

KEEP AMERICA BEAUTIFUL



May 9, 2013



Who We Are



Keep America Beautiful is the nation's leading nonprofit that brings people together to build and sustain vibrant communities.

- With our strong affiliate and partnership network, including state recycling organizations, we engage millions of volunteers who take action in their communities through programs that deliver positive and lasting impact
- We offer solutions that:
 - Create clean, beautiful public places
 - Reduce waste and increase recycling
 - Inspire generations of environmental stewards
 - Generate positive impact on the local economy
- We work to create communities that are socially connected, environmentally healthy and economically sound

Our Mission, Our Beliefs



Our Mission

Engaging individuals to take greater responsibility for improving their community's environment

Our Beliefs

We believe...

- people and places are profoundly interconnected
- thriving communities are rooted in individual responsibility and action
- lasting change happens when people work together



Our Supporters Include....

Partnerships



Government/Nonprofit Alliances



Building and Sustaining Vibrant Communities

**Community
Cleanups**

**Reduce
Reuse
Recycle**

**Disaster
Restoration**

**Urban
Renewal**

**Water
Cleanups**

**Public Service
Announcements**

**Conservation
Initiatives**

**Youth
Engagement**

**Public Space
Recycling**

**Cigarette
Litter
Prevention**

**Community
Education**

**Urban
Forestry**

**Tailgate
Recycling**

**Environmental
Literacy**

**Preservation
Initiatives**

**Volunteer
Opportunities**

**State Fairs
Recycling**

**Community
Greening**

**Recycling
Symposiums**

**Organics
Collection/
Composting**

Our Goal: Increase Recycling Participation



Recycling Initiatives

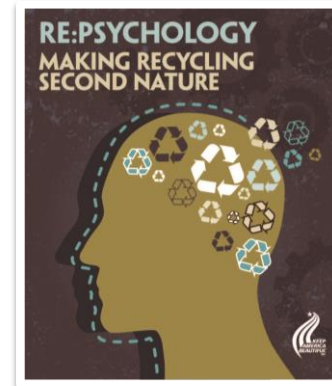
- **Building Awareness and Activation**

- RecycleMania
- Recycle-Bowl
- America Recycles Day
- Ad Council Campaign

- **Public Space Recycling**

- **Thought Leadership**

- Symposium
- Ongoing Webinar series
- CURC professional training
- Research Agenda



Recycle-Bowl

K-12 in-school recycling competition to raise awareness and change behavior

- Establish new recycling programs within schools
- Increase recycling rates in schools that currently recycle
- Provide teacher/student educational opportunities about recycling and waste reduction

| Metric | 2012 |
|-------------------------------------|---|
| Schools registered | 1,500 |
| States represented | 50 |
| Students reached | 1,000,000 |
| Pounds recycled | 4.5 million |
| Energy saved | 14.3 million kilowatts |
| Water saved | 13.7 million gallons |
| Competition participation increases | Recycling 10% more than non-competing schools |



Recycle-Bowl: Toolkits and Incentives

Prizes to the top schools include:

- A grand prize of \$1,000 and a \$2,500 store credit to purchase recycling bins to the national winner
- \$1,000 prize to the school in each state that collected the most recyclable material per capita

The first 1000 schools that register will get a toolkit. In 2012 the toolkit contained:

- Printed competition posters
- A solid waste management poster with KAB recycling activities on the back,
- A Project Learning Tree solid waste activity book
- A book about recycling for the library.
- Anatomy of a plastic bottle educational activity

2013 Michigan State Winner

- Hesperia Middle school in Hesperia Michigan



Taylor Primary in Kokomo, IN.
2012 National Recycle-Bowl Winner

America Recycles Day (November 15)

Annual awareness and activation initiative

- Education and collection events in the workplace, at schools, local government offices, and other community locations

2012 Call to Action

- **Clinton Global Initiative Commitment:**
 - “Recycling At Work!” pledge targeted to business, commercial and institutional entities
 - Seek commitment for a 10% increase in workplace recycling by 2015

