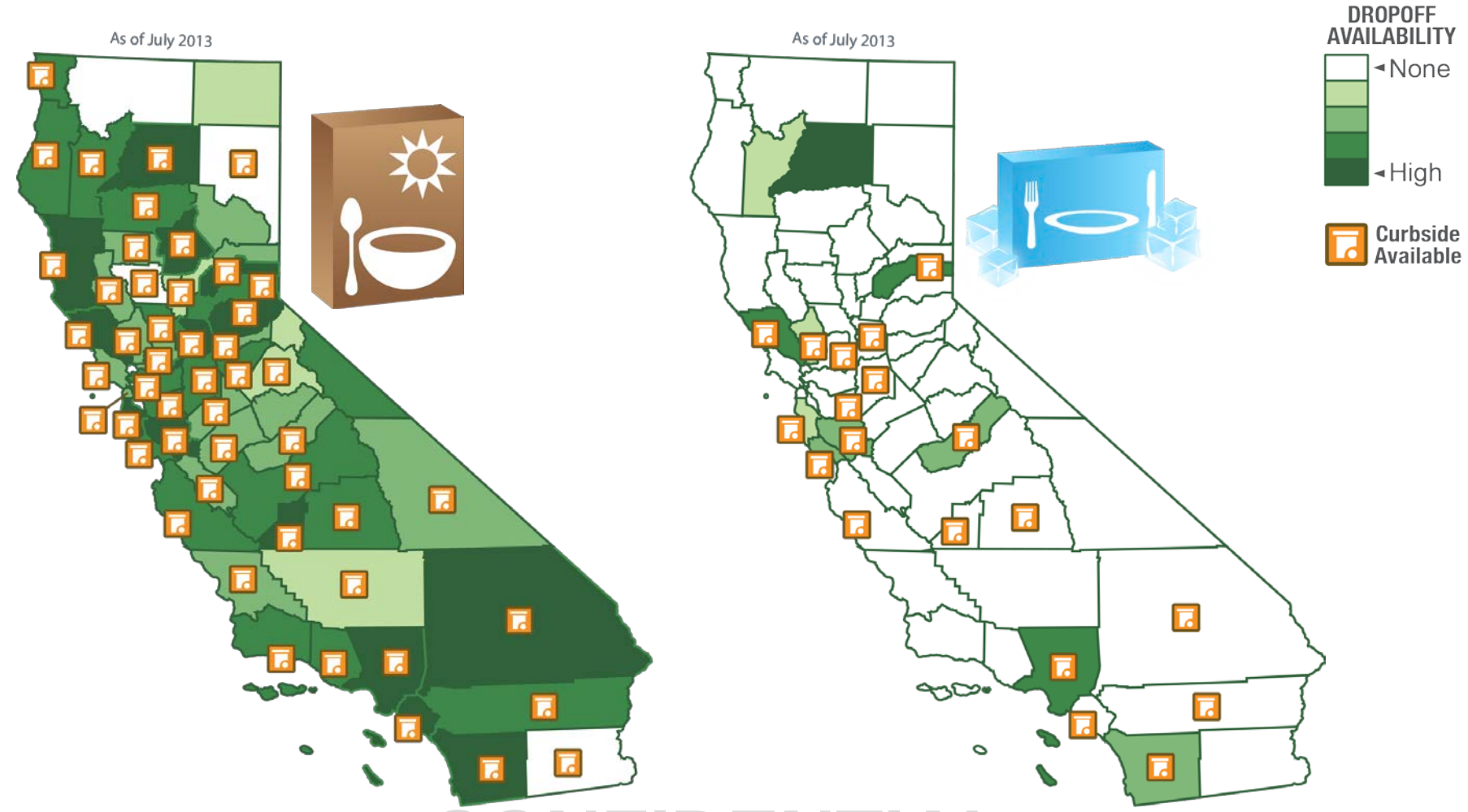
Product Recycling Search

Marketing to Consumers
to Increase Recycling

