




Recyclebank®

Leading the Cleanweb Movement
February 2012



78
PERCENT

of consumers say they would do more if they understood how a particular “green” action could help the environment as well as benefit them personally.

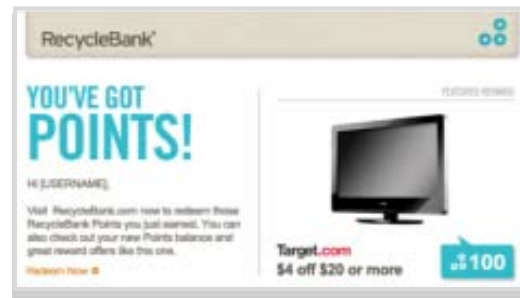


Recyclebank Mission

Motivate individuals and communities to realize a world where nothing is wasted.

ECONOMIC, SOCIAL & INFORMATIONAL CURRENCY





Recycle → **Earn** → **Reward**







Transