KEEP AMERICA BEAUTIFUL
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 Goal: Increase Recycling Participation

• Building Awareness and Activation

• Public Space Recycling

• Best Practice Sharing
America Recycles Programming

**Activation**
- PSA Campaign
- America Recycles Day
- Recycling @ Work
- Recycle-Bowl

**Colleges**
- RecycleMania
- Give and Go

**Infrastructure/Knowledge Sharing**
- Infrastructure Building
- Research/Sharing BMPs
Raising Visibility for Recycling in the Workplace

The Opportunity

• 35 to 45% of municipal solid waste is generated in the workplace according to USEPA, much of which is recyclable.
Overall Objective

- Engage employees to recycle more at work
- Review procurement practices
- Agree to report on actions
- Invite another organization to take the pled

Increase workplace recycling by 10%
Our Target

• **Recruit 750 businesses/organizations to take the pledge by December 2014**

• **Eligible entities/organizations**
  • Businesses/commercial entities
  • Government agencies
  • Schools
  • Colleges & Universities
  • Hospitals and other institutions
Priority Items for Recycling

- Beverage containers
- Paper/paperboard products
- Electronics - including hand-held devices, ink cartridges
- Batteries
- Light bulbs
- Plastic film
- Food scraps (optional)

* Note: Municipal waste only – not manufacturing, hazardous etc.
Increasing Recycling@Work!

Businesses & Organizations Pledge to Recycle More

The Recycling at Work Pledge

According to the U.S. Environmental Protection Agency (EPA), as much as 40 percent of the 260 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 landfill costs, 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.
Steered by Experts: R@W Advisory Council

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Jay Bassett</td>
<td>Environmental Protection Agency</td>
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<tr>
<td>Tom Carpenter</td>
<td>Waste Management</td>
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<tr>
<td>Pete Chism</td>
<td>Bureau of Planning and Sustainability</td>
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<tr>
<td>Gloria Hardegree</td>
<td>Georgia Recycling Coalition</td>
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<tr>
<td>Debbie Jackson</td>
<td>New York State Department of Environmental Conservation</td>
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<tr>
<td>Elizabeth Koprowski</td>
<td>Federal Government Agency</td>
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<tr>
<td>Mychele Lord</td>
<td>LORD Green Real Estate Strategies</td>
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<td>Anna McCabe</td>
<td>State of Wisconsin</td>
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<td>Brad Molotsky</td>
<td>Brandywine Realty Trust</td>
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<td>Scott Pomeroy</td>
<td>Downtown DC Business District</td>
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<td>Lynn Rubinstein</td>
<td>Northeast Recycling Council, Inc.</td>
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<tr>
<td>Elizabeth Schmidt</td>
<td>Alcoa, Inc.</td>
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<tr>
<td>Connie Wiggins</td>
<td>Gwinnett Clean and Beautiful Services</td>
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</tbody>
</table>
Getting Started

Take the Pledge and Become a Pledge Partner

Review 10-Step Action Plan

Realize Pledge Partner Benefits

www.recyclingatwork.org
Recycling at Work Benefits

✓ Boost employee morale by engaging them in a cause with environmental, social and economic benefits

• Employees who feel they can make an impact on social and environmental issues while on the job are twice as satisfied with work as those who don’t. - *Net Impact Study: “What Workers Want in 2012”*

• More than 80 percent of US workers polled said they believe it is important to work for a company or organization that makes the environment a top priority. - *National Geographic survey, February 2008*

• 83 percent of consumers think companies should try to accomplish their business goals while still trying to improve society and the environment. - *“Second Annual Public Opinion Poll on Sustainability” by Do Well, Do Good LLC*
Recycling @Work Benefits

✓ Access free tools, tips and customizable templates to support your workplace recycling program

Tools & Resources

• Employee Engagement
• Employee Recognition
• Fact Sheets
• Media Promotion
• Online Promotion