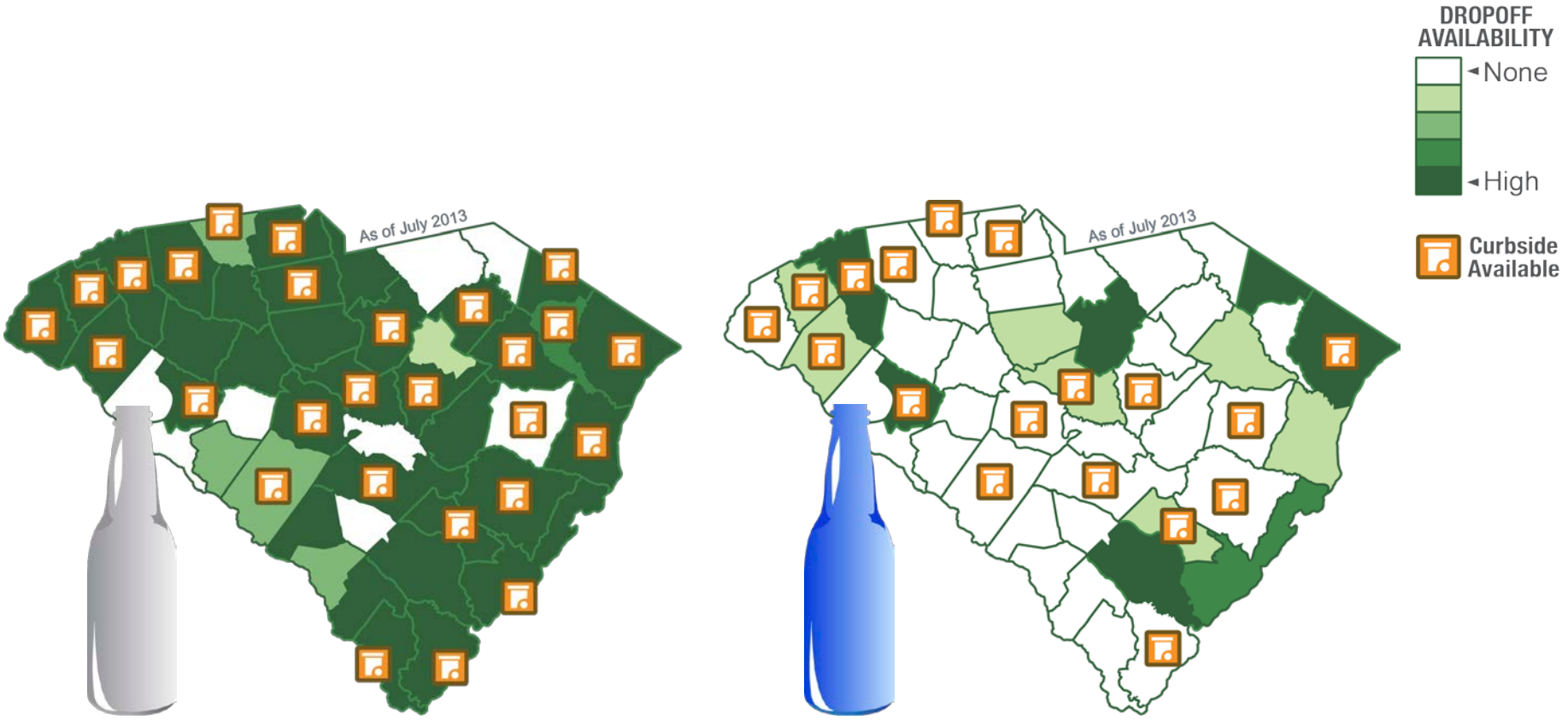
Big Data

Cereal Box vs. Frozen Food Box (CA)



CONFIDENTIAL

Clear Glass vs. Blue Glass (SC)



