

RecycleBank Rewards Municipality



RecycleBank®
REWARDS/FOR PEOPLE & PLANET



RECYCLE

Toss all of your recyclables into your recycling cart.



RECORD

The amount you recycle is converted into RecycleBank Points.



REWARD

Redeem Points for rewards from hundreds of local and national businesses.



WE ARE HERE TODAY TO TALK ABOUT:

SAVING MONEY

- **reduce Ann Arbor disposal fees**

DRIVING LOCAL ECONOMIC VALUE

- **residents earn an average of \$240 worth of rewards annually**

BUILDING COMMUNITY

- **government, citizens, corporations & local businesses work together to preserve our environment**



RECYCLEBANK SERVICE AREA - 2009

Metro Areas:

Albuquerque

Atlanta

Boston

Chicago

Cleveland

Colorado Springs

Dallas

Detroit

Hartford

Houston

Knoxville

Los Angeles

Mesa

Miami

Minneapolis - St. Paul

Nashville

New Haven

New York

Omaha

Philadelphia

Phoenix

Sioux Falls

Springfield, MA

Washington DC

Wichita

International:

United Kingdom

RECYCLEBANK LAUNCHES IN CHICAGO

OFFICE OF THE FORMER VICE PRESIDENT
THE HONORABLE AL GORE

June 19, 2008

The Honorable Richard M. Daley
Office of the Mayor
121 N. LaSalle Street RM 507
Chicago, IL 60602-2575

Dear Mayor Daley:

I am pleased to learn that Chicago is planning to provide the RecycleBank service. As you know, RecycleBank brings a market-based approach to preserving our environment, which ultimately rewards citizens for making a positive difference in their respective communities—one of the reasons why Kleiner Perkins Caufield & Byers (KPCB) is invested in the company.

I applaud your commitment to embrace green policy changes and clean energy in our fight against climate change. It is through initiatives such as this that we can shrink our carbon footprint, conserve energy, and create a sustainable society by employing renewable energy resources.

Thanks again for your consideration. I look forward to seeing you soon.

All the best,

Al Gore

Great news. All the best
to Maggie. - AG

2100 WEST END AVENUE • SUITE 620 • NASHVILLE, TN • 37203 • PHONE: 615-327-2227 • FAX: 615-327-1323

PRINTED ON RECYCLED PAPER





Sunday, August 2, 2009
Mayor Richard Daley



WELCOME TO RECYCLEBANK

SIGN IN
or Register

UK Members ▶ [Click Here](#)

Resources Saved:
 **2,908,763**
 **194,305,413**
Sponsored by Coca-Cola

RecycleBank®


MY ACCOUNT
EARN POINTS
GET REWARDS
HOW IT WORKS
RECYCLING
LIVE GREEN
ABOUT US
CONTACT US
September 21 2009


REWARDS FOR RECYCLING


You can receive the RecycleBank curbside service via your city or hauler.

Please [click here](#) to view a list of our local, regional and national stores where you can spend your RecycleBank Points.


Other ways to Earn:

 Curbside

 E-Waste


 Economy

RECYCLE



We record the amount you recycle.

REDEEM




You redeem the points you earn in your account.


REWARD




You use your points for rewards at over 2400 retailers.



Featured Partner
Join us in our commitment to make a positive difference in the world by rethinking the way we live and work.



Cities and Businesses
Interested in partnering with RecycleBank?



Have Questions?
Do you have questions about RecycleBank? About your account? Get answers!

RecycleBank®

6

JANE SMITH'S PERSONAL ACCOUNT

Welcome, JaneSmith 45,870 250 [VIEW CART](#) [Log Out](#)

Resources Saved: 16,223,115 3,667,521
Sponsored by Coca-Cola



RecycleBank®

Thanks You for Recycling

[MY ACCOUNT](#) [EARN POINTS](#) [GET REWARDS](#) [HOW IT WORKS](#) [RECYCLING](#) [LIVE GREEN](#) [ABOUT US](#) [CONTACT US](#) JUNE 27, 2008

Profile/Activity/Preferences/Mailbox

PROFILE

[Edit Profile](#)



