

HOW DO YOU CREATE (IMPACT)³ ?

environment



jobs

community



A HANDS-ON RECYCLING PARTNERSHIP

CEO, Keefe Harrison

LAST MONTH I CELEBRATED THREE YEARS ON THE JOB, AND I COULDN'T BE MORE pleased with our year-over-year growth during that time. In those three years: **250 cities supported, over \$27M of new infrastructure, 400,000 new recycling carts, 10-point reductions in targeted contamination rates, and much more impact on the way.**

In reading the report, I hope a few themes stand out:

Need. While recycling feels universal, the truth is only half of U.S. households can easily recycle at the curb. That gap leaves citizens whose reality doesn't match expectations, as well as severe lost potential to offset GHGs. Arguably more than ever before, the world critically needs recycling to deliver more of its trusted environmental and economic impacts.

Nimble, iterative growth. Our model was carefully built to be scalable, and our solid foundation ensures that with each new dollar, we deliver more measurable impact. We are skillfully delivering on our mission to create more opportunities for Americans to recycle, and to help them do it better than ever before.

We do more with less. We continuously innovate to find new grant dollars and matching funds to make our budget dollars reach further. Our funding partners know that growing the recycling system is too costly for any one company to do it alone, but through partnership, we can do things never thought possible. It takes a team to deliver tons.

Many thanks to the companies and organizations who fund our work – we aim to please. And sincere appreciation to the community and state program leaders with whom we collaborate. Together, we're The Recycling Partnership.

Keefe Harrison
CEO

PROGRESS AT A GLANCE:



164k

METRIC TONS CO₂e
greenhouse gas
avoided

2015 – in progress



10.4 MILLION

households
2015 – 2016



250+

communities
supported

2015 – in progress

SYSTEM SOLUTIONS DELIVERED.

ALL PARTS OF THE VALUE CHAIN INCLUDED.



Thank you to our Funding Partners



IMMEDIATE OPPORTUNITY FOR ENVIRONMENTAL AND ECONOMIC GAINS.

Until it is as easy to recycle
as it is to throw something
away, we have work to do.

Recycling feels universal but
only half of homes have access.

ONLY 53%

of the U.S. population
have curbside recycling
automatically provided.*



ONLY HALF

of the recyclables are
captured in the homes
with curbside recycling.†



YET 94%

want to recycle.‡

Convenient recycling means tonnage. Tonnage means jobs and revenue.

We know that consumers believe recycling is important, and we are keen to help create more access and improve recycling efforts across communities for our guests. The Recycling Partnership is doing all the right things to build capacity at the local level, and we are happy to be partnering with such an engaged and successful organization.

Jennifer Silberman, Chief Sustainability Officer and Vice President at Target

* Sustainable Packaging Coalition's 2015-16 Centralized Study on Availability of Recycling

† The 2016 State of Curbside Report

‡ MA DEP 2015 Survey



Recycling Partnership funding partners and staff, together with Mayor of Memphis Jim Strickland and the City of Memphis team.

USING DATA TO EMPOWER PEOPLE.

Our people and partnerships make the difference. Together, we understand the aspects of healthy recycling and unlock change that wouldn't otherwise happen. We work across the system. We create smart platforms to drive unprecedented change. And we do it all with a smile.

GATHERING DATA

Measurable Success

Pilot results, capture rates, environmental and reach metrics

State of Curbside Report funded by EPA

National database of local program trends and gaps

ASTRX | Applying Systems Thinking to Recycling

Collaboration and knowledge to drive change and build tools

Open Source Tools and Graphics

Free tools and graphics designed around best practices

EMPOWERING PEOPLE

Boots on the Ground

Real interaction for first-hand knowledge

Recycling Partnership Tech Council

Cross-sector input and advisement

Recycling Partnership State Leaders Group

National peer network to share ideas and stats

Statewide Partnerships

Aligning goals and resources for greater success

The Recycling Partnership transforms recycling, not just with funding, data, and knowledge, but the group itself is transformative.

