



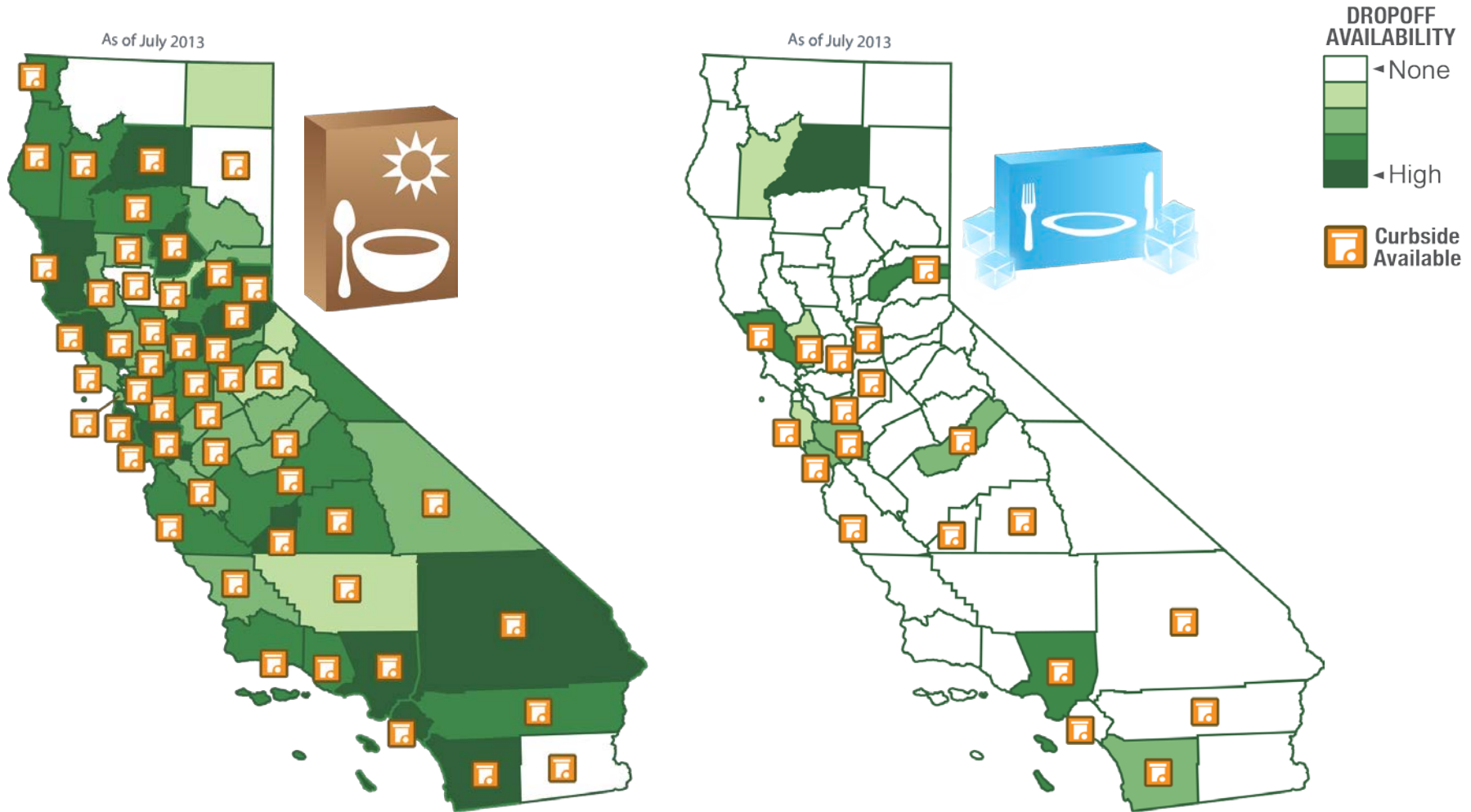
# Product Recycling Search

Marketing to Consumers  
to Increase Recycling

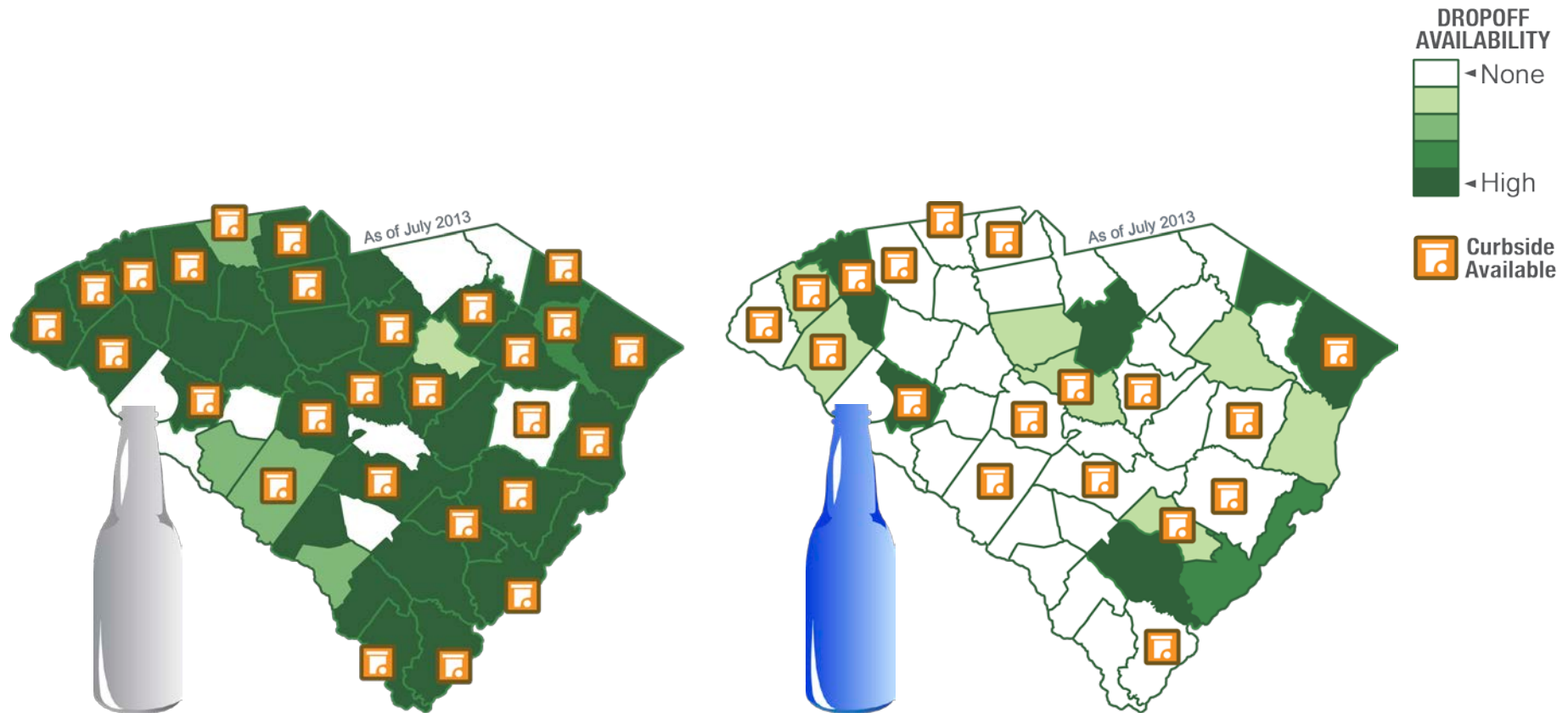
# Big Data



# Cereal Box vs. Frozen Food Box (CA)

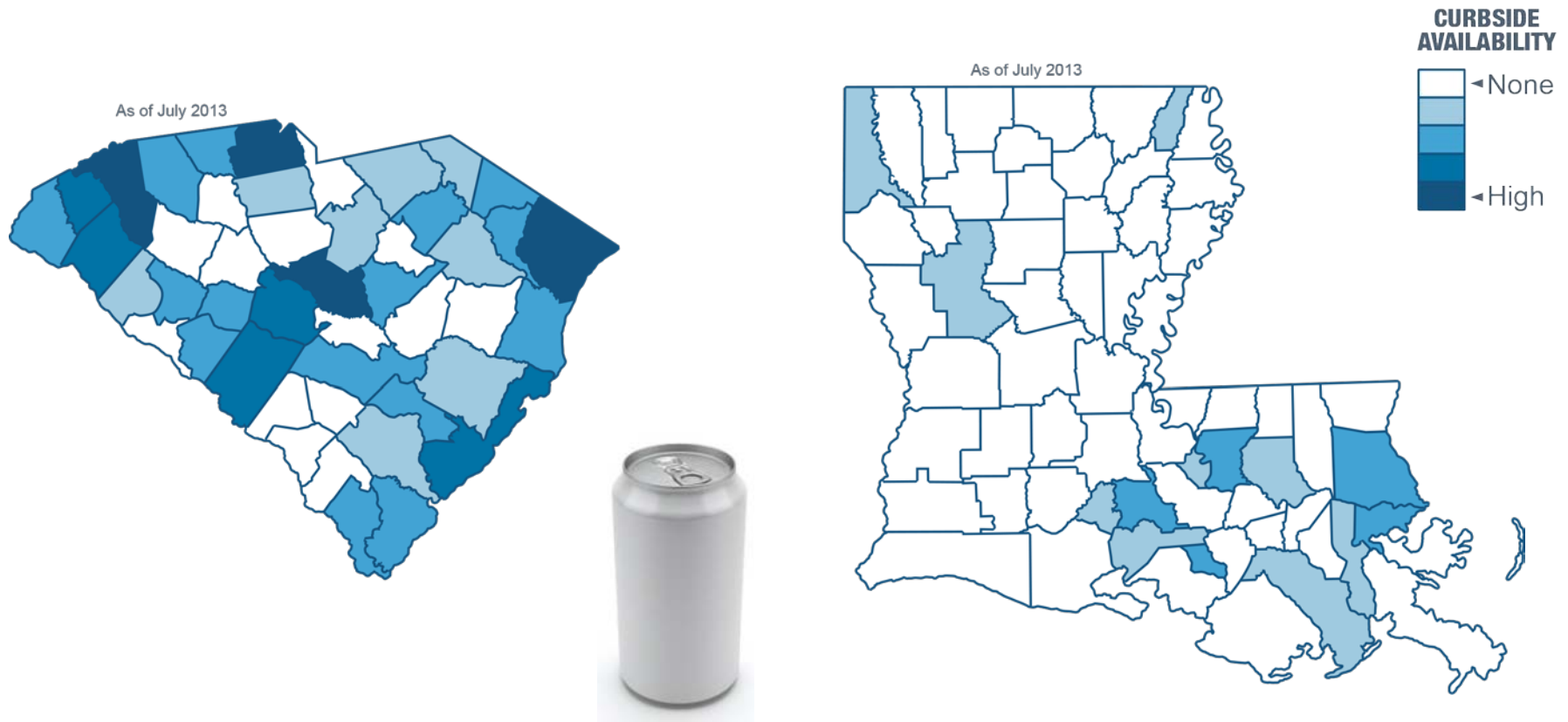


# Clear Glass vs. Blue Glass (SC)



CONFIDENTIAL

# State Comparison – Curbside Availability

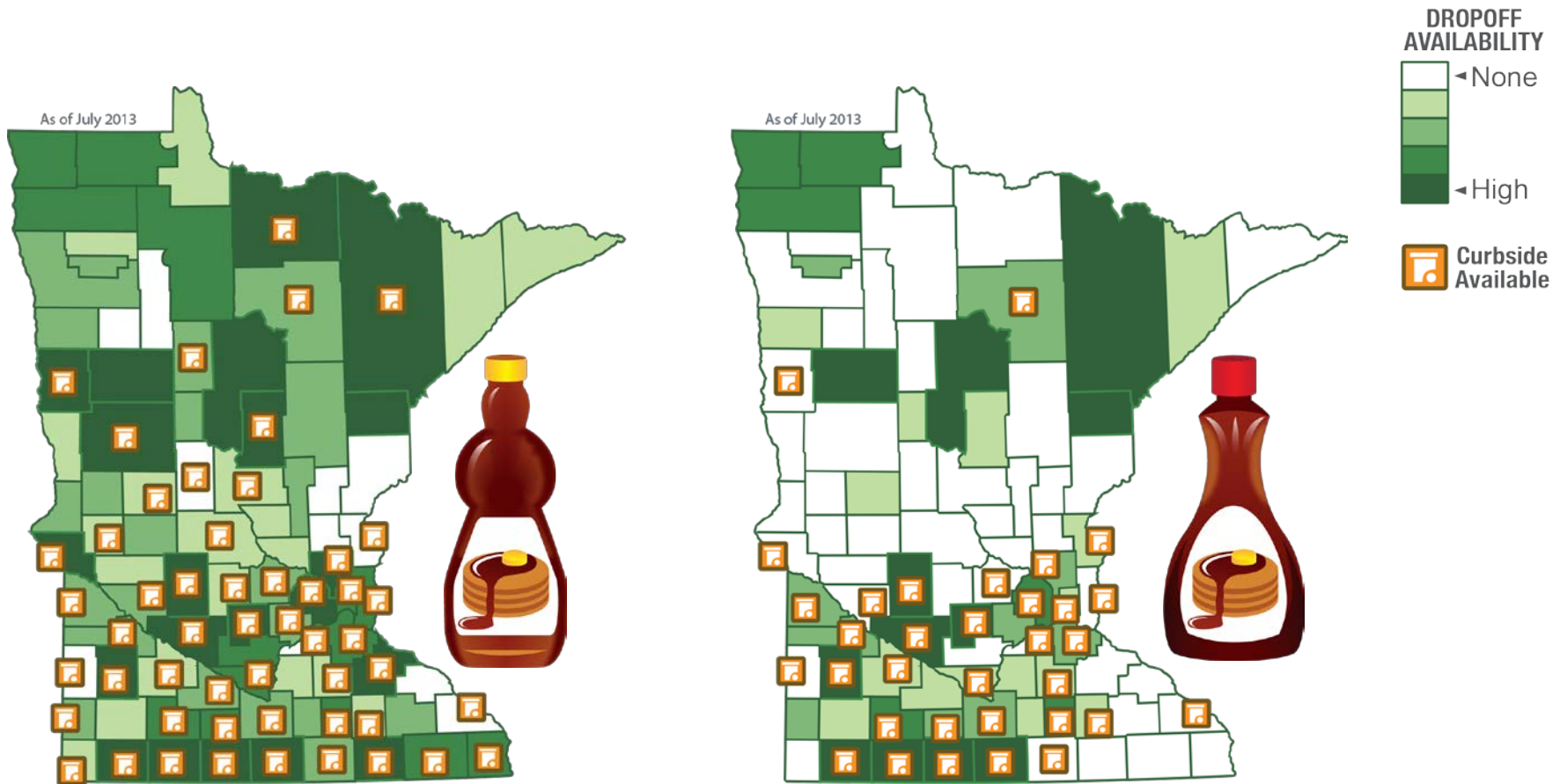


Aluminum Beverage Cans

CONFIDENTIAL

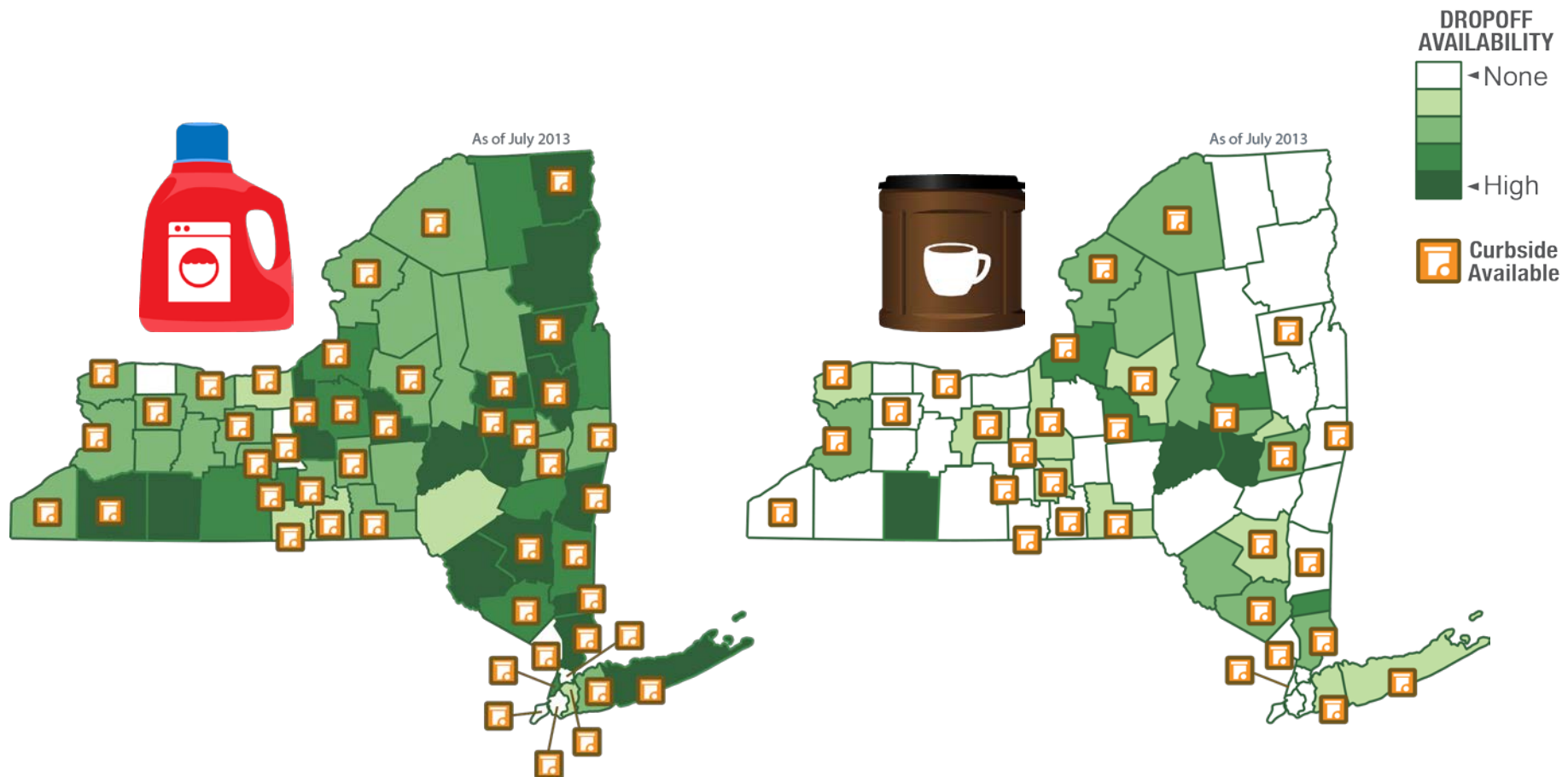