JaneSmith

ACCOUNT NUMBER:
5645A89

BARCODE / SERIAL#:
0015645A89

ADDRESS:
**2345 Saint Marks Avenue
Chicago, IL**

[Add Household Accounts](#)

RECENT TRANSACTIONS

| TRANSACTION TYPE | DATE | EARNED | REDEEMED |
|-------------------------|----------|--------|----------|
| Curbside Recycling | 08/25/08 | 110 | |
| Transfer: user@host.com | 09/17/08 | | 60 |
| Petco \$20 Gift Card | 09/25/08 | | 100 |
| Kiosk Recycling | 10/15/08 | 100 | |
| Curbside Recycling | 10/29/08 | 90 | |
| Target.com 10% Off | 11/15/08 | | 50 |
| Target.com 10% Off | 11/15/08 | | 50 |

[View Pickup Detail](#) [All Transactions](#)

PROMO CODE

Enter it here [GO](#)

[What's This?](#)

WAYS YOU EARN



Because you're broke...

[Learn More About More Ways to Earn](#)

TOTAL POINTS: 487

[SIGN UP FOR THE GCONOMY™ VISA CARD. EARN MORE POINTS.](#)

LOCAL PROGRAM INFORMATION

[VIEW](#)

INBOX 5 new messages

| SUBJECT | |
|---------------------------------------|-------|
| Coca-Cola Gift Card | 09/25 |
| Thanks for contacting us! | 09/30 |
| The Village Green | 10/03 |
| You have redeemed! | 10/15 |
| Dale and Thomas \$20 Online Gift Card | |
| The Village Green | |

[All Messages](#)

WE SUGGEST

Official Food Sponsor 



\$5 off \$50 or more
Bed Bath and Beyond

[Terms](#) [Shop](#)



Free Salad Dressing
Kraft

[Terms](#) [Shop](#)



50
\$5 off \$50 or more
Target.com

[Terms](#) [Shop](#)

[Shop from a variety of 5000 rewards...](#) [Redeem Rewards](#)

MY IMPACT

TREES SAVED **1,115** OIL SAVED (GAL) **7,521**

MY TOTAL RECYCLING WEIGHS AS MUCH AS:



A BABY GRAND PIANO

[REDEEM NOW](#) [I WANT THIS](#)



JANE SMITH USES HER POINTS TO SHOP IN OVER 20 CATEGORIES

RecycleBank®

MY ACCOUNT EARN POINTS **GET REWARDS** HOW IT WORKS RECYCLING LIVE GREEN ABOUT US CONTACT US JUNE 27, 2008

Rewards Catalog / The Boutique

CATEGORIES ▾ ALL REWARDS ▾

Print Rewards List 🖨

- Apparel
- Beverages
- Health & Beauty
- Entertainment
- Electronics
- Food
- Gifts and Flowers
- Green
- Grocery**
- Home
- Kids
- Music & Books
- Pets
- Pharmacy
- Restaurants
- Sports
- Travel & Relaxation
- Professional Services
- Online
- Misc.
- Local Picks
- RB Favorites

We Suggest...

Check out exciting coke rewards!
Official Beverage Sponsor

NEW
Buy one get the Second 50% Off
get reward ▶

Get the 2nd Kraft dressing 50% Off
Official Food Sponsor

Check out our...
HOT DEALS

BACK TO SCHOOL SPECIALS

Brought to you by...
Kashi

The Boutique
MORE REWARDS

Enjoy a wide selection of exciting offers, from brand-name merchandise to travel to once-in-a-lifetime experiences. Imagine redeeming your RecycleBank Points for travel, merchandise and more...

See for yourself... ▶

Coca-Cola
Official Beverage Sponsor

kraft foods
Official Food Sponsor



DONATE POINTS TO LOCAL SCHOOLS AND CHARITIES

Coca-Cola Green Schools Program



Oak Park Elementary School



Children's House Montessori School



Temple Emanuel School



Households can donate their RecycleBank Points to a portfolio of local and national charities and NGOs.