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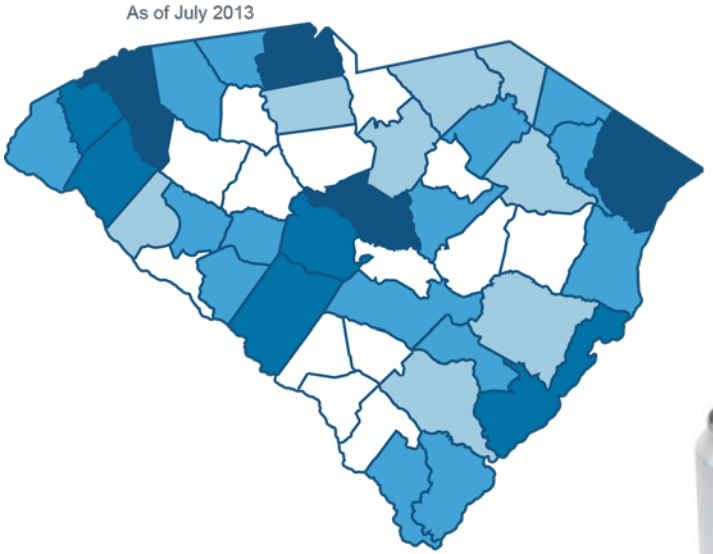
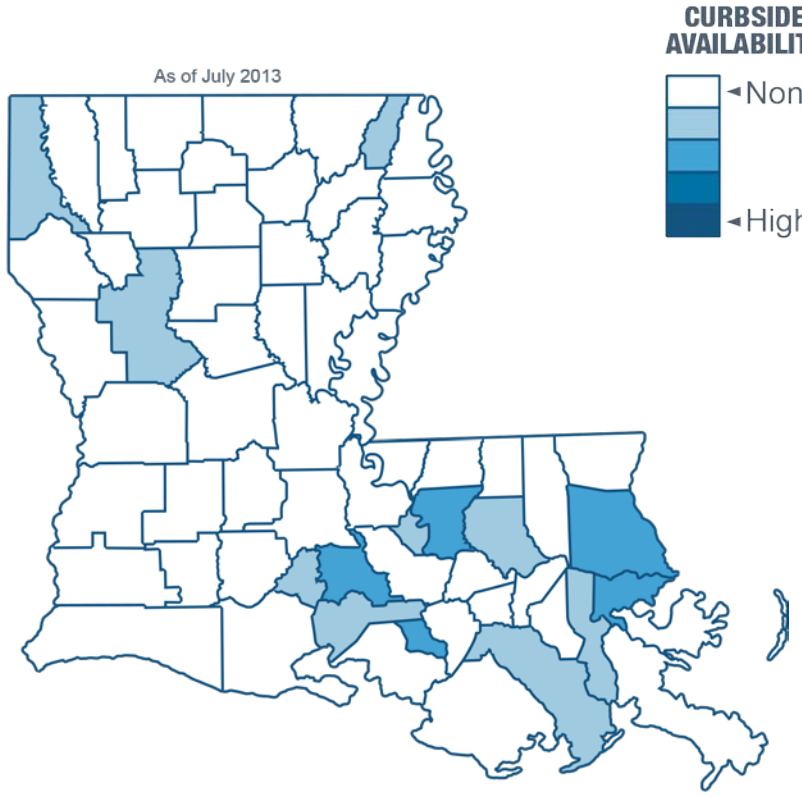
State Comparison – Curbside Availability