Employee Recognition Ideas and Activities

• Start a staff meeting with Kudos. Open the door for peer recognition by beginning your staff meeting with highlighting one or two team members and their contributions to your recycling program that week.
• Erect a Recycling at Work Wall of Fame. Choose a highly visible wall in a public area of the office and paint or decorate it with photos of employees who have achieved significant recycling milestones.
• Use the power of internal communications. Tell employees achievements in the company newsletter, in office emails, and on message boards and any other company communications.
• Reward brilliant ideas. Encouragably ask for suggestions to improve your recycling program and award the best ideas.
• Create a traveling trophy or a recycling monument that honors your star recyclers. Come up with a fun recycling award that engages or individual departments or certainly displays in their workplace where they can be noticed for their recycling achievements.
• Make use of rewards choices. Don’t give the same rewards all the time. Let employees vote on which rewards to receive so they get what they really want.
• Let employees nominate their peers. Don’t let managers be the only ones who choose who should receive recognition. Encourage employees to catch their coworkers doing something good and hand out rewards accordingly.
• Organize a special break. Host a surprise break with snacks for the group team or drop recycle the mud in a given period of time.
• Name a recycling bin or collection area in honor of your star recyclers. Give employees the opportunity to be recognized for their efforts. Hang a celebration where your top recyclers are featured.
• Create a recycling gallery wall, display a photo collage about a successful recycling project people that worked on it. Stage of development and its completion and presentation.

Reward Ideas

• Employee awards certificate
• Team swag – give away flat lunch or leaving party of a fun activity
• Donation to the employee’s charity of choice
• Free to use natural products (e.g., reusable water bottle, reusable coffee mug)
• Lunch tickets
• Gift card for the store
• Special parking place
• Gift certificate for your local coffee
• Restaurant or health food

Get Caught Green-Handed

Effort and Resources

Proudly committed to

We took the pledge.
We Recycle at Work!
Recycling @Work Benefits

✔ Receive E-mail tip once each month

✔ Exchange ideas and best practices with other Pledge Partners (webinar)

✔ Earn national recognition among other respected organizations and leading companies
Recycling@Work Benefits

- Receive special discounts on recycling bins.
BUSTING Recycling MYTHS
My trash hauler takes my recycling to the landfill.
It gets recycled!

Photo Credit: Earth 911
You must remove staples from paper before adding to the recycling bin.

TRUE ✗ FALSE
Staples can stay (binder clips, too!).
Recycled paper can become new paper products like newsprint, paperboard and packaging.
<table>
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<tbody>
<tr>
<td>1.</td>
<td>paper/staples</td>
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<td>2.</td>
<td>Plastic bottles and caps</td>
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<td>3.</td>
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<td>4.</td>
<td>Plastic bags and film</td>
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<td>5.</td>
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<td>Chip bags and candy wrappers</td>
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<td>Food cans/labels</td>
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Recycling@Work Research Initiative

Research Objective:

• To design and test effective messaging and collection bin placement for workplace recycling and the potential spillover of workplace recycling to recycling at home.
### Study Condition Key

1. Desk Trash, Desk Recycling, Central Trash, Central Recycling

2. Desk Trash (small), Desk Recycling, Central Trash, Central Recycling

3. Desk Recycling, Central Trash, Central Recycling

4. Message Only Control

Four Cities: Atlanta, Boston, Houston, San Diego
125 – 200 employees per city
6 waste audits per location
Help us Spread the Word – Sign Up for Kit

Marketing Toolkit for Promotional Partners

- Marketing Leave Behind
- Poster
- PPT Template and presentation
- Sample e-mail copy
- E-newsletter Article
- Talking Points
- Web Banners
- Post-it pads
## R@W Pledge Takers By State

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Atlanta Business Challenge

• Pilot – Part of Better Business Challenge

• ATLANTA challenge goal: 2,500 by the end of 2015!
Take the pledge –  www.recycling@work.org

We’re making a difference. Join us.

Recycling at Work is a voluntary national effort to increase recycling in the workplace. Please join the other businesses and organizations around the country that stepped up and took the pledge to increase workplace recycling. Recycling at Work offers you a 10-step action plan, discounts on recycling bins and other valuable tools to start and expand your workplace recycling program. Reduce your environmental impact. Make the commitment.

Get started today!

Tip of the Month

Reduce your environmental impact by returning your used ink toner cartridges to the manufacturer or drop them off at your local office supply store. Visit Earth 911 and

Pledge Partners

Congratulations for your leadership to Increase Recycling at Work!

Will you take the pledge to recycle more?
Open Discussion

**Q:** What tools/resources might your organization need to help increase workplace recycling?

**Q:** What marketing tools or materials would be most helpful to you in encouraging other organizations to take the Recycling at Work pledge?
Questions?
KEEP AMERICA BEAUTIFUL

Brenda Pulley
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Reporting Database

**Reporting Objectives:**

- Document actions taken
- Benchmarking for best practices
- Give visibility/recognition on various actions
- Keep momentum/accountability for the program
- Provide data for report to be compiled and published by KAB
- Provide a standardized database for participants to document results of activities, recycling increase and calculate the benefits (material diverted and the economic, environmental and social benefits)