REWARDS ARE RECEIVED PROMPTLY

Local Rewards

Who knew recycling could be this rewarding?

Our family of businesses generously provide these rewards in appreciation of your recycling efforts.

As of 6.15.2008 you have 1200 RecycleBank Points

For more info, visit us at www.recyclebank.com

Have the latest cell phone? Send us your old one.

Earn 50 RecycleBank Points for your old phone.

Visit us at www.RecycleBank.com/Earn/ for more information

THANK YOU FOR RECYCLING

shaws
Crazy about food.

\$5 OFF

THANK YOU FOR RECYCLING

This Reward Generously Provided by Kraft

KRAFT

1 FREE

KRAFT Salad Dressing has a fresh new look! 15% less plastic for the earth and the same amount of dressing for you.

REDEEM DATE: 12/31/08

Online Rewards

Thank you for recycling!

To: customer@recyclebank.com

Subject: Thank you for recycling!

Attachments: none

Dear RecycleBanker,

Thank you for Recycling! Below is a list of your rewards:

| | | |
|--|--|-------------------|
| | \$1 off any Coca-Cola product (Sent via mail 5-7 days) | |
| | \$5 off \$25 or more at Petco.com | REDEEM NOW |
| | 1 Dozen Roses from 1-800-flowers | REDEEM NOW |

