Get to Know Recyclebank

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 3.7 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 earn more than $130 in rewards value each year through our program.

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. Further, Recyclebank has been a certified B Corporation since 2009, meeting rigorous standards of social and environmental performance, transparency and accountability. We also voluntarily offset our carbon footprint by partnering NativeEnergy.

Expanding Our Reach
At its core, the Recyclebank mission has not changed, but has evolved from when we started in 2004. At the time, our company was focused on changing one behavior: recycling. It is one that requires relatively little effort to embrace, yet can make a significant impact on our communities and the environment. While rewards-for-recycling remains the cornerstone of our business, over time as our business has grown, we’ve realized that in order to make a measurable impact on the environment, to truly move towards a sustainable future, we need to scale.

Our company’s vision now extends beyond recycling to address other essential pillars of sustainability, designing new programs and initiatives that impact additional areas of consumer lifestyle choices. Recyclebank aims to take sustainable actions from niche to mainstream by educating, engaging and empowering as many people as we can, online and offline. Today, members can also be rewarded for household energy reduction, choosing smarter transportation, purchasing and recycling certain products, taking eco-challenges, engaging with educational content and pledging to take greener actions.

Our Partners
Recyclebank aims to provide our members with rewards 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 SC Johnson, Ziploc®, Coca-Cola®, Unilever®, Johnson & Johnson, and more than a hundred other major brands and businesses.

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Recyclebank and our partners further motivate behavioral changes 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, Preserve, Earth911, Origins, eBay, NativeEnergy and blissmo 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 or signing up for paperless billing.

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 and our social media presence, 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:

- **Online Challenges:** Recyclebank leverages the powerful concept of “gaming for good” to engage members online while influencing behaviors offline. Online 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

- **SC Johnson Green Choices Recycling Challenge:** Recyclebank is working with SC Johnson in a nationwide contest that aims to increase household recycling participation in 50 communities across the United States. The community with the highest reported recycling participation, calculated as a percentage of its population, will receive a $100,000 grant from SC Johnson to put toward a local sustainability project. A leaderboard at www.recyclebank.com/greenchoices will track progress each month, and the winning community will be announced in January 2013.

- **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 June 2012, a total of 130,385 recycling pledges from members had been recorded for Kashi® cereal boxes, which translates to potentially 16,041 pounds 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 recycling rewards 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®, AVEENO®, Neutrogena® Naturals, Hellmann’s® and others.
Rewards for Recycling

The foundation of Recyclebank's business, our rewards-for-recycling program, rewards consumers for home recycling efforts with discounts and deals from major brands and local businesses. The program is active in more than 300 communities 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.

In the face of low and stagnant recycling rates, Recyclebank has seen that the addition of incentives can be a powerful catalyst to mobilize and sustain green behavior. Over the years, Recyclebank has helped its municipal and hauler partners improve waste diversion rates in hundreds of diverse communities. In many cases, Recyclebank is part of an integrated approach to smarter waste management, which sometimes includes a switch to single-stream recycling (in which all items go into one container), the acceptance of additional recycling materials; collection efficiencies; and deployment of larger collection containers.

- In spring 2007, the City of Philadelphia made a commitment to sustainability by expanding its recycling program. It switched to a single-stream recycling system that allowed residents to put all recycling materials into one bin, and expanded the types of material that residents could recycle. As a result of these initiatives, the City increased waste diversion rates (the percentage of waste materials diverted from traditional disposal, such as landfilling or incineration, to be recycled instead) from 6 percent in 2007 to more than 15 percent by January 2009. The City furthered its commitment to sustainability in February 2010 when it partnered with Recyclebank to offer the rewards-for-recycling program to more than its 550,000 households. The partnership had two major two goals: reduce waste and further increase recycling participation. Because of these combined efforts, the City has increased the total amount of recycling material collected by 27 percent since 2009 and its waste diversion rate is up five points at 20 percent.

- Recyclebank launched in Cincinnati in October 2010 in conjunction with the City’s deployment of a selection of larger recycling carts to residents and a continuation of its single-stream recycling program. As a result of this joint effort, participation in the recycling program increased by nearly 75 percent and the City increased the amount of recyclables collected by nearly 50 percent. Better yet, Cincinnati saved nearly $1 million in landfill disposal costs in the program’s first full year. Also that year, Cincinnati hit 17 percent recycling diversion rate, exceeding the 15 percent benchmark established by a City Council motion in May 2008.

- Recyclebank’s rewards-for-recycling program has also helped several communities in the United Kingdom significantly increase the amount of waste diverted from landfills, even while overall improvement of waste diversion rates slowed nationwide. In November 2011, just over a year after the launch of the Recyclebank program in the Royal Borough of Windsor and Maidenhead, the communities reported a 13 percent increase in the waste diversion rate year over year. This represented a 4.3 percentage point increase, whereas the national average increased just 1.5 percentage points. The Halton Borough Council, which also implemented the Recyclebank program in 2010, reported a 24 percent increase in its waste diversion rate, achieved by a 14 percent decrease in residual waste (trash) and a 33 percent increase in material recycled. This 7.3 percentage point increase was nearly five times the national average improvement.

- In October 2011, Waste Management made a strategic investment in Recyclebank to allow the rewards-for-recycling program to be available to Waste Management’s more than 20 million customers in the coming years. In the first half of 2012, Waste Management communities including Little Rock, North Little Rock and Sherwood, Ark., and Fort Worth, Texas, began to adopt Recyclebank’s program.

Rewards for Smarter Transportation

Recyclebank’s smart phone transportation app rewards 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 re:route app, which launched in the spring of 2012, helps to reduce pollution, ease transit 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 $400,000 to more than 125 schools.

Awards and Recognition

<table>
<thead>
<tr>
<th>Award</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 37 World’s 50 Most Innovative Companies</td>
<td>FAST COMPANY, 2012</td>
</tr>
<tr>
<td>50 Best Businesses For The World</td>
<td>B CORPORATION, 2012</td>
</tr>
<tr>
<td>Loyalty Marketing Innovation Award</td>
<td>COLLOQUY LOYALTY AWARDS, 2010</td>
</tr>
<tr>
<td>Technology Pioneer</td>
<td>WORLD ECONOMIC FORUM, 2009</td>
</tr>
<tr>
<td>Responsibility Pioneer</td>
<td>TIME MAGAZINE, 2009</td>
</tr>
<tr>
<td>Outstanding Recycling Innovation Award</td>
<td>NATIONAL RECYCLING COALITION, INC., 2007</td>
</tr>
<tr>
<td>Sustainia100 Sustainability Solution for the World</td>
<td>RIO+20 UNITED NATIONS CONFERENCE ON SUSTAINABILITY, 2012</td>
</tr>
<tr>
<td>Outstanding Excellence in Public/Private Partnerships</td>
<td>THE WALL STREET JOURNAL, 2011</td>
</tr>
<tr>
<td>Champion of the Earth</td>
<td>UNITED NATIONS ENVIRONMENT PROGRAMME, 2009</td>
</tr>
<tr>
<td>Eco Role Model</td>
<td>O, THE OPRAH WINFREY MAGAZINE, 2009</td>
</tr>
<tr>
<td>Best Educational Resource Award</td>
<td>SXSW WEB AWARDS, 2009</td>
</tr>
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Additional Information
For the latest news on Recyclebank, visit In The Press section on www.recyclebank.com and follow us on Twitter at @Recyclebank.