Aluminum Beverage Cans

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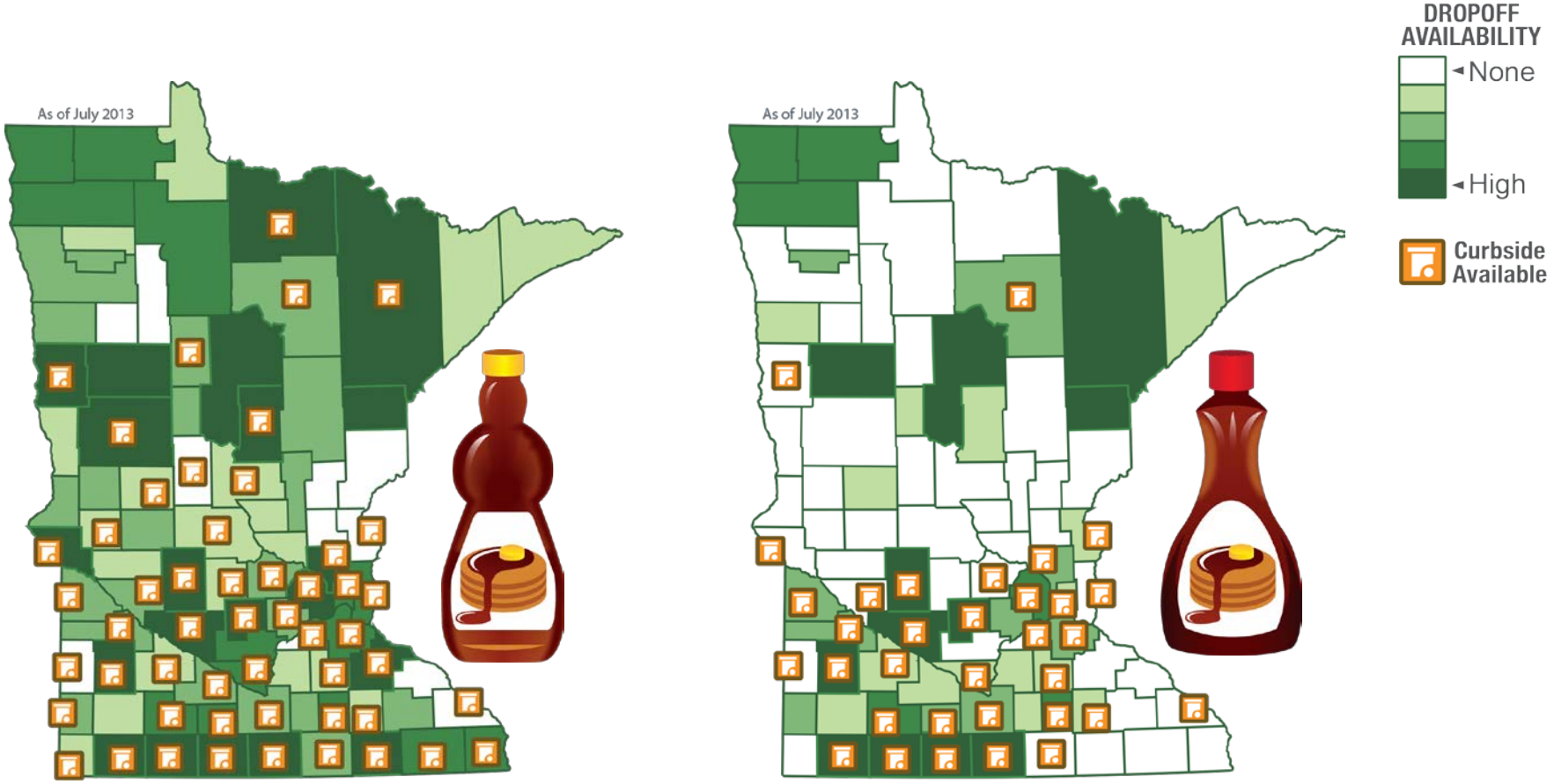
#1 Plastic Bottle vs. #5 Plastic Bottle (MN)