RecycleBank

OVER 1700 LOCAL AND NATIONAL REWARD PARTNERS



Coldwater Creek

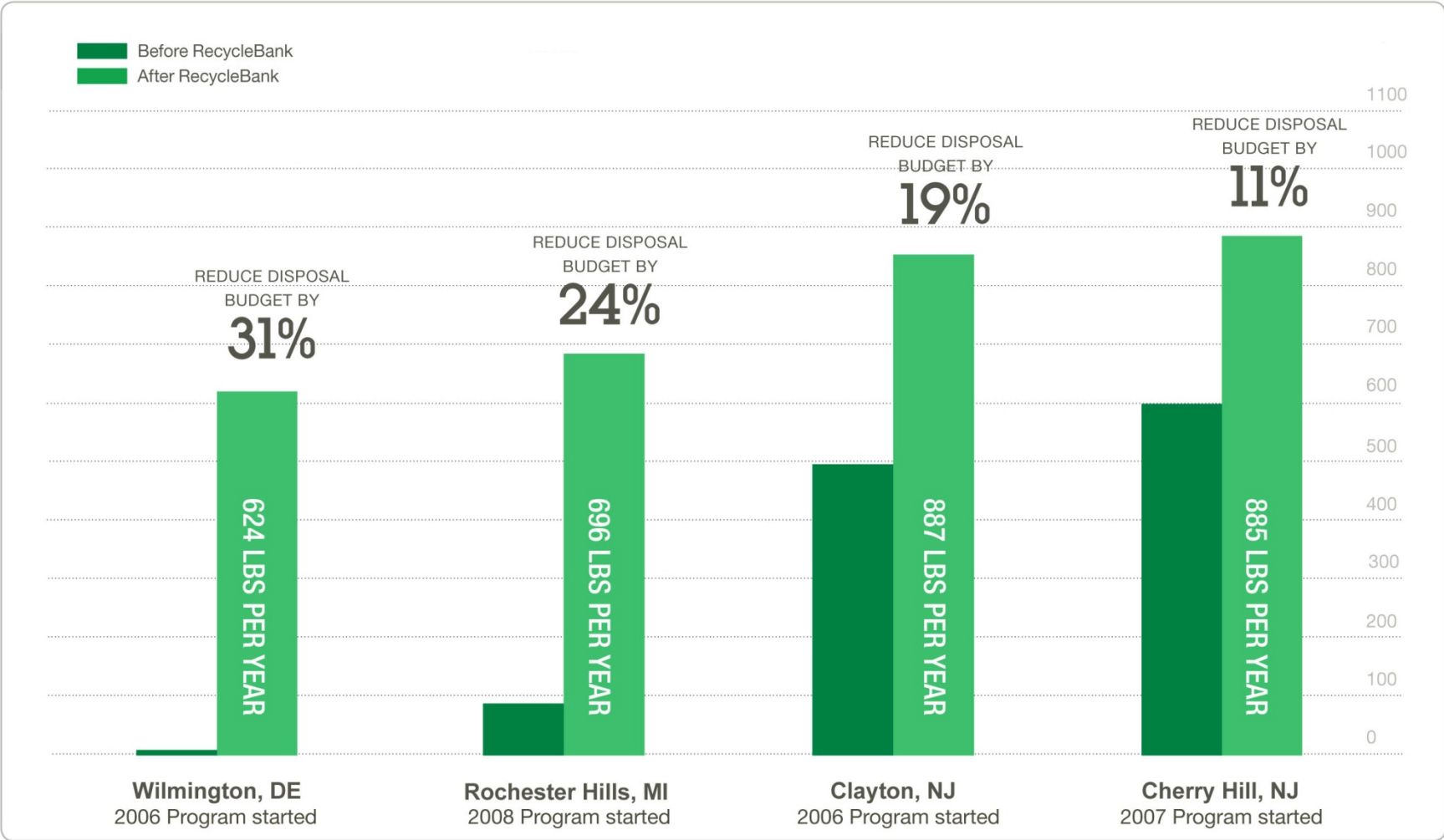


RubyTuesday





RECYCLEBANK INCREASES RECYCLING



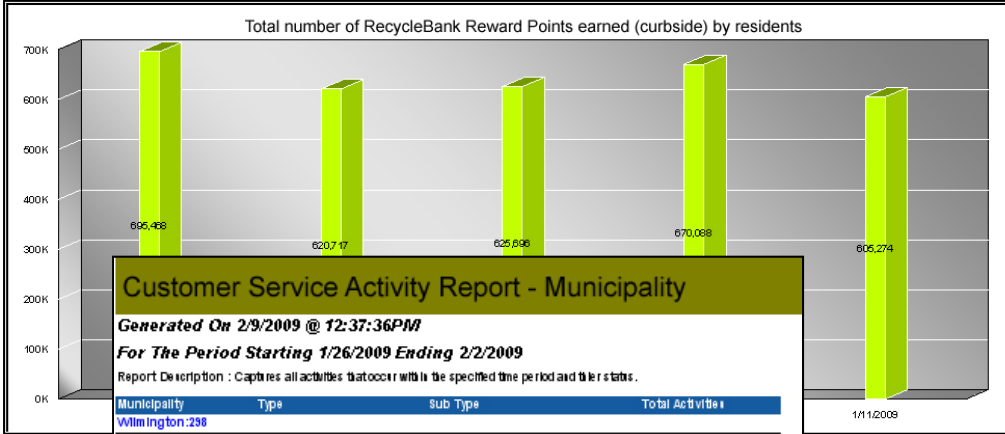
Average recycling per household (metal, paper, glass, plastic)

0709



WE OFFER POWERFUL REPORTING TOOLS

Total RecycleBank Reward Points Earned (Curbside) Per Week
Monday, December 15, 2008 - Thursday, January 15, 2009



- Participation
- Weights
- Route Reporting
- Redemption Behavior

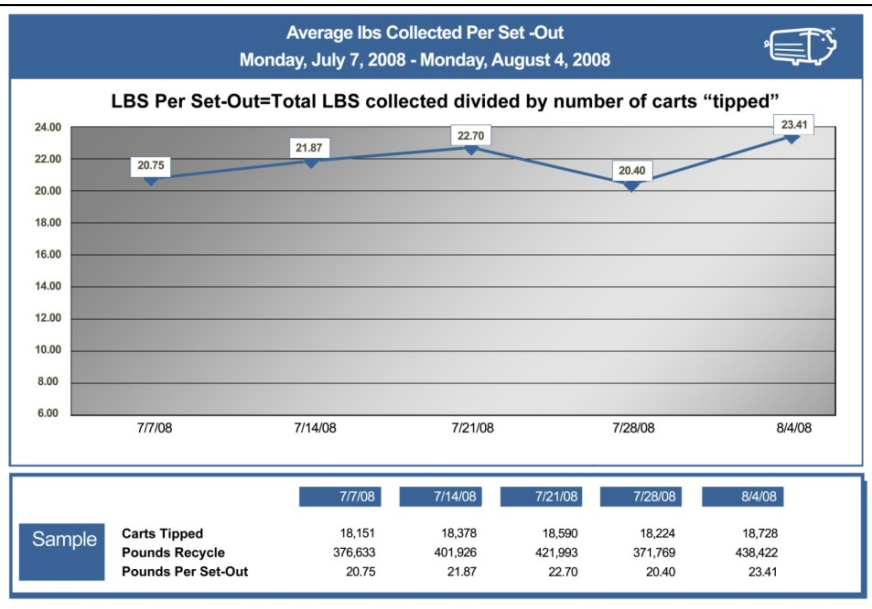
Customer Service Activity Report - Municipality