2012 Results

- Presidential proclamation that sparked national mentions on two late-night talk shows
- Participants increased to 2.1+MM
- Nearly 100,000 individuals pledged to recycle more in 2013

2013 Consumer Outreach

- Monthly communication with recycling tips and facts



America Recycles Day- Promotional Items and Activities

The first 1, 500 ARD events registered receive a free collateral kit

- Banners, stickers, posters, bookmarks, pledge card template

Downloads and activities

- Banner, print ad, pledge card template and news releases
- Five fun facts, ready set sort and take the “I Recycle Pledge”

Michigan’s highlight events:

- Michigan State University competed in the Game Day Challenge with tailgate recycling
- Grosse Pointe Shores Beautification Committee invited residents to shred up to 5 boxes of their sensitive documents at the GPS Shred Day.



Recycling at Work! Pledge

- Encourage businesses, institutions to take pledge to increase recycling by 10%



**KEEP AMERICA
BEAUTIFUL**

The screenshot shows the website's navigation bar with links for "Toolkit", "News & Links", "FAQs", "Sponsors", and "Partners". Below the navigation are four buttons: "JOIN AN EVENT", "HOST AN EVENT", "TAKE THE PLEDGE", and "FIND RECYCLING". A green banner features the "I ♻️" logo, "America Recycles Day", and "November 15". The main content area has a background image of recycling bins and a desk with red chairs. The text reads "Businesses & Organizations Pledge to Recycle More".

The Recycling at Work Pledge

According to the U.S. Environmental Protection Agency (EPA), as much as 45 percent of the 250 million tons of municipal waste generated in 2010 was from commercial and institutional locations such as business and government offices, retail establishments, schools and hospitals. Recognizing the power of individuals in the workplace to engage in recycling which results in saving energy, reducing emissions and landfills, conserving natural resources and generating jobs;

We the undersigned pledge to increase recycling of materials generated in the workplace by 10 percent by 2015.

We will achieve our goal by undertaking a series of approaches which will include:

- Increasing employee awareness of the availability of recyclable services and benefits of recycling in our offices and other facilities;
- Making recycling more convenient to enable greater participation in recycling at our workplace;
- Identifying cost-effective opportunities to incorporate consideration of end of life recyclability and increased recycled content into the products we purchase;
- Reporting on our progress each year through the Recycling at Work online reporting system; and
- Inviting at least one other organization to take the Pledge.

My organization is proud to take the Recycling at Work Pledge and join other businesses and organizations in increasing recycling at our workplace. Every action adds up to making a difference.

RecycleMania

Collegiate recycling competition to raise awareness and change behavior

- Eight week recycling competitions held at the collegiate level
- Increases awareness, builds recycling programs and encourages benchmarking metrics

2013 Highlights:

- 523 Colleges and Universities participated in all 50 states & Canada
- 90 Million pounds of recyclables and food waste collected
- Grand Champion- University of Missouri-Kansas City

Categories include

- Recycling rate, total recycling, waste minimization, paper, cans and bottles, cardboard, food waste, electronics, and film plastic



*KAB partners with RecycleMania Inc. to manage and grow the program



Give and Go: Move Out 2013

A donated goods drive pilot in partnership with Goodwill on five college campuses in spring of 2013

- Students will have the chance to donate their unwanted clothing and goods, books and electronics as they clean out their dorm rooms for summer break
- Prevention of unwanted items ending up in local landfills and conservation of natural resources
- Donated items are taken to the local goodwill where they will be sold or recycled.