# #1 Plastic Bottle vs. #5 Plastic Bottle (MN)



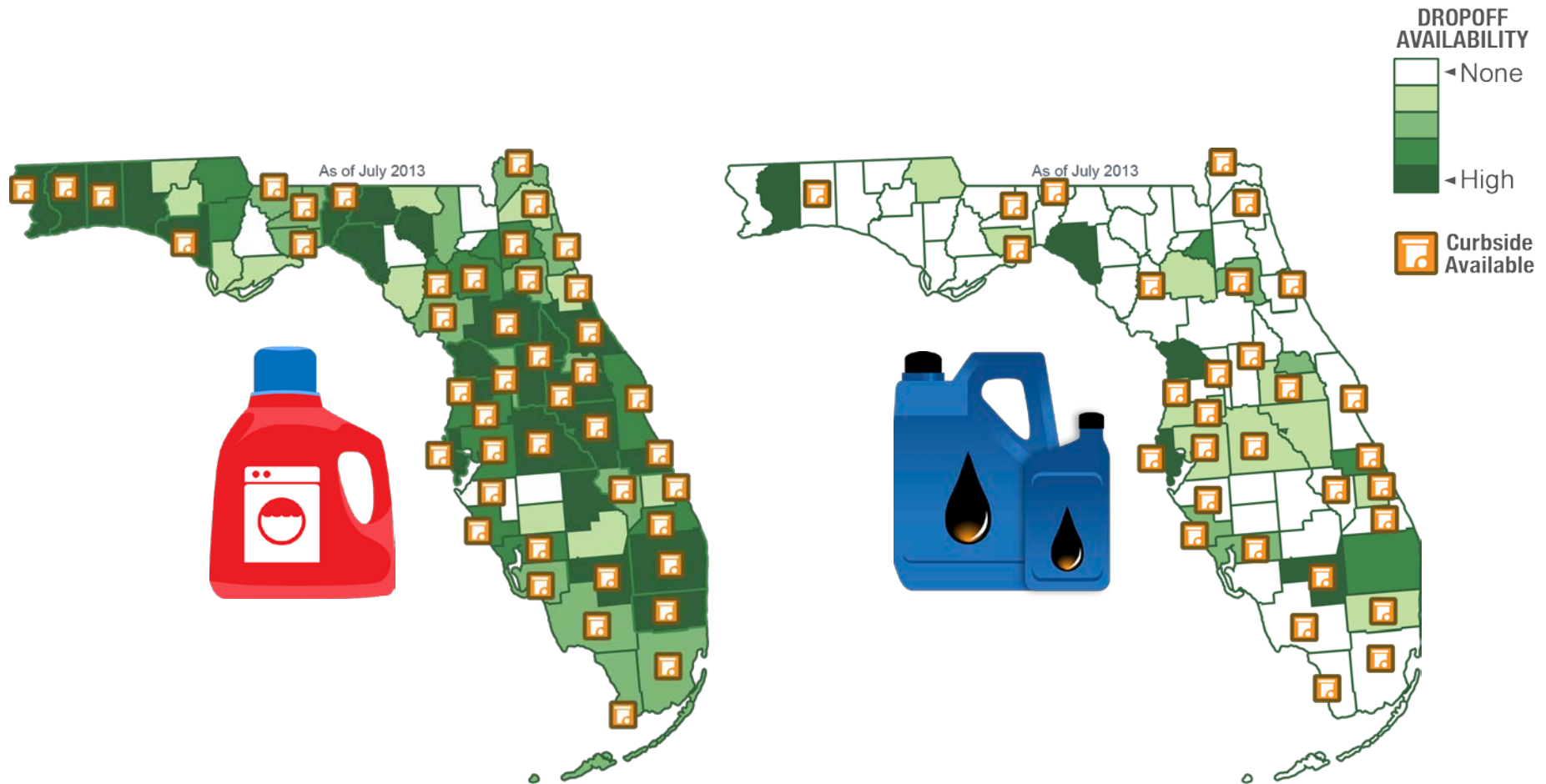
CONFIDENTIAL

# HDPE Jugs vs. HDPE Rigid (NY)



CONFIDENTIAL

# HDPE Jugs vs. HDPE Motor Oil Bottles (FL)



CONFIDENTIAL



# Why are Recycling Rates so Low

CONSUMER TERM		INDUSTRY TERMS
Cereal Box	=	Paperboard
Yogurt Tub	=	#5 Rigid Plastic
Milk Carton	=	Gable-top Container
Beer Bottle	=	Brown Glass Container
Detergent Jug	=	#2 Plastic Jugs - Colored



# Why are Recycling Rates so Low?

(63)  