Generated On 2/9/2009 @ 12:37:36PM

For The Period Starting 1/26/2009 Ending 2/2/2009

Report Description : Captures all activities that occur within the specified time period and filter states.

| Municipality | Type | Sub Type | Total Activities |
|----------------|-------------------------------|----------|------------------|
| Wilmington:298 | | | |
| Closed:286 | | | |
| Account | | | 4 |
| Account | Add Contact | | 27 |
| Account | Address Change | | 1 |
| Account | Balance Inquiry | | 11 |
| Account | Log In | | 22 |
| Account | New Setup | | 27 |
| Account | Not Collected | | 10 |
| Collection | Activation Mailer | | 3 |
| Correspondence | Not Recycle | | 7 |
| Correspondence | Other | | 3 |
| Correspondence | Rewards List | | 7 |
| Correspondence | Complaint | | 26 |
| Credit | Mixed | | 2 |
| Credit | Container Delivery Question | | 13 |
| General | Did Not Recycle | | 4 |
| General | External Fulfillment Question | | 19 |
| Reward | Online Reward Question | | 9 |
| Reward | Place Order | | 9 |
| Reward | Question or Complaint | | 2 |
| Reward | Unusable | | 66 |
| Reward | | | 17 |
| Reward | | | 4 |
| Open:3 | | | |
| Account | Balance Inquiry | | 2 |
| General | Materials | | 1 |





WHAT PEOPLE ARE SAYING ABOUT RECYCLEBANK

WS-3



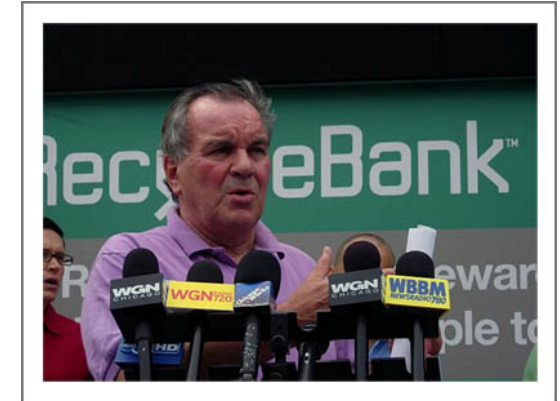
“The resident benefits, the city benefits, the environment benefits and the local businesses benefit.”

Mayor Kevin Burns
North Miami, FL



“This program will save the township in the next four years about \$2 million by not going to the landfill or to the incinerator.”

Mayor Bernie Platt
Cherry Hill, NJ



“Partnering with RecycleBank will both increase our recycling rates and lower our waste output. It brings a proven recycling rewards program to our community....

Mayor Richard M. Daley,
Chicago, IL



IN THE NEWS



**Chosen as a 2009
Technology Pioneer**
World Economic Forum



2009 Champion of the earth
United Nations Environment Programme



The New York Times



**Chosen as 1 of the 20 ideas
changing the world**
Plenty Magazine



TIME



**Featured as one of the 11
Great Green Ideas**
Fortune Magazine



**Outstanding Recycling
Innovation Award**
National Recycling Coalition



**sundance
CHANNEL**



Newsweek



SVN Innovation Award
Social Venture Network



Forbes®



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“Everybody Wins”

Forbes Magazine