What will be collected:

- Electronics
- Small appliances
- Clothing
- Shoes
- Towels, throw rugs, etc.
- Non-Perishable foods



GIVE and **GO!**
MOVE OUT 2013



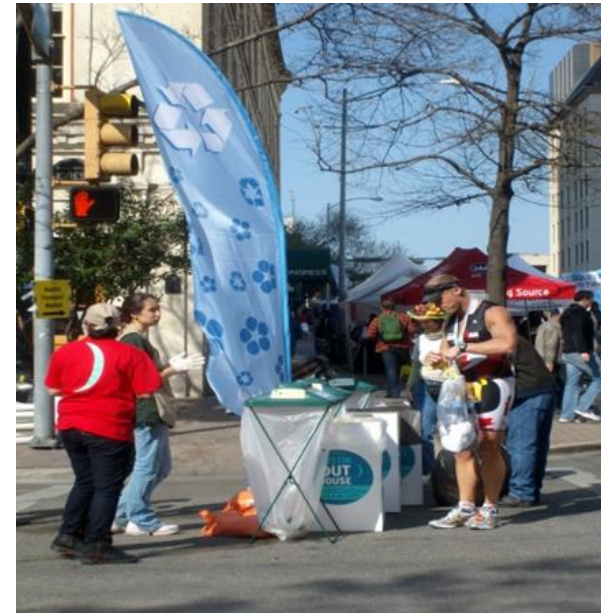
Building Recycling Bin Infrastructure

Objective: Make recycling available to everyone, everywhere, everyday.

Since 2009, KAB's recycling bin placement program has:

- **Received 3,730** applications for bins
- **Placed 132,014 recycling bins** at:
 - 26,467 in public spaces
 - 25,000 residential recycling
 - 7,793 in public spaces at college and universities
 - 85,586 in college dorm rooms

Total Bin Value over \$3.3 million dollars



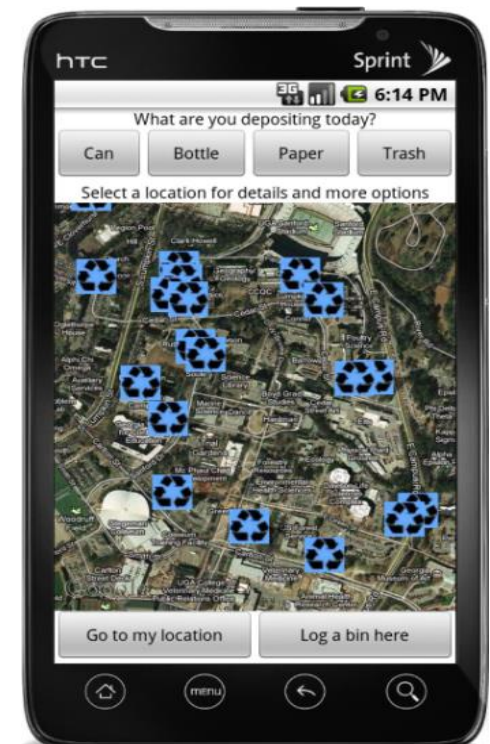
Recycling On The Go- ROGO

Goals:

1. Inventory where bins are being placed, see community leaders, identify areas needing infrastructure
2. Opportunity to engage with individuals when they decide to recycle or when looking to recycle at a public venue.

Next steps:

- Include QR code on all 2013 granted public space bins. QR code will lead user to a website where they can say they physically recycled. This data will feed into an app being developed in partnership with the University of GA.
- Surveying historic bin grant winners to find out where bins have been placed
- Accept bin grant locations from local governments via a spreadsheet. Email kdennings@kab.org with your locations.



Recycling Symposium

In-depth exploration of timely recycling topics relevant to the recycling industry

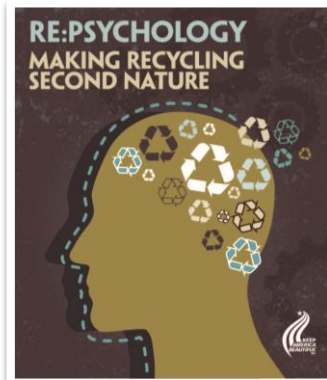
- Annual Event that assembles recycling experts in the field who present content and engage in discussion
- Held in a academic setting and centers around a diverse audience of experts in the field of recycling

Symposium History

- 2009 Atlanta: Recycling and Climate Change
- 2010 UC-Berkeley: Public Space Recycling
- 2011 Ohio State University: Recycling Behavior and Messaging
- 2012 University of Minnesota: Extended Producer Responsibility