MATERIALS

#2 BEVERAGE BOTTLES  
#5 CUPS  
#1 CLAMSHELLS  
#4 BAGS  
MOTOR OIL CONTAINERS  
CAPS  
JUGS-COLORED  
FILM

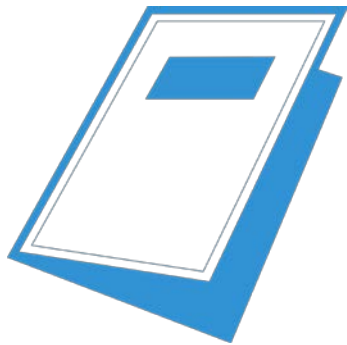
( 479)  
KEYWORDS

HDPE  
#5  
CLAMSHELLS  
DETERGENT  
JUGS  
COLORED  
CUPS  
RED BEER  
PARTY  
SOLO  
1  
4  
#2  
USED MOTOR OIL  
CELLOPHANE  
MOTOR OIL CONTAINERS  
PP  
2  
PET  
BOTTLED  
WATER  
POLYETHYLENE  
SODA  
BOTTLES  
#1  
#4  
#5  
PETE  
TO GO  
SIX PACK  
6 PACK  
CAPS  
POLYPROPYLENE  
SHIPPING  
DRY CLEANING  
ZIPLOC  
BAGS  
GROCERY  
NEWSPAPER  
LDPE  
WRAPS  
SARAN  
SHRINK  
RINGS  
NUMBER 1  
FILMS

# Recycling circa 1980-Present



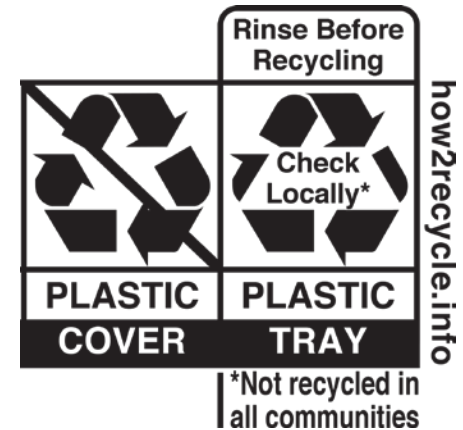
# Marketing to consumers thus far



One brochure  
per year



"Please Recycle"  
on a few packages



New big effort:  
"Not yet recyclable"  
or "check locally"



# Have we given up on consumers?

9 finalists- 1 speaks to consumers, the #1 generator of waste

Is it easier to change our entire country's recycling infrastructure than consumer behavior?

Refer to AMERIPEN 100 Cities Survey- not using current infrastructure at max capacity- not even close.



# Consumers are part of the solution

At Earth911 we haven't given up on consumers,  
in fact, **we believe they are the solution.**

Ralph Nader dedicated his life to lobbying for airbags.  
He didn't believe that people would ever adopt seat belts.



your car beeps at you, there are signs on the road,  
there are laws requiring it = ***multiple touch points***



# Top of Mind

Recycling and proper disposal information must be ubiquitous,  
even when consumers **aren't looking for it.**

Disposal information needs to answer the questions  
consumers **don't even know to ask.**

# OMNIPRESENCE

**To sell a product**, you need to be in front of a consumer  
*at multiple touch points.*

**To sell recycling**, it needs to be in front on consumers  
*at multiple touch points.*

Where are those ... ?