Sarah Dearman, Sustainable Packaging Program Director, Coca-Cola

SMART GROWTH

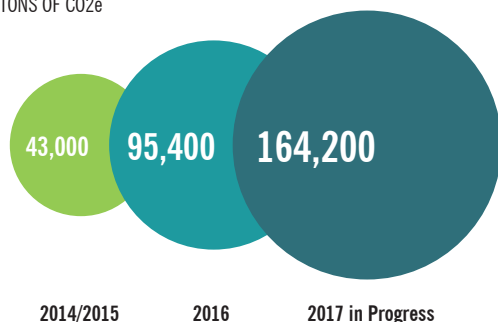
YEAR ON YEAR RETURNS
SOLID MOMENTUM
NATIONAL SCALABILITY



Celebrating new recycling in St. Paul.

GREENHOUSE GAS AVOIDED

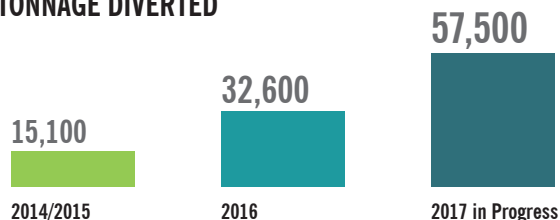
METRIC TONS OF CO₂e



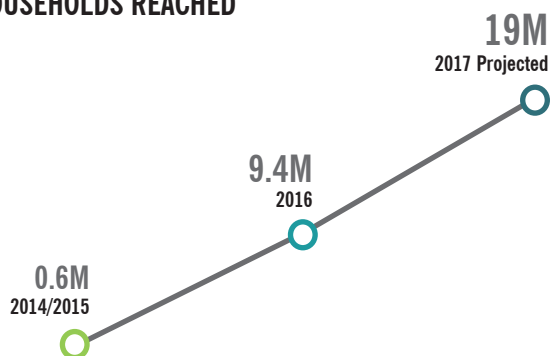
CARTS PLACED

117,800 224,900 395,100

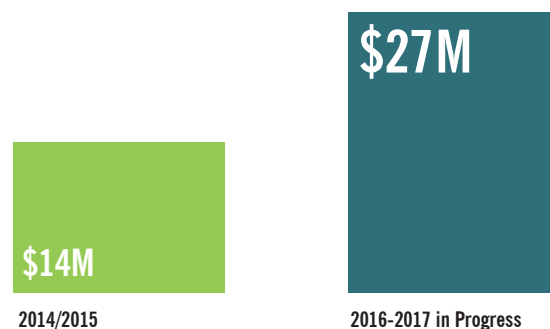
NEW TONNAGE DIVERTED



HOUSEHOLDS REACHED



INVESTMENT CATALYZED



All Figures Cumulative

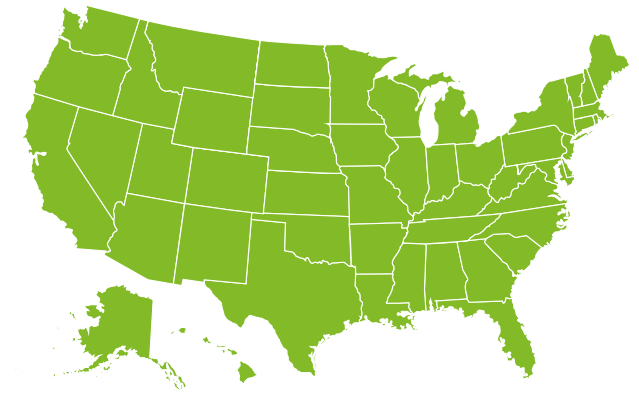
Smart investment in recycling creates year over year growth that supports environmental, economic, and community goals.

Derric Brown, Vice President of Sustainability for the Carton Council of North America

MULTIPLYING VALUE














Doing more with less.