RECYCLING 2.0
EXPLORING EPR FOR PACKAGING
AND PRINTED MATERIALS



Michigan State Report

RECYCLING EVENTS 2012

| | |
|--|----|
| America Recycles Day | 34 |
| RecycleMania (colleges & universities) | 15 |
| Recycle-Bowl (K-12 schools) | 18 |

GRANTS

Coke Public Space Bin Grant

| | |
|---------------------------|---------|
| # of grant applications | 14 |
| # of grant awards | 2 |
| # of bins awarded | 52 |
| Estimated total bin value | \$4,400 |

Coke College and University Bin Grant

| | |
|---------------------------|---------|
| # of grant applications | 2 |
| # of grant awards | 1 |
| # of bins awarded | 48 |
| Estimated total bin value | \$4,320 |

Alcoa Bin Grant

| | |
|---------------------------|---------|
| # of grant awards | 2 |
| # of bins awarded | 150 |
| Estimated total bin value | \$5,249 |

Campaign Goal

Increase **participation** by creating strong **passion** and **reason to believe** in recycling, ultimately increasing recycling rates nationwide.



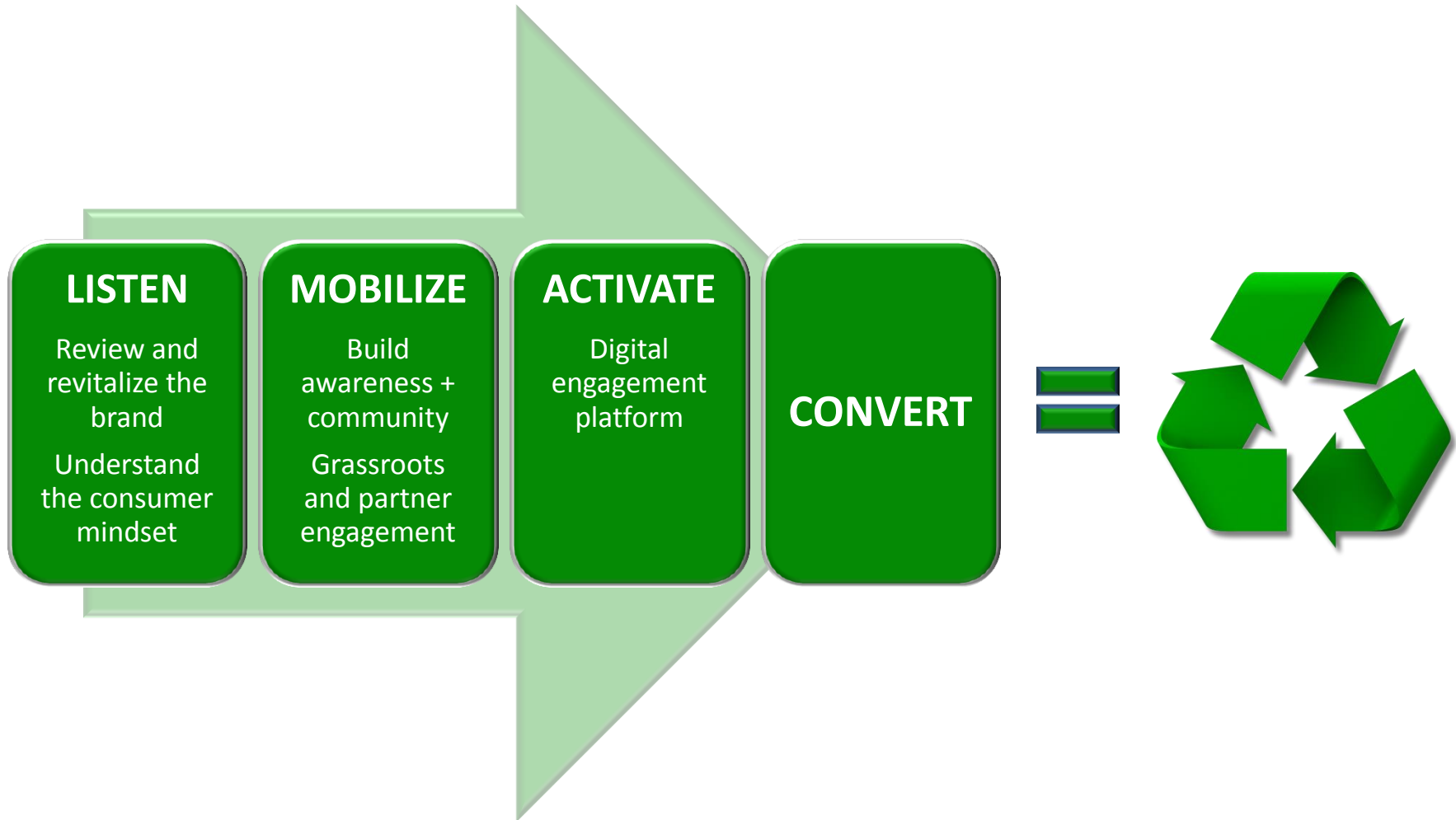
Ad Council Mission: Developing a Culture of Social Change



