

Waste Management

Recycle to Protect Your Future



Company Overview



*As of September 2010

THINK GREEN®

The Business of Communications

Think Green Rewards
Business Intelligence Tool

THINK GREEN.[®]

Daniel Rocette



Communicating with your stakeholders

- For Municipalities and other Public sector institutions, technology has vastly improved the ability to reach a broader audience. Social Media such as face book and twitter is becoming common place to users of all ages.
- New programs that utilize technology can add value to sustainability programs for any community or institution
- Sustainability / Zero Waste / Waste Diversion targets are all hot topics

Think Green Rewards

What is it?

- Recycling incentive program from Waste Management that makes recycling more fun and rewarding for households.
- The points-based recycling education program offers attractive rewards and actionable information,
- Helping our environment and economy thrive by maximizing recycling value and minimizing waste

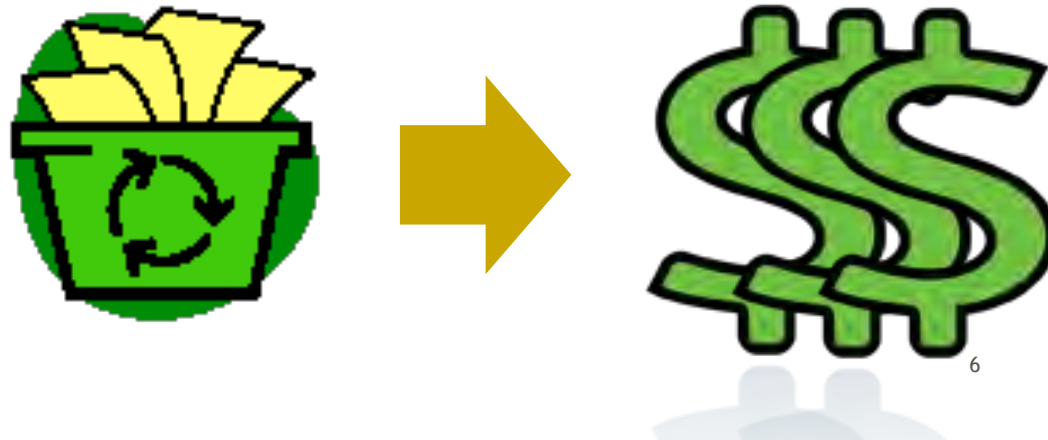


Think Green Rewards

How does it work?

The TGR program is simple:

1. Customers earn points based on total recycling tonnage collected at curb. Routes are weighed and points are assessed back to the residence.
2. Customers register on Think Green Rewards website. Program features The Entertainment Book rewards.
3. Customer selects and uses rewards. Entertainment Book provides rewards with national appeal.



Think Green Rewards Catalog

- Redeem points for discount & product coupons
- Multiple rewards \$1 - \$25 in perceived value, with national and local establishments
- Coupons from “The Entertainment Book” continually being updated



Redeem Your Points Now!



Think Green Rewards

Program appearance and set up.

- It is important to connect with the residents in a meaningful way
- Each community will have a customized Think Green Rewards web portal
- In the future, residents will have the option to donate points/rewards to participating/approved recipients
 - E.g., trees for parks, schools, other programs important to your community.

