



recycle
across
america®
let's recycle right!®

LET'S MAKE IT EASY FOR
PEOPLE TO RECYCLE *RIGHT*,
WHEREVER THEY ARE.

A toolkit for municipalities.



PUBLIC CONFUSION AT THE BIN SIMPLY DOES NOT WORK.



Inconsistent labels on recycling bins in public areas, in schools, and workplaces cause public confusion, apathy, and skepticism about recycling which leads to costly contamination, high processing costs and injuries during processing.



FIXING THE ISSUE AT THE SOURCE: In order for recycling and closed-loop manufacturing to be able to thrive, people everywhere need to be able to recycle *right* ... easily.



The reactions to the contamination issue, such as residential cart inspections and tagging, is expensive and dangerous, and it does not solve the systemic problem.



Analogy: Regardless of different speed limits and road names, driving a car from coast to coast is safe and easy to do, due to *standardized* signage. Recycling will truly thrive *'if'* it's easy for people to recycle properly wherever they are. This is precisely why we created the nonprofit *society-wide standardized labeling solution for recycling bins* and the celebrity-led "Let's recycle right!" public service announcement and education campaign.



THE SOLUTION: To fix the public confusion at the bin, cities, counties, states, airports, sports stadiums, businesses, schools, and residential programs are starting to display the society-wide standardized labels on their bins to make it easy for people, everywhere to begin to recycle right.

downtown streets



residential carts



city parks



K-12 schools



sports/arena stadiums



airports



local businesses





RESIDENTIAL RECYCLING CART IMPLEMENTATION OF STANDARDIZED LABELS:

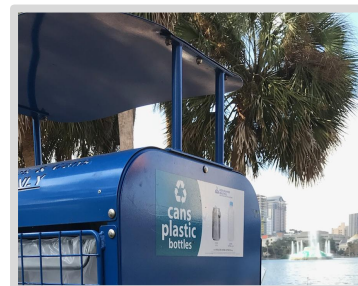
Installing the standardized labels on the carts makes it easy for the residents to know what can and cannot go in the cart.



- Using the MRF specifications and the city's input, Recycle Across America (RAA) will design the standardized labels *specifically* for the municipality.
- The standardized label on the top of the residential cart shows the images of the most common items and a detailed list of what can and cannot go in the recycling bin.
- The labels can be applied as: 1) a heavy-duty, high-tack adhesive material and laminated to help withstand severe weather. 2) in-mold labels during the cart manufacturing process. 3) Heat molded into the plastic of the cart.
- The labels can include a logo, a recycling website and contact information.
- The labels can be created with English & Spanish.



IN YOUR COMMUNITY: The society-wide standardized labels for public areas, businesses, schools, parks, airports, sports stadiums, etc. are produced for all sorting needs and all bin/lid types. The design mirrors the in-home recycling labels.





DROP-OFF RECYCLING CENTERS AND DUMPSTERS: Society-wide standardized labels are also created for community drop-off centers and dumpsters.





RECYCLING PROCESSOR ENGAGEMENT: We make sure that standardized labels displayed for our municipality partners residential recycling programs, specifically display the materials that the recycling processing plant (MRF) wants to receive.

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paper cans plastic containers

clean paper, flattened cardboard and empty cartons

metal cans and lids (empty)

plastic containers (empty)

Do NOT throw these items in this cart!

- NO glass
- NO plastic bags or plastic wrap
- NO plastic waste
- NO liquids
- NO food tainted items
- NO napkins, paper towels, tissues
- NO pizza boxes
- NO unrecycled paper
- NO gift wrap, ribbons or bows
- NO juice pouches
- NO dishes, paper plates, pots or pans
- NO Styrofoam®
- NO tires or hoses
- NO animal waste, lumber or other wooden items
- NO toys or laundry baskets
- NO plants or yard waste
- NO carpets
- NO washing or steam
- NO hangers (metal or wire)
- NO light bulbs
- NO batteries
- NO electronics
- NO household waste (e.g. needles, chemicals, medicine)

YES, throw these items in this cart!

- YES, newspaper and advertisements
- YES, magazines and catalogs
- YES, paper junk mail, envelopes and paper bags
- YES, office, writing and note paper (please put shredded paper in clear plastic bags—this is the only type plastic bag we can use!)
- YES, phone books
- YES, cardboard
- YES, paperboard (e.g. cereal boxes, paper towel/napkin paper rolls)
- YES, plastic containers (e.g. broom containers, milk/juice cartons)
- YES, aluminum cans
- YES, tin and steel cans
- YES, aerosol cans (empty)
- YES, plastic containers

Reminders ... not in this bin:

No plastic bags in this bin.

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VIP VOLUNTEERS TO FIX RECYCLING: Celebrities, athletes, musicians, and public officials join the largest recycling PSA campaign in U.S. history.