Comprehensive solutions and leveraged opportunities deliver exponential results for communities, funders, manufacturing, and our growing base of open source users. **When it comes to results, we deliver a multitude.**



KEY 2016 PARTNER COMMUNITIES

(completed and in progress)

	HOUSEHOLDS	FOCUS			NEW TONS	PROJECT GHG AVOIDED	FINANCIAL LEVERAGE
		Access	Education	Quality			
 GREENVILLE, SC	17,000	<div></div>	<div></div>		16,200	47,500	12:1
 ATHENS, OH	5,000	<div></div>	<div></div>		5,600	12,300	2:1
 OUTAGAMIE CO., WI	6,890	<div></div>	<div></div>		5,400	15,000	6:1
 EMMET COUNTY, MI	7,000	<div></div>	<div></div>		6,100	17,900	7:1
 MEMPHIS, TN	40,000+	<div></div>	<div></div>	<div></div>	pending	pending	—
 STATEWIDE PARTNERSHIP MA	up to 2M		<div></div>	<div></div>	—	—	2:1
 ST PAUL, MN	78,000		<div></div>	<div></div>	16,000	35,100	7:1
 ATLANTA, GA	96,000		<div></div>	<div></div>	pending	pending	—
 CHICAGO, IL	600,000		<div></div>	<div></div>	pending	pending	—
 DENVER, CO	176,000		<div></div>	<div></div>	pending	pending	—
 SOCORRA, MI	109,000	<div></div>	<div></div>		pending	pending	40:1
 PORTLAND, ME	25,000	<div></div>	<div></div>		pending	pending	6:1
 SANTA FE, NM	30,000	<div></div>	<div></div>		pending	pending	12:1

The Partnership's innovative approach delivers more feedstock for manufacturing that is hungry for recycled material.

Craig Cookson, Senior Director, Recycling & Energy Recovery, American Chemistry Council

HOW DO WE DELIVER IMPACT?

Looking at recycling and sustainability through a practical lens, we design our programs to deliver comprehensive support. Recognizing each stakeholder has a different set of needs, we build tools to transform recycling across the value chain. Our strategic approach assures investments can thrive and sustainability is actualized.



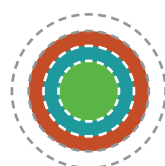
PILLAR INFRASTRUCTURE

Upgrading the “brick and mortar” of the industry gives us lasting change.



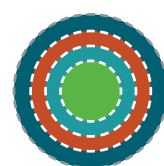
BOOTS ON THE GROUND

Local recycling officials are better prepared to continuously take things to the next level.



TOOLS and DATA

Good decisions are guided by data and knowledge and maintained with the right tools.



SYSTEM SOLUTIONS

Local change is the seed, systems solutions build the harvest.

GENERATES VALUE

STANDARDS

Raises the standard of recycling service available to residents.

LASTING

Empowers lasting success by assisting with planning, resources, and sharing of best practices.

SCALABLE

Creates continual growth and scalable solutions for strategic growth.

INTEGRATED

Bridges gaps to promote systematic solutions across industry and the nation.

TACTICS

Cart Grants
Drop-off and Public Space Grants
Quality Grants
Support Move to Universal Service

City Planning
Operations Support
Education Support
MoreBetter Protocol
Fee-for-Service

Open Source Tools
Measured Pilots
Capture Rates
Contamination Rates
National Trends

MRF Working Group
Technical Council
State Leaders Group
National and Regional Approach
ASTRX, Systems Approach

Recycling is a major focus area for P&G and we value our relationship with The Recycling Partnership and support their signature approach of targeted grants and technical assistance to drive positive change for consumers and the environment.

Steve Sikra, Technology Manager, P&G

WE'RE HERE TO HELP ALL 20,000 U.S. COMMUNITIES GROW RECYCLING.

Here's the story of one.

