

TOGETHER

Transforming Recycling For Good



What if every family in America could recycle?

What would that mean to our climate, our economy, and our communities?

As our Funding Partners help explain in our new 'What If' video (recyclingpartnership.org/what-if-video), by working together to help every U.S. family recycle properly, we would double the current recycling rate – capturing 22 million more tons of recyclables each year. We would save 50 million metric tons of greenhouse gas annually, the equivalent of removing 10.5 million cars off the road every year. We would save \$250 million a year in contamination costs. We would create more circular economy jobs and develop stronger, more equitable communities.

Making bold change begins by building trust and collaboration. Which is why we're thrilled that nearly 40 companies, organizations, and foundations have joined us in our mission to create thriving recycling system solutions in hundreds of communities across the country.

Our public-private partnership shows intrepid year-over-year growth, readily changing how America recycles. As an action-driven nonprofit, we understand that The Recycling Partnership fits squarely at the intersection of purpose and profit – empowering companies to meet their sustainability goals by serving people, helping communities, and creating a healthier planet.

While recycling feels like a “thing,” it's really a loosely connected, highly dependent network. Therefore, in order to build a better system, The Recycling Partnership must be integral to all of this industry's many parts and pieces. That's why in addition to our work with states and communities, we look to our Technical Council, MRF Working Group, ASTRX and State Leaders Forum to help us connect the entire recycling system. It's also why we've spent years developing the best data in the industry to enable us to strategically drive recycling system change.

As you can see by our numbers, our team works to deliver measurable results every day. We are constantly refining and improving to be the most impactful organization possible. Our model was built to scale so that we remain positioned to readily deliver higher and higher growth.

We have a ways to go before every family in America can recycle, and recycle well. However, we also know that by working together – we can transform recycling for good.

Keefe Harrison
CEO
The Recycling Partnership

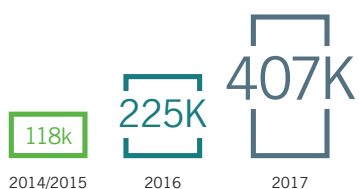
“The Recycling Partnership fits squarely at the intersection of purpose and profit – empowering companies to meet their sustainability goals by serving people, helping communities, and creating a healthier planet.”

POWERFUL YEAR-OVER-YEAR GROWTH

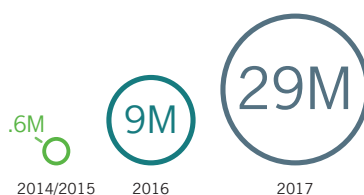
2014/2015 – 2017 (All metrics are cumulative.)



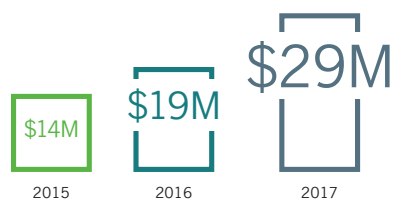
COMMUNITIES SUPPORTED



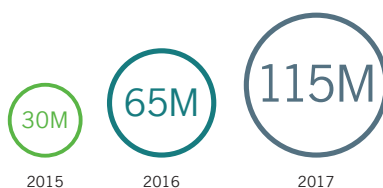
CARTS PLACED



HOUSEHOLDS REACHED



\$ INVESTMENT IN
RECYCLING
INFRASTRUCTURE

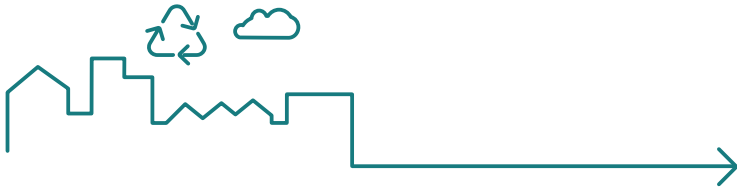


RECYCLABLES
DIVERTED (LBS)



METRIC TONS OF
CO₂e GREENHOUSE
GAS AVOIDED*

*Estimates use
EPA's WARM tool.



BUILDING ROADMAPS FOR RECYCLING SUCCESS NATIONWIDE

Our city infrastructure grants have a 7:1 match, helping us leverage a \$29 million investment in the past four years. With this funding we continue to expand our community work, grow our best-in-class data sets, and build out our actionable resources – spreading tangible results to cities across the U.S.

In 2017, we placed 182,000 recycling carts from Portland, Maine to St. Paul to Santa Fe, provided statewide support on best practices and messaging to Ohio and Tennessee, worked with Massachusetts to decrease contamination, and helped launch the Demand Champions Program, which strengthens domestic demand for residential mixed plastics.

We also had the chance to expand our work through innovative programs in three major cities: Atlanta, Chicago, and Denver. Here are their stories.

A TALE OF THREE CITIES

Atlanta, Chicago, and Denver wanted to find out how to help their residents recycle properly. We teamed up to find the answer. First, we gathered data. How much recycling was in the trash? How much trash was in the recycling? We learned that contamination rates were increasing in Atlanta and Chicago. In Denver, contamination was low and capture rates high, but there were still plenty of recyclables going in the trash.

Using this capture rate data, we worked together with each city to design targeted community education and engagement programs to drive consumer behavior change. In a matter of months, communities in each city got the message and showed significant improvement (see the next page).

What's even better – we empowered all three cities with a roadmap for continued recycling success.

