental project grants to schools in Recyclebank communities. Together, these schools, their students and their communities work together to encourage residents to donate points that Recyclebank transfers into real dollars for schools—thereby turning a community's green actions into funds for a local school.

- Since 2007, Recyclebank has granted close to \$350,000 to more than 100 schools.

## **Awards and Recognition**



No. 1 Clean-tech Company and  
No. 4 Next Big Thing  
THE WALL STREET JOURNAL, 2011



Loyalty Marketing Innovation Award  
COLLOQUY LOYALTY AWARDS, 2010



Outstanding Excellence in  
Public/Private Partnerships  
U.S. CONFERENCE OF MAYORS, 2010



Technology Pioneer  
WORLD ECONOMIC FORUM, 2009



Champion of the Earth  
UNITED NATIONS ENVIRONMENT  
PROGRAMME, 2009



Responsibility Pioneer  
TIME MAGAZINE, 2009



Eco Role Model  
O, THE OPRAH WINFREY MAGAZINE, 2009



Best Educational Resource Award  
SXSW WEB AWARDS, 2009



Outstanding Recycling Innovation Award  
NATIONAL RECYCLING COALITION, INC., 2007



Corporate Environmental Award  
WASTE & RECYCLING NEWS, 2007