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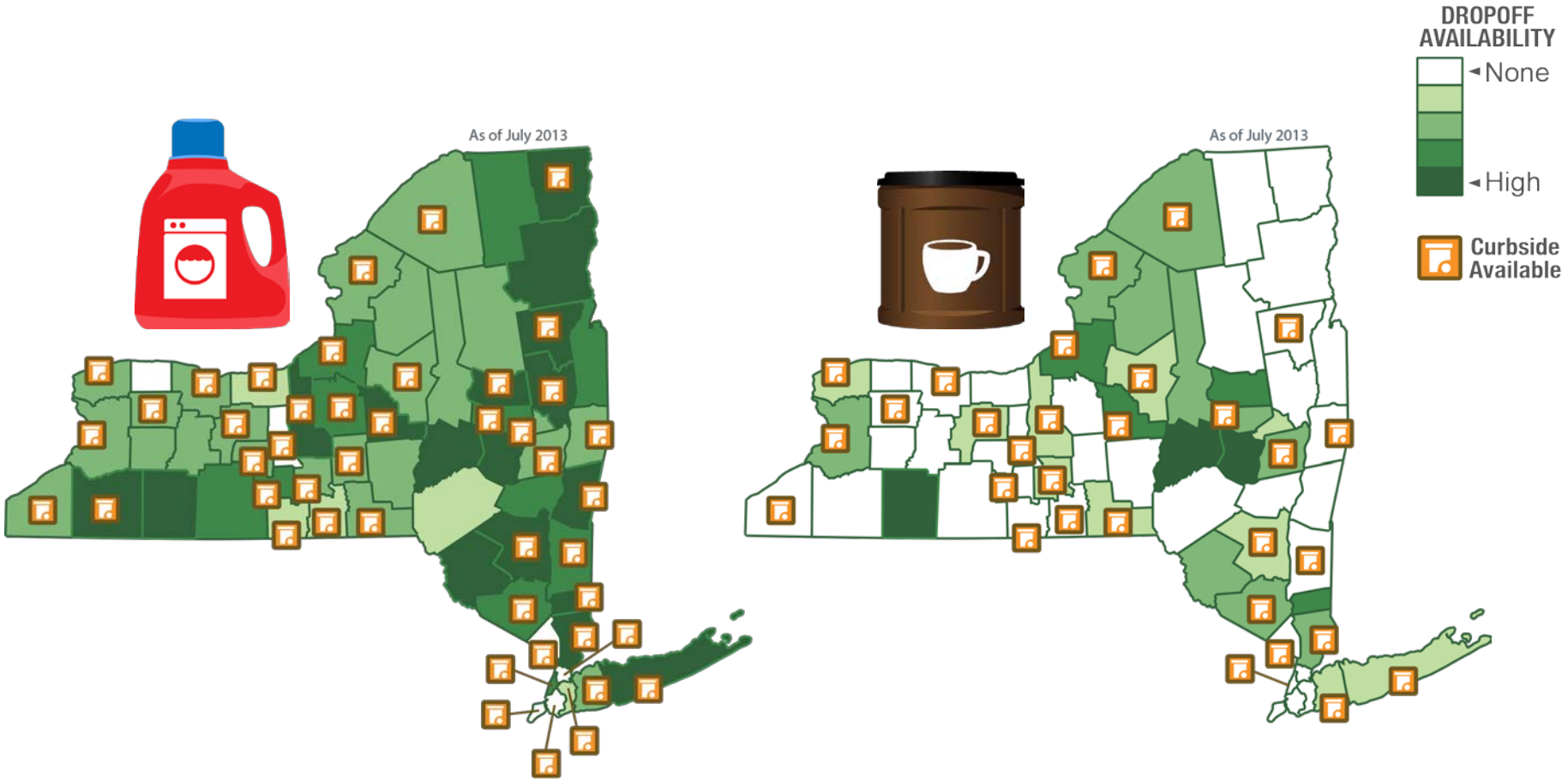
HDPE Jugs vs. HDPE Rigids (NY)