# SOLUTION!

## PRODUCT BASED SEARCH

# Product Recycling Search – CPG Website



## Super Smashing Smart Phone II

This phone is just amazing! Collaboratively administrate empowered markets via plug-and-play networks. Dynamically procrastinate B2C users after installed base benefits. Dramatically visualize customer directed convergence without revolutionary ROI.

★★★★★ 23 reviews

**\$199.99**

Add to Cart

Overview

Tech Specs

Reviews

Recycling Info



### Recycling Cell Phones

Cell phones have many components: The phone itself, a Lithium-ion battery, a charger, a paperboard box, a paper instruction booklet and a #1 plastic clamshell. Each of these may have its own recycling outlet where you live.

Below you can find locations near you that accept the materials for Cell Phones. Simply click on the material you are looking to recycle and find the location in a snap!

#### This Product Includes:

- Cell Phone
- Plastic Container (#1 Plastic Clamshells)
- Booklet
- Cell Phone Accessories
- Cell Phone Battery (Lithium-ion Batteries)
- The box it comes in (Paperboard)

Local Recycling Options For:

CELL PHONES

in Location: 85224



#### City of Chandler Bulk Curbside Recycling Program

Cell Phones are accepted in your curbside bin.

[57 more materials accepted »](#)

##### 1. Staples

(480) 782-3510 | Chandler, AZ 85224

[18 more materials accepted »](#)

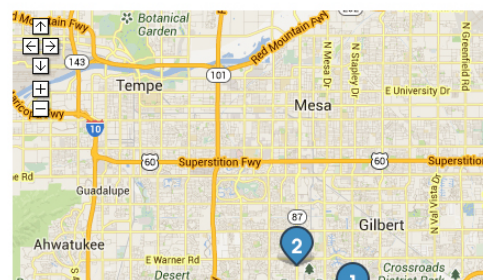
1.4 miles

##### 2. TheWrightPc.Com

(480) 917-9950 | Chandler, AZ 85224

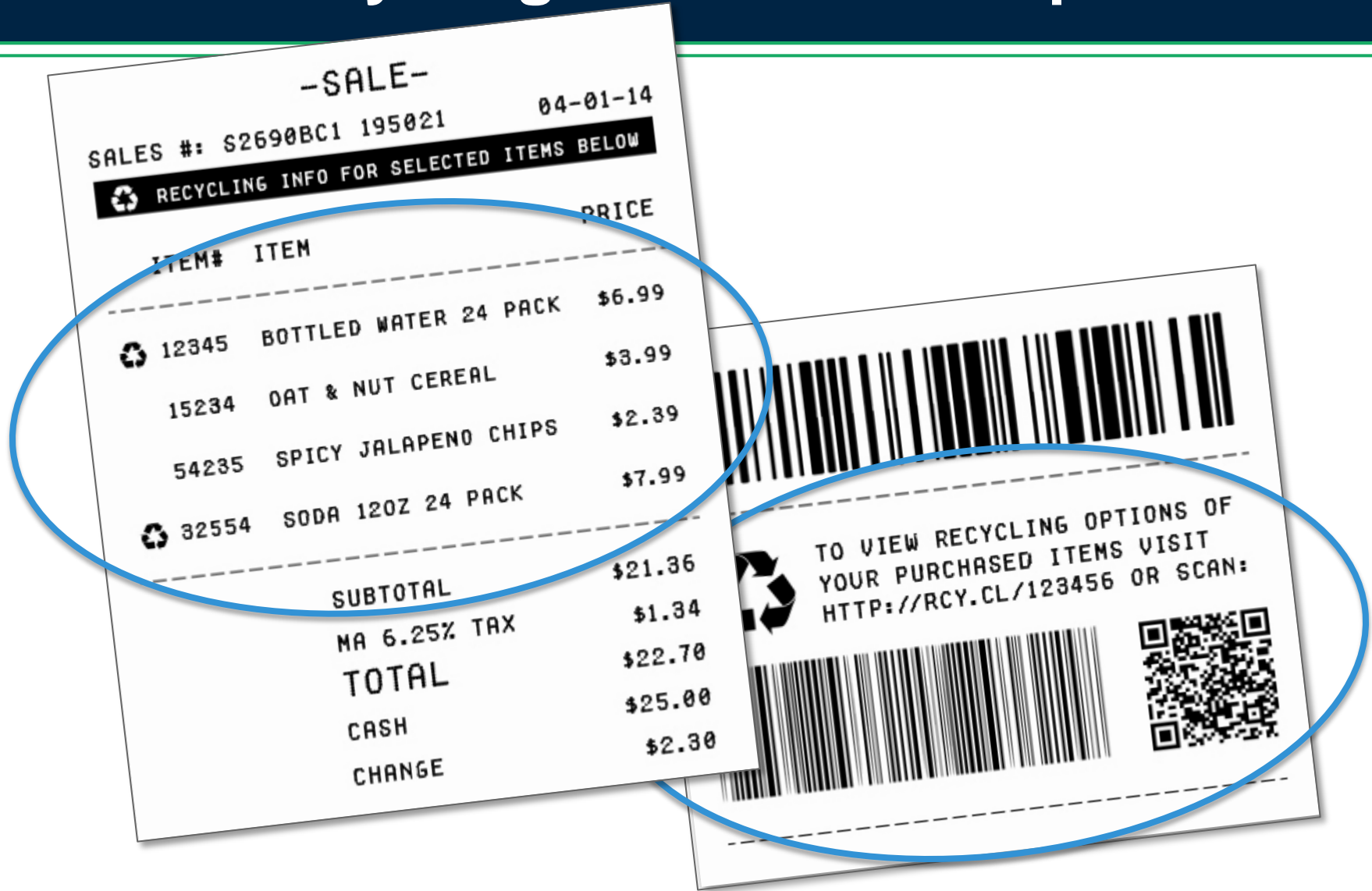
[9 more materials accepted »](#)