Bill Maher
comedian, commentator, host



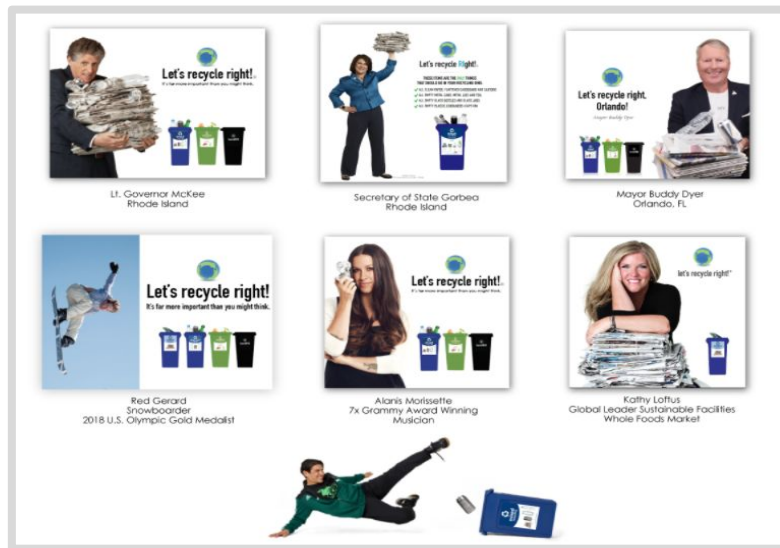
Thanks to donated space from multiple magazine publishers and newspapers, the "Let's recycle right!" print PSA campaign provides simple tips to help people recycle right.



Kendrick Sampson
actor



Whoopi Goldberg



The "Let's recycle right!" campaign is now the most extensive recycling campaign in U.S. history. The campaign provides simple universal tips to help people recycle properly, and it introduces the standardized labels for recycling bins, which make it possible for people to recycle right. The campaign is available for all municipalities and government agencies to use at no cost when they display the standardized labels on their bins.





IN-HOME EDUCATION TOOLS: The communication tools to help the community recycle right, includes the celebrities and community influencers in the “Let’s recycle right!” public service campaign.

Door hangers



Refrigerator magnets



Online and Postal Mailers



To help the city-wide program be even more successful, high impact “Let’s recycle right!” education tools featuring celebrities and influencers will be created by RAA, to represent the specific recycling program for each community. These tools include magnets, door hangers, newsletters, and announcements, and much more with tips for recycling right. Bilingual (English & Spanish) communication tools are available.

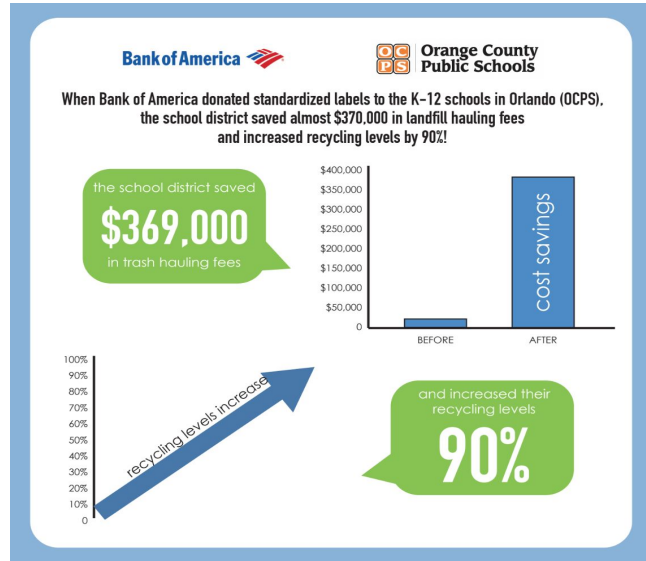


WE PARTNER WITH MAJOR BIN/CART MANUFACTURERS: Recycle Across America is partnering with nine of the leading bin manufacturers in North America who are now kitting their bins with the standardized labels for bins and carts before shipping.





MEASURING THE IMPACT: To date, there are currently more than 9 MILLION standardized labels in use throughout the United States!



In just the first month, after 16 schools in Indian River County, FL began using the standardized labels on their bins, they experienced:



a decrease of 80 cubic yards of trash sent to the landfill **per week**

an increase of 80 cubic yards of recycling sent to the recovery facility **per week**

and as a result are saving **\$25 A WEEK** in trash hauling fees!

City and Residential Results:





Implementation Options for your state, county, district, or municipality.

Option 1- Recycle Across America Produces the Labels

RAA prints the labels for a municipality

- RAA designs the standardized labels based on what the municipality's contracted MRF defines as acceptable recyclables.
- The municipality's logo and website can be included on the labels.
- RAA will provide the "Let's recycle right!" PSA assets at no additional cost. Full access to all PSA materials as PDFs to print locally at no additional cost.
- RAA will work directly with the municipality to co-brand the PSAs.
- Press release announcement with the municipality implementing the labels.
- Communication on our website, social media, and newsletter once your municipality begins to implement the labels.
- For each label that is purchased \$.10/label will go towards our labels for schools program. Schools across the nation receive free standardized labels.

Option 2- License Agreement with Recycle Across America

Entering into a license agreement with RAA, will allow municipalities to produce an unlimited amount of standardized labels for their residential carts, multi-family complexes, public spaces, government buildings, drop-off centers, dumpsters, and give to local businesses within the municipality.

- License agreement is good for a lifetime
- License comes with three (3) label designs artwork at no additional cost.
- RAA designs the standardized labels based on what the municipality's contracted MRF defines as acceptable recyclables.
- \$100 design fee for each additional label artwork
- A one time license fee is based on \$.01/per resident with a minimum of \$1,500 license fee.
- The municipality's logo and website can be included on the labels.
- RAA will provide the "Let's recycle right!" PSA assets at no additional cost. Full access to all PSA materials as PDFs to print locally at no additional cost.
- RAA will work directly with the municipality to co-brand the PSAs.
- Press release announcement with the municipality implementing the labels.
- Communication on our website, social media, and newsletter once your municipality begins to implement the labels.



It's time for progress.



Together we can fix recycling. Together we can make it easy and possible for people *everywhere* to be able to recycle ***right***. Contact us to set up a municipality program in your community.



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