RECYCLING HINGES ON LOCAL GOVERNMENT.

Meet Gunther Wellenstein, recycling coordinator for the bustling, historic community of Lowell, Massachusetts, population 108,861.

Kind and passionate, Gunther is dedicated to extracting as many clean tons of recyclable material as possible from the local waste stream, and he's succeeding. However, one person can only do so much alone.

When Gunther found out that many of Lowell's recyclables were plagued with high percentages of misplaced materials – aka contamination – he reached out to the Commonwealth of Massachusetts for help. In turn, the Commonwealth and The Recycling Partnership launched a pilot project to identify solutions to tackle the issue head-on.

Over the spring and summer of 2016, Partnership staff worked with Gunther and three other communities to target marketing campaigns and boots-on-the-ground initiatives to clean up recycling. Residents were given clear, simple asks, and they responded with significantly cleaner recyclables.

Using our findings, we built a toolkit showcasing the approach and provided it to the world free of charge. The Commonwealth of Massachusetts supported it with more grants. The recycling world took notice and implemented the findings. And, of course, Gunther continued his good work making Lowell's recycling program better every day.



The Partnership's Cody Marshall and Lowell Recycling's Gunther Wellenstein partnering for on the ground success.

WE'RE BETTER TOGETHER.

Our unique model provides communities with the human capital, tools, and resources to make lasting change.

To impact all 20,000 local governments, we are working at both the community and state levels to drive best practice adoption nationwide.

visit: [TOOLS.RECYCLINGPARTNERSHIP.ORG](https://tools.recyclingpartnership.org)



OUR MISSION:

Create thriving
community recycling
programs through
industry-leading
partnerships.

I AM HONORED TO SERVE AS BOARD CHAIRMAN FOR THIS THRIVING NONPROFIT.

With the hindsight that comes from co-founding the organization fourteen years ago, we could not be more proud of The Recycling Partnership's current reach, effectiveness and success.

The rapid growth of the organization has necessitated expanding The Partnership's team and, over the past few months, we have been thrilled to welcome several more nationally recognized leaders in the field. What was once a one-person operation has become a structured and robust, multi-pronged machine capable of committing to and completing more city work, measuring the program's effectiveness, collecting and studying national data and trends, and reaching across the recycling space to partner with similarly-minded organizations on work that will allow us to better meet our mission for More, Better recycling.

Please join me in recognizing the entire staff for their tireless energy and commitment to results. It is their experience, critical thinking and passion that drive this organization and move the recycling needle.

All the best for a bright future –

A handwritten signature in black ink, appearing to read 'Megan Daum'.