buzzed
driving is
drunk
driving



Social Change Equation



The Challenge

Lack of access or inconvenience

Many do not have access to curbside programs

Lack of awareness and understanding

Confusion around what / where / how to recycle

Lack of motivation

Curbside programs are offered to approximately 70% of communities, but only half participate

Unemotional Brand

The recycling brand feels “old school” and needs to be modernized



Campaign Creative Brief



Research Results

There was a strong desire for a **well organized, easy to access set of recycling tools**. People agreed that this information likely already existed, but wanted a more engaging and user-friendly source.

THE IDEA MAKES ME:

THINK: We need more public education on recycling. Start in elementary school and develop the mindset.

FEEL: Like we've got a long way to go still.

DO: Share info and ideas with others.

David, Baltimore Group 2

Most respondents found “**The Potential of Trash**” the most eye-opening territory because it reframed recycling in a more impactful and imaginative way.

Everything can become something new and amazing opposed to just sitting in a landfill wasting away.

Jessica, Sacramento
Group 2

How Do We Get There?



Reinvigorate the recycling “brand” as it relates to awareness and attitudes - Show individuals what could happen if we all recycle our everyday used products.

Generate awareness and understanding of how, where and what to recycle, providing helpful tools to inform people how and where to make it happen.

Mobilize individual ownership and emotional connection to recycling through offline and online community building – empowering individuals to take action on behalf of recycling

Alter the way Americans recycle, transforming it into a daily social norm

Audience: Priority audience is sporadic recyclers

Message: Give your garbage another life.

TACTICS AND PLATFORMS THAT WILL BE UTILIZED

TELEVISION

COALITION

DIGITAL CONTENT

MOBILE PLATFORMS

STORYTELLING

BRANDING

PARTNERSHIPS

BLOGGER OUTREACH

INFLUENCER RELATIONSHIP MANAGEMENT

CROWDSOURCING

OUT OF HOME

PUBLIC RELATIONS

SOCIAL MEDIA

RADIO

INCENTIVES

GAMES

COLLATERAL

EVENTS

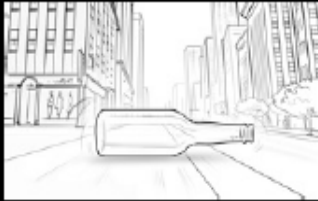
DIGITAL TOOLKIT

CONTESTS



I want to see the Pacific, TV :60

WE OPEN ON A PLASTIC BOTTLE FALLING OUT OF A BIG CITY TRASH CAN. IT LANDS GENTLY AND STARTS ROLLING DOWN THE STREET BY JUMP ROPING KIDS AND PEOPLE SITTING ON STOOPS.



AS IT STARTS ROLLING, THE MUSIC SETS IN.