Customized Landing Page Model

Standard header and headline →

City logo, photos of city →

Facts / info specific to city →

Quote or message from Mayor to community ←

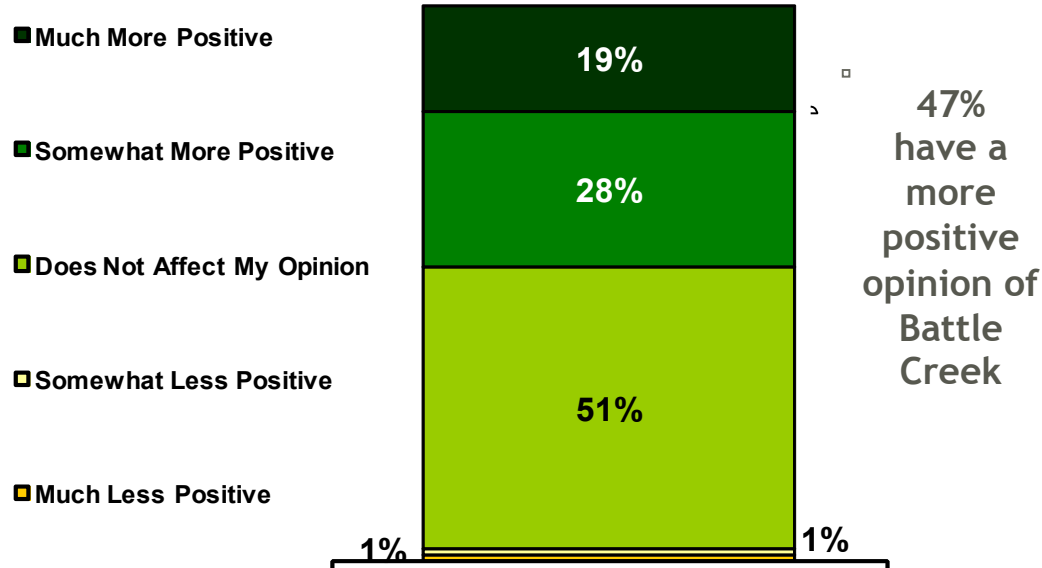
Local Coupon Offers ←

URL naming convention: thinkgreen{city name}.com
Ex: thinkgreenlaramie.com

Program Positively Impacts Public Opinions

Think Green Rewards participants indicate they now have more positive opinions of their community as a result of participating in Think Green Rewards

Impact of Think Green Rewards on Opinion of Battle Creek
Base: Participants (n=151)



	Recycling More (n=45)* (A)	Recycling Same Amount (n=103) (B)
Much More Positive	22%	17%
Somewhat More Positive	31%	27%
Does Not Affect My Opinion	45%	55%
Somewhat Less Positive	0%	1%
Much Less Positive	2%	0%

Est. recycling tonnage also improved 11% in BC with program

This survey conducted by global market research firm, Lieberman, also indicated 84% of curbside recycling users would be “likely” or “very likely” to participate in WM rewards program. Survey respondents also indicated that a rewards program would improve residential recycling rates by offering added value, and innovation.

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Key Ingredients for Success

Marketing & Education

Customize your community marketing program. Collaborative effort between the community and Waste Management

Examples to consider:

- Residential mailers
- Email campaign
- Public access TV billboard
- Bill inserts
- Radio
- Local billboards
- Mayoral PR campaign
- Recycling bin post-it notes
- Public transportation advertising opportunities
- Public space advertising opportunities (e.g., bus shelters, subway posters, etc.)

Activate all key communication opportunities so residents are receiving consistent information from all angles.



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Leveraging City Communications

e.g. Newsletter

Objective: Communicate TGR and transition to WM from prior provider. More critical communication items (city specific), included in bill.

Example of a Carrollton, TX city newsletter with article about Think Green Rewards.



Leverage city web site, bill insets, public access TV, anywhere you reach your residents



Think Green Rewards Collateral Samples

WM will work with Philadelphia to create an effective communications program, leveraging municipal communications