Megan Daum

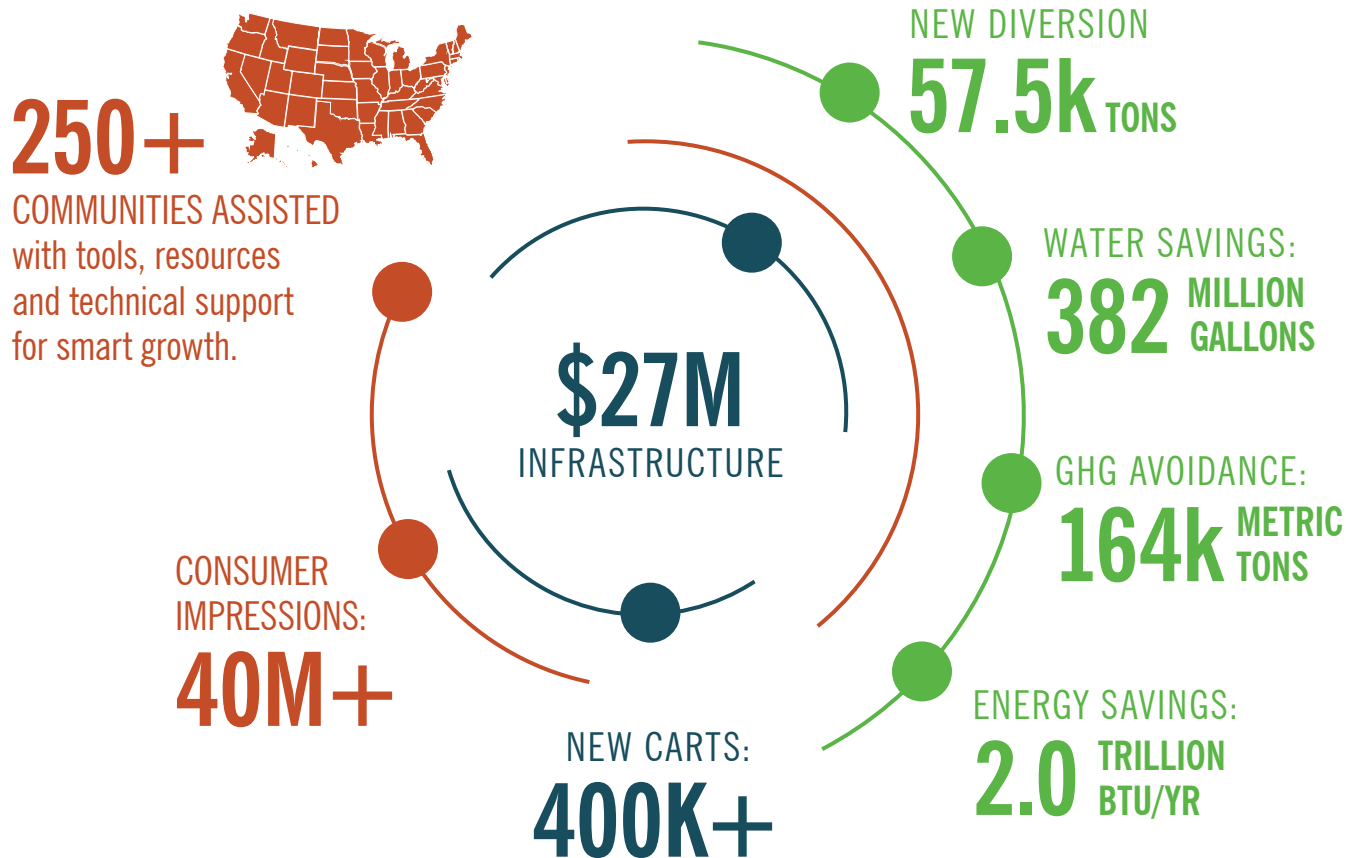
Vice President of Sustainability, Can Manufacturers Institute
Board Chairman, The Recycling Partnership

MEASURES OF SUCCESS



SNAPSHOT

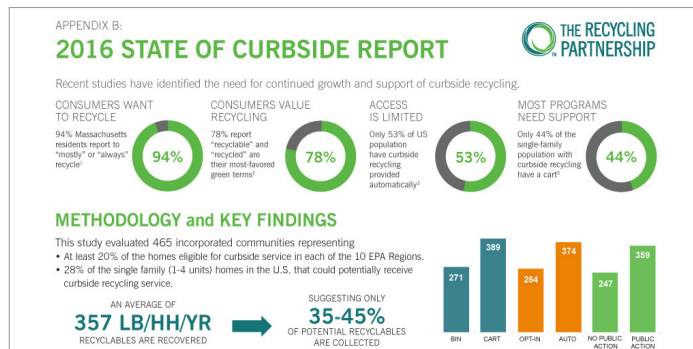
2015 through 2017 in process projects



**IT TAKES A TEAM
TO DELIVER TONS**



**2016 STATE OF
CURBSIDE REPORT**
Growing a database to
guide best practices.
recyclingpartnership.org



ASTRX
Applying Systems
Thinking to Recycling



SYSTEMS SOLUTIONS INITIATIVE
Building a stronger American
recycling system. **astrx.org**