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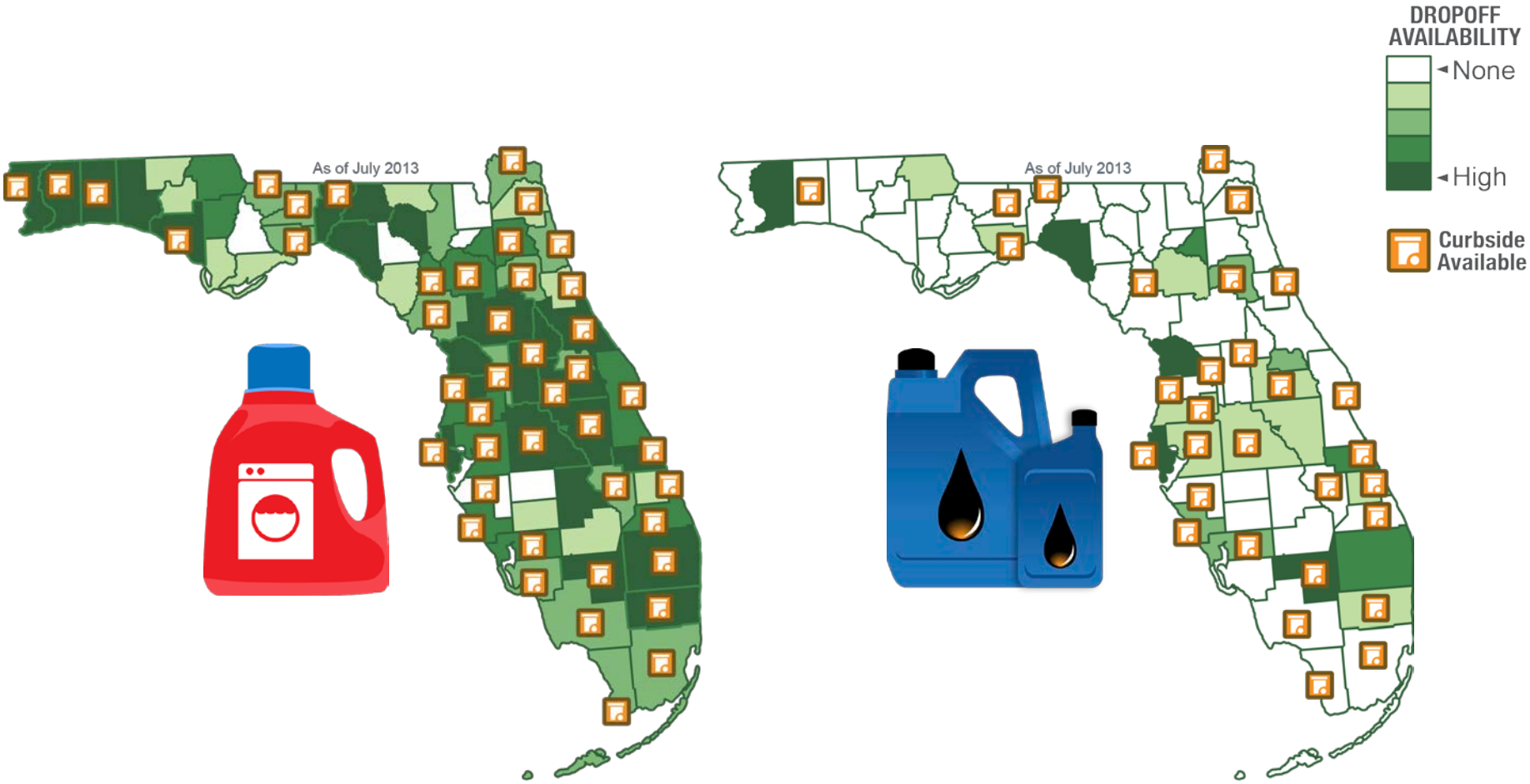
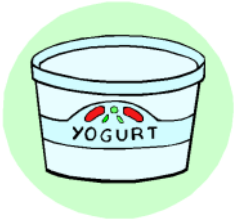
HDPE Jugs vs. HDPE Motor Oil Bottles (FL)



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

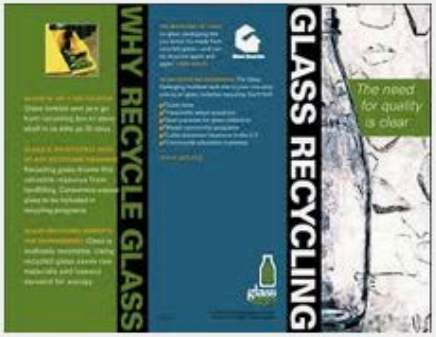


Why are Recycling Rates so Low?

(63) MATERIALS

(479) KEYWORDS

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.