Door hangers

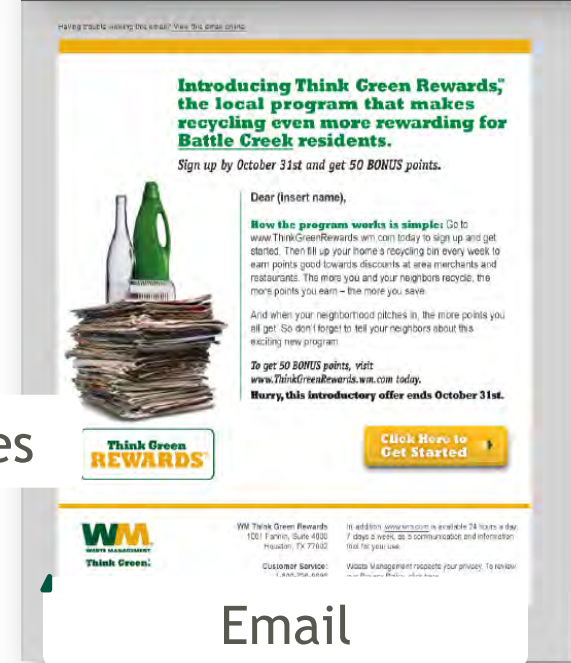


Post card mailer



Bill insert

Bin Post it notes



Email



Postcard Examples

Front



Introducing Think Green RewardsSM

IT'S OUR WAY OF THANKING YOU FOR YOUR RECYCLING BUSINESS. AS A RECYCLING CUSTOMER YOU ARE ELIGIBLE TO EARN POINTS TOWARD MONEY-SAVING DISCOUNTS AND COUPONS FOR LOCAL STORES AND RESTAURANTS IN YOUR NEIGHBORHOOD.

The Think Green RewardsSM program allows Shelby County residents to earn money-saving discounts and coupons at local stores and restaurants like: Johnny Rockets, Little Caesar's Pizza, Anthony's Car Care and more, just for simply filling up your home's recycling container every other week. It's that simple.

SIGN UP NOW! Go to ThinkGreenRewards.wm.com and get your first 50 points free just for signing up.



THINK GREEN!

OBJECTIVE
Drive awareness and action to sign up

Sign up today!
Turn your recycling into rewards today.



Waste Management
700 Clow Road
Birmingham, AL 35217

IT'S EASY. HERE'S HOW IT WORKS:

- Step 1:** Go to ThinkGreenRewards.wm.com and sign up for this FREE service.
- Step 2:** Fill up your recycling* container with paper, aluminum, plastic, and cardboard. And encourage your neighbors to do the same. The more you and your neighbors all recycle, the more points you earn.
- Step 3:** Go back to the website and watch your points stack up. Then check out the E-catalog full of fun and useful rewards for you and your family.

SIGN UP NOW! Go to ThinkGreenRewards.wm.com and get your first 50 points free just for signing up.

Questions? Call 205-841-2740.
*recycling is a discretionary step.



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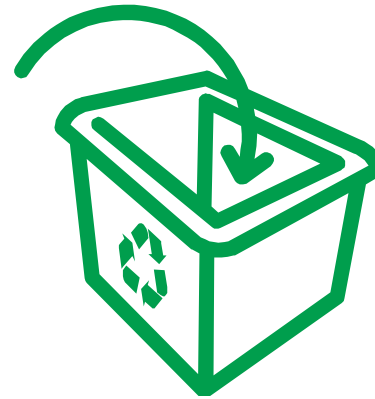
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Yes to Rewards