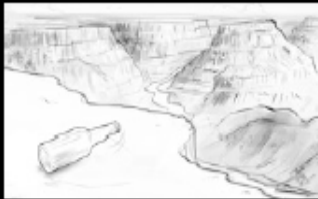
VO: They said I couldn't dream. Called me a piece of trash and swore that's all I'd ever be.

WE FOLLOW THE BOTTLE AS IT ROLLS ACROSS AMERICA. IT ROLLS THROUGH THE APPALACHIANS IN FALL, ACROSS THE GOLDEN GREAT PLAINS AT SUNSET, OVER THE MISSISSIPPI RIVER AND THROUGH BIG CITIES.



VO: They laughed. Said a bottle could never see the Pacific Ocean. Give up. Go back to the landfill. Just quit.

IT ROLLS OVER THE ROCKY MOUNTAINS IN THE WINTER ON A CLEAR BLUE DAY, IT PASSES THROUGH DESERT CANYONS IN THE HEAT OF THE DAY, FINALLY IT HEADS THROUGH NEVADA AND ON ITS WAY TO CALIFORNIA.



VO: I didn't listen. I made my way. And now . . .

IT ROLLS INTO A BIG COASTAL CITY. WHEN IT GETS THERE, SOMEONE PICKS IT UP AND PLACES IT IN A RECYCLING BIN.



VO: I'm here. I am home. I'm what I've always wanted to be.

WE CUT TO A CREW INSTALLING A BENCH ON THE END OF A CLIFF OVERLOOKING THE OCEAN.

ANNCR: Give your garbage another life. Recycle. Learn how at [I want to be recycled dot com](http://Iwanttoberecycled.com).

CARD: Give your garbage another life. Recycle.

I want to be a stadium, TV :15



OPEN ON A SHOT OF A OF PROFESSIONAL FOOTBALL STADIUM. WE ARE LOOKING AT IT FROM THE PARKING LOT. THE PARKING LOT IS EMPTY.

VO: People think I'm trash. They say I'll never make it big.

THE CAMERA PULLS BACK TO SHOW WE'VE BEEN WATCHING THE STADIUM FROM THE POV OF AN ALUMINUM CAN IN A RECYCLING BIN.

VO: But they're wrong. I'm an aluminum can, and I want to be a stadium.

CARD: Find out how a can becomes a stadium and more at iwanttoberecycled.com

VO #2: Give your garbage another life. Recycle.

A billboard advertisement for recycling. The top half features a bright blue background with a yellow bicycle on the left and a crushed metal can on the right. The text "I want to be a bike. Recycle me." is written in a white, stylized font. The bottom half of the billboard is a grey horizontal band containing the website "IWantToBeRecycled.com" on the left and the Ad Council logo and "KEEP AMERICA BEAUTIFUL" on the right. The billboard is mounted on a black metal structure against a clear blue sky.

"I want to be a bike. Recycle me."

IWantToBeRecycled.com

Ad Council | KEEP AMERICA BEAUTIFUL

IWantToBeRecycled.com

*I want
to be
a pair of jeans.
Recycle me.*



KEEP AMERICA
BEAUTIFUL



Ways You Can Become Involved

- Become a Sponsor or Partner
- Utilize co-branded promotional collateral to complement MRC's campaign
- Engage your community in local activation and support
- Be a Laboratory Community partner

Recycling Campaign Behavior Change Evaluation

Direct impact of the campaign

- Receive pre-, during- and post campaign recycling data from local governments
- Identify 10-20 laboratory communities to follow research methodology
- Document and share learning's with the recycling community

Current interested parties

- Baltimore, MD
- Aspen, CO
- Lancaster County, PA
- Phoenix, AZ
- VA peninsula public service authority
- Central VA waste management authority
- Texas: Conroe, Fort Worth, Galveston, Little Elm and Wichita Falls



Next steps

- **Summer:**
 - Finalize methodology with academic partner
 - Local government follow up to receive baseline data
- **Fall:**
 - Receive first quarterly data report from local governments, Confirm no operational changes

QUESTIONS?

KEEP AMERICA BEAUTIFUL