★★★★½ 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:

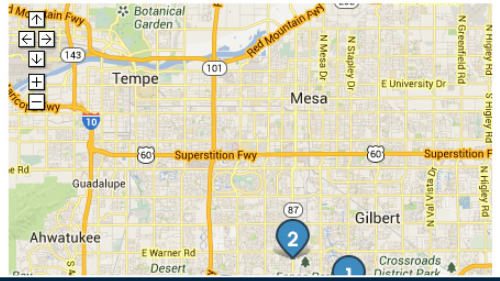
- Cell Phone
- Plastic Container (#1 Plastic Clamshells)
- Booklet
- Cell Phone Accessories
- Cell Phone Battery (Lithium-ion Batteries)
- The box it comes in (Paperboard)

Local Recycling Options For: CELL PHONES in Location: 85224

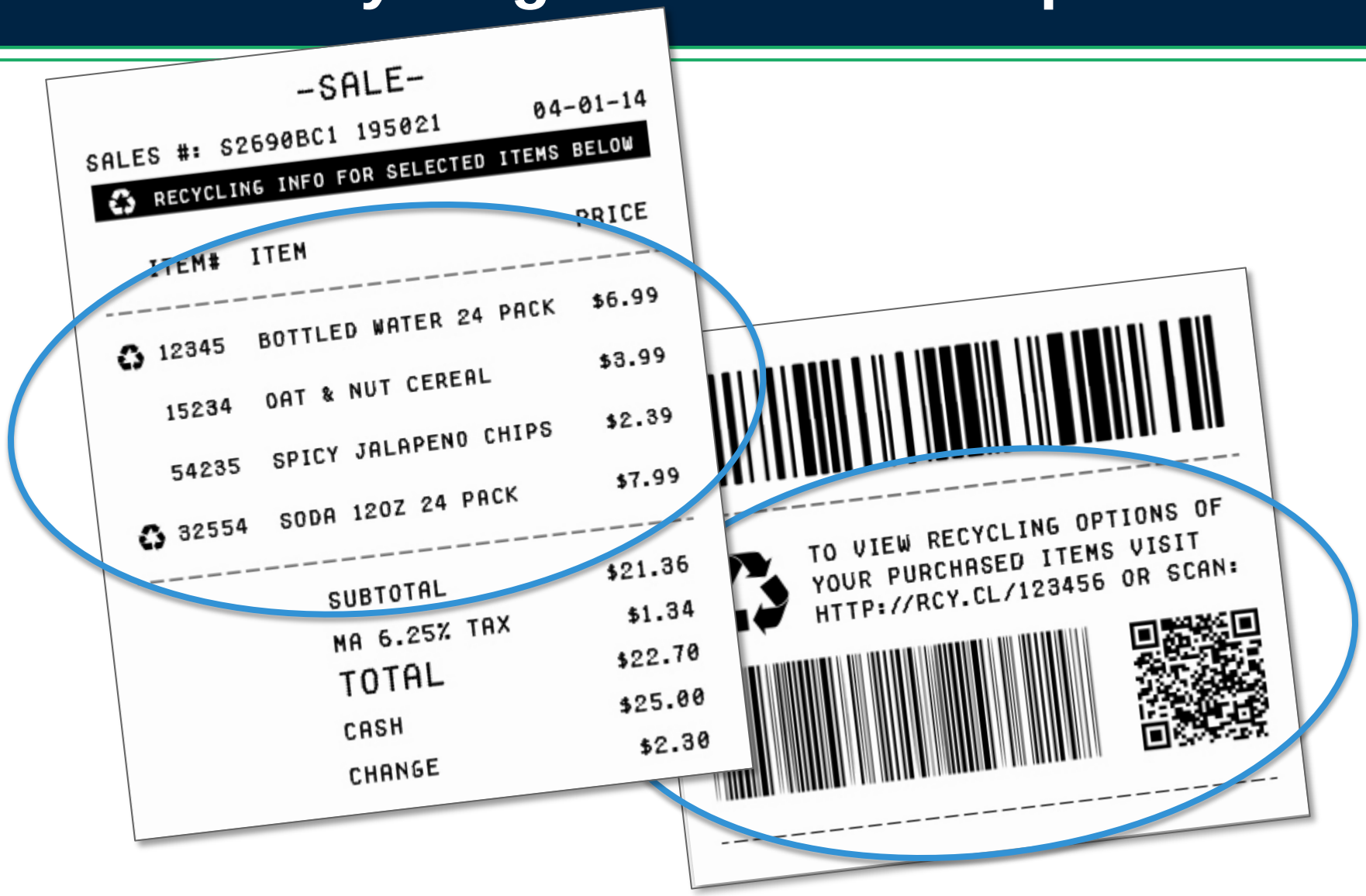
City of Chandler Bulk Curbside Recycling Program
Cell Phones are accepted in your curbside bin.
57 more materials accepted »