Move Forward

Say **YES** to

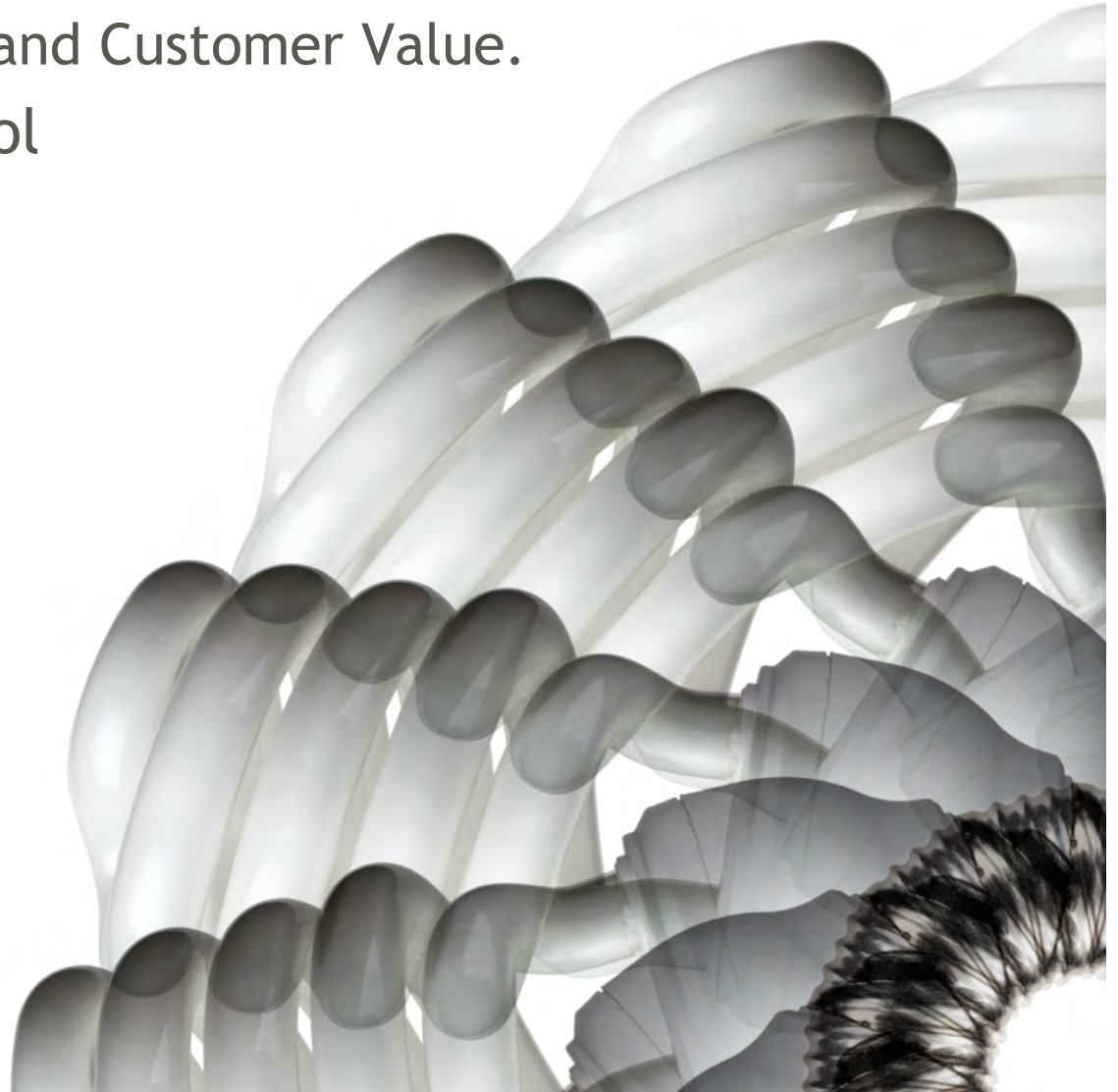


Say **YES** to rewarding your
residents

Waste Management

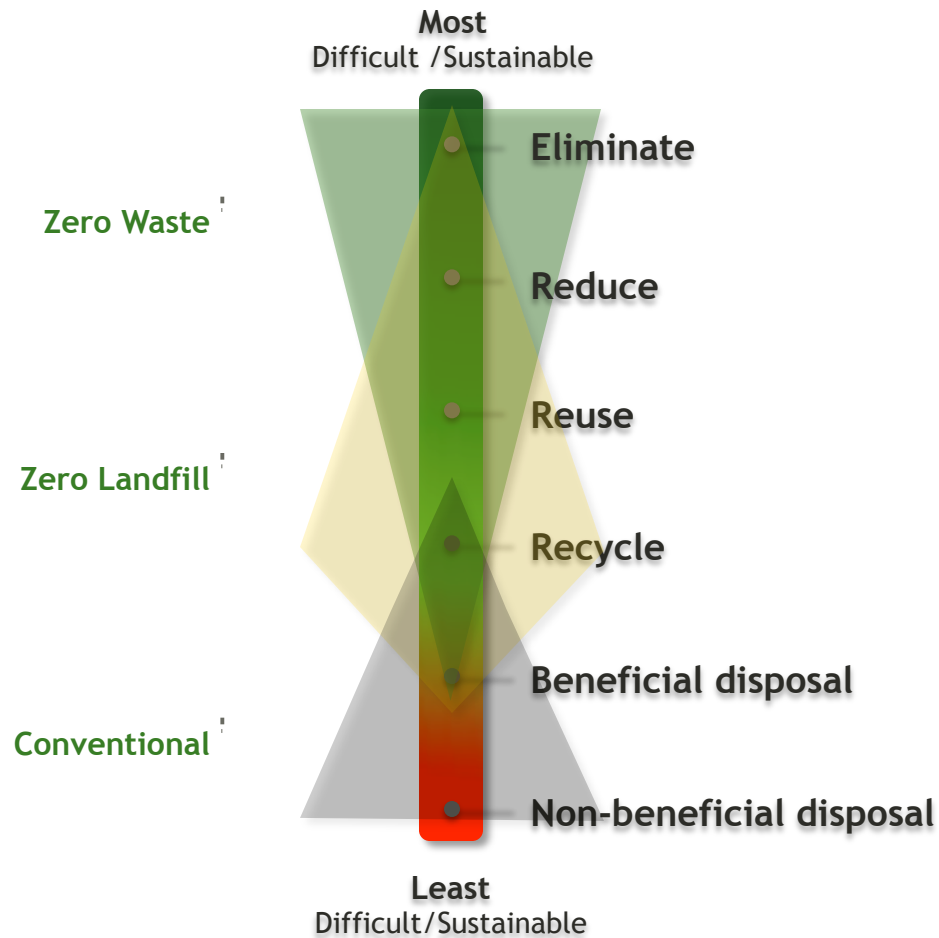
Innovation, Sustainability and Customer Value.
Business Intelligence Tool

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Sustainability Hierarchy

Some Organization Think Recycling or Zero Landfill Is Enough