Atlanta

CHALLENGE

Improve quality and increase recovery of recyclables

ACTION

Systematically educated residents through general info mailers, 'Feet on the Street' tagging, and *Do Not Bag Recyclables* awareness ad campaign

RESULTS

62%

Decrease in Bagged Recyclables

57%

Decrease in Overall Contamination

27%

Increase in Overall Capture Rate

Chicago

CHALLENGE

Build a culture of recycling

ACTION

Drove positive consumer behavior change through 'What to Recycle' info card and cart tagging to single-family households

Developed companion *It's All You* awareness campaign to raise the profile

RESULTS

630K

Single-Family Households Reached

2.7M

Social Media Impressions

32%

Drop in Overall Contamination

Denver

CHALLENGE

Get more out of a recycling program that's doing well

ACTION

Drove capture of a targeted commodity – aluminum cans – through information and engagement campaigns, including a social media kit

RESULTS

25%

Increase in Capture of Aluminum Cans

TAGGING & MAILERS

Drove the Most Change with Residents



Educating residents, like those in Atlanta, to keep unwanted items out of recycling is a new standard for quality programs.



Cart tag.

“Our results were incredible. We’re committed to increasing recycling participation, and now we have demonstrated a great template to help move the needle faster.”

– William Johnson
Deputy Chief Operating Officer/
Department of Public Works Commissioner
City of Atlanta



Chicago and Benny The Bull are all in for recycling.



Activation banner.

“Collaborating with The Recycling Partnership showed us that targeted, on-the-ground work can have a tremendous impact on reducing contamination. We’re teaching our residents lifelong recycling habits.”

– John Tully
Commissioner of Streets and Sanitation
City of Chicago



Strategically-placed prompts measurably increased recycling rates in Denver.



Social media campaign.

“Maximizing our existing programs is critical to improving our recycling rate by 2020. Our work with The Recycling Partnership has set us on an impactful course.”

– Charlotte Pitt
Manager of Solid Waste Management
City of Denver

WE'RE ALL IN THIS TOGETHER

It is an honor to serve as Board Chairman for The Recycling Partnership. I am so proud of the work we do every day to transform recycling for good across the country.

Having now been a part of this organization for two years, one thing has become very clear to me – the power to transform recycling comes from our dedication to work together as a partnership to drive change.

The partnership is our amazing funding partners and fellow board members who not only believe whole-heartedly in our mission, but also actively participate. It's the incredible staff who bring their expertise, innovative thinking and passion to empower communities of all sizes with measurable and sustainable recycling solutions. It's the state and local community leaders and their teams that commit to making their communities healthier through our programs. It's the families and individuals nationwide who make the decision to recycle better every day.

We are making rapid progress. By the end of 2018, we expect to have served 750 communities with tools, resources and technical support, provided 500,000 recycling carts, reached 40 million households, and helped companies and cities invest more than \$33 million in recycling infrastructure.

As I look to the future, I am emboldened by the limitless opportunities we have to scale our successful programs, share more valuable data and resources, and expand into multi-family homes and coastal communities.

Join me, and all of us, at The Recycling Partnership. Together, we can make it easier for families and individuals to recycle and create a healthier economy, environment, and world for all.

Sincerely,



Sarah Dearman
Sustainable Packaging Program Director, Coca-Cola North America
Board Chairman, The Recycling Partnership



Board Chairman Sarah Dearman holding a memento honoring the end of our 2017 strategic planning exercise.

“The power to transform recycling comes from our dedication to work together as a partnership to drive change.”



Recycling is at the intersection between local government and business. Our city and funding partners come together for the benefit of residents across the country.

“The thing that makes The Recycling Partnership unique is really the people. They have this special sauce, this incredible positive energy, this very open optimistic thinking.”

- Kim Carswell
Director of Packaging
Target

“The work The Recycling Partnership has done to elevate recycling in the U.S. is nothing short of profound.”

- John Hayes
CEO
Ball Corporation

“The Recycling Partnership ensures that our dollars are scaled, and frankly, they can spend the money better than we can.”

- Steve Sikra
Technology Manager
Proctor & Gamble

OUR FUNDING PARTNERS

As of March 2018

Coca-Cola **ExxonMobil**

American Chemistry Council **Can Manufacturers Institute** **P&G**
Procter & Gamble



For more information about how to become a member of The Recycling Partnership email join@recyclingpartnership.org.

OUR TEAM



KEEFE HARRISON
CEO



KAREN BANDHAUER
Strategic Partnerships
Lead



KATA BATES
Director of Marketing



LIZ BEDARD
Senior Director of
Industry Collaboration



CHRIS COADY
Technical Assistance
Specialist



DYLAN de THOMAS
VP of Industry
Collaboration



ALLISON FRANCIS
Lead Communications
Specialist



JUSTIN GAST
Research and Strategy
Specialist



JASON HALE
VP of Communications



SUSAN LIDDI
Finance and Operations
Director



CODY MARSHALL
VP of Technical
Assistance



JEFF MEYERS
Chief Community Officer



SCOTT MOUW
Senior Director of
Technical Assistance



ERINN RICHARDSON
Executive Assistant



BETH SCHMITT
Senior Director of
Corporate Partnerships



ELIZABETH SCHUSSLER
VP of Program Design



ROB TAYLOR
Technical Assistance
Specialist



TRICIA TIEDT
Communications
Specialist



We're proud to be named WasteDive's 2017 Company of the Year.

**"In an industry that is both hyper-local and globally dependent,
The Recycling Partnership has become a key national convener."**

- Cole Rosengren, WasteDive



Learn more at recyclingpartnership.org