1. Staples — 1.4 miles
(480) 782-3510 | Chandler, AZ 85224
18 more materials accepted »

2. TheWrightPc.Com — 1.4 miles
(480) 917-9950 | Chandler, AZ 85224
9 more materials accepted »

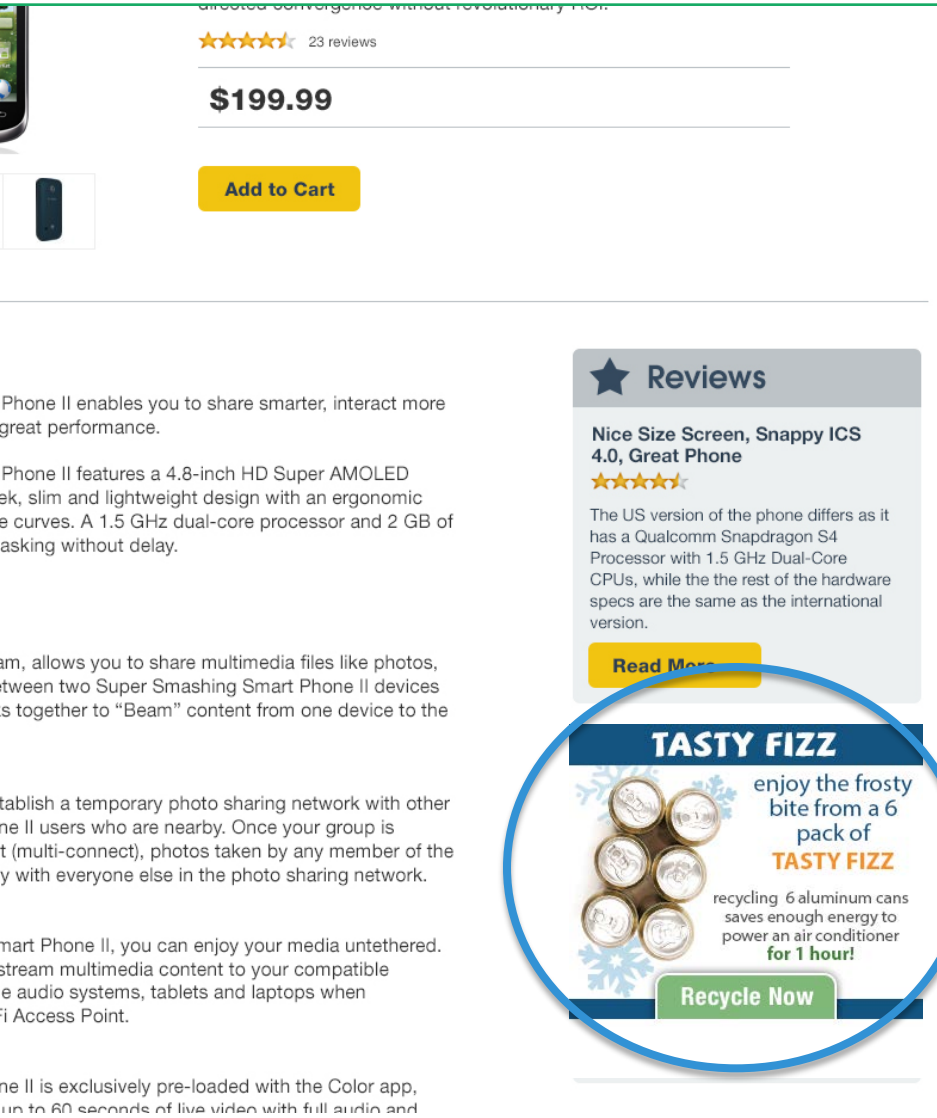


Product Recycling Search – Receipts



Product Recycling Search – Native Apps

Product Recycling Search – In Ads



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!