The "Green" Campus

A Waste to Resource Mindset

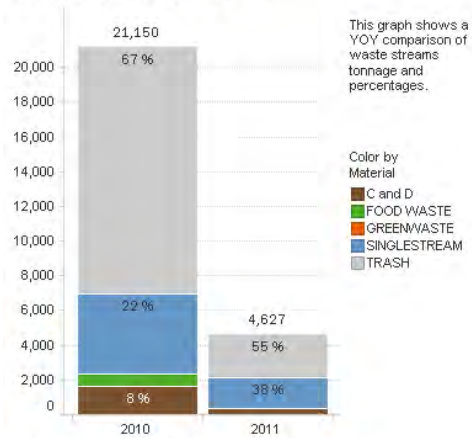
What are the many resource streams going into and coming out of classrooms, labs, athletic facilities, medical buildings, cafeterias; etc?



Waste Stream Detail



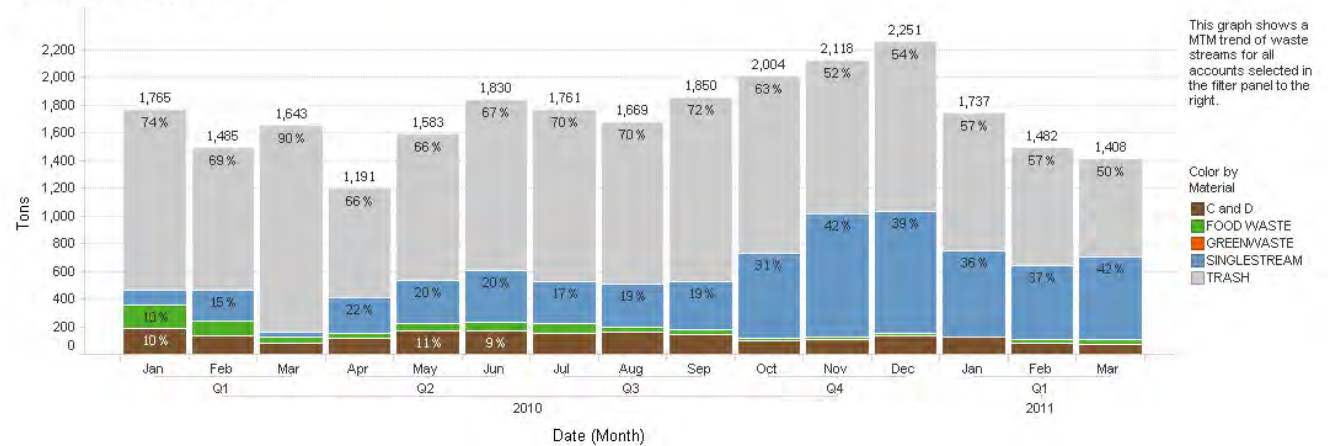
Waste Stream Mix (% , tons)



This graph shows a YOY comparison of waste streams tonnage and percentages.