1.4 miles





# Product Recycling Search – Receipts



# Product Recycling Search – Native Apps



# Product Recycling Search – In Ads

directed convergence without revolutionary new...

★★★★★ 23 reviews

**\$199.99**

[Add to Cart](#)

Phone II enables you to share smarter, interact more great performance.

Phone II features a 4.8-inch HD Super AMOLED screen, slim and lightweight design with an ergonomic curves. A 1.5 GHz dual-core processor and 2 GB of asking without delay.

am, allows you to share multimedia files like photos, between two Super Smashing Smart Phone II devices together to "Beam" content from one device to the

establish a temporary photo sharing network with other Phone II users who are nearby. Once your group is it (multi-connect), photos taken by any member of the y with everyone else in the photo sharing network.

Smart Phone II, you can enjoy your media untethered. stream multimedia content to your compatible e audio systems, tablets and laptops when i Access Point.

Phone II is exclusively pre-loaded with the Color app, up to 60 seconds of live video with full audio and

★ **Reviews**

**Nice Size Screen, Snappy ICS 4.0, Great Phone**

★★★★★

The US version of the phone differs as it has a Qualcomm Snapdragon S4 Processor with 1.5 GHz Dual-Core CPUs, while the the rest of the hardware specs are the same as the international version.

[Read More](#)

**TASTY FIZZ**

enjoy the frosty bite from a 6 pack of **TASTY FIZZ**

recycling 6 aluminum cans saves enough energy to power an air conditioner for 1 hour!

[Recycle Now](#)

**TASTY FIZZ**

enjoy the frosty bite from a 6 pack of **TASTY FIZZ**

recycling 6 aluminum cans saves enough energy to power an air conditioner for 1 hour!

[Recycle Now](#)

**TASTY FIZZ**

You can recycle **Tasty Fizz** aluminum cans nearby

[More Options](#)

[change zip](#)



# Big Data



# Consumer awareness

Like anything, when people are exposed to information on a regular basis, it becomes top of mind and a regular part of their thought process.

This can lead consumers to ask the question, “can this be recycled?” When it may have never occurred to them before.

On any given day, it is likely that I can tell you what the weather forecast is. That certainly was not the case when forecasts came from the Old Farmer’s Almanac.



# Benefits of Product Recycling Search



**For consumers**, product recycling search is the answer to the question, “*What do I do with this now?*”



**For businesses**, product recycling search that can reach far beyond the goal of impacting waste, and offer insight into the motivation, needs and desires of consumers.



**For governments**, product recycling search can help municipalities communicate with individuals and interact to increase recycling rates community by community.

# Don't give up on consumers

Before we give up on consumers,  
let's **engage** them first!



# Don't give up on consumers

Before we swap out our nations infrastructure,  
let's get consumers to **utilize** it!