Color by Material
 C and D
 FOOD WASTE
 GREENWASTE
 SINGLESTREAM
 TRASH

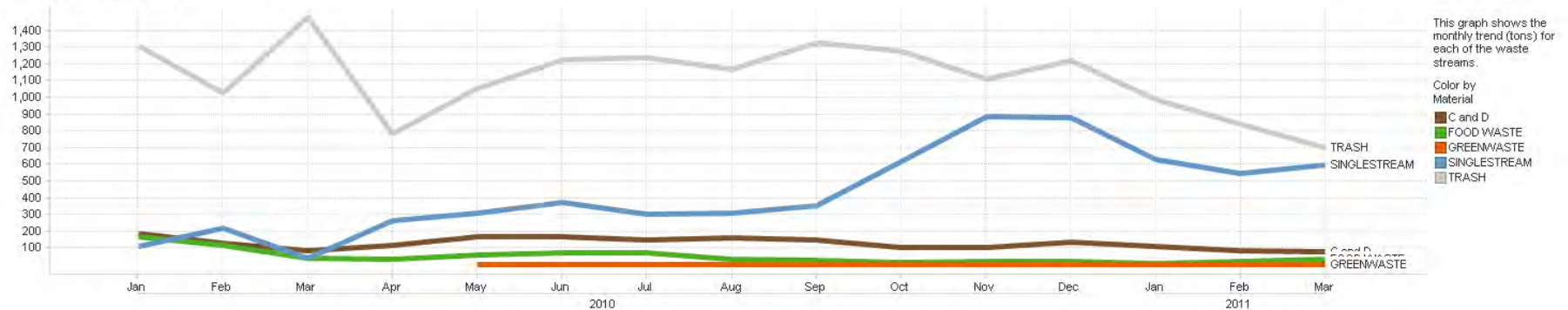
Waste Stream Mix (% , tons)



This graph shows a MTM trend of waste streams for all accounts selected in the filter panel to the right.

Color by Material
 C and D
 FOOD WASTE
 GREENWASTE
 SINGLESTREAM
 TRASH

Waste Stream Mix [tons]



This graph shows the monthly trend (tons) for each of the waste streams.

Color by Material
 C and D
 FOOD WASTE
 GREENWASTE
 SINGLESTREAM
 TRASH



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Green Impacts



WM Sustainability Services 2011 Recycling Benefits for U of A

In 2011 we recycled 108 tons of aluminum, cardboard/paper, scrap metals, plastics, wood pallets and glass.



These recycling efforts conserved the following resources:



635 Mature Trees were Saved
Representing enough saved timber resources to produce more than 7,872,600 sheets of newspaper!



415 Cubic Yards of Landfill Airspace
Representing enough airspace to fulfill the municipal waste disposal needs for 532 people for one year!



486,432 Kw-Hrs of Electricity from Recycling
Enough power to fulfill the annual electricity needs of more than 40 homes!



90 Barrels of Oil
Representing enough energy to heat and cool more than 18 homes for one year!



Avoided 533 Metric Tons (MTCO₂E) of GHG Emissions
The recycling of these materials prevented these GHG emissions!



252,000 Gallons of Water
Representing enough fresh water to meet the daily fresh water needs of more than 3,360 people!



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The Green Model Resources Challenge

Areas of Program Focus to Reduce Environmental Impact



For more information:

WM 2010 Sustainability Report at
<http://www.wm.com/sustainability/index.jsp>

Think Green educational site at
<http://www.thinkgreen.com/students-k-5>

Greenopolis on Facebook at
http://www.facebook.com/greenopolis?v=app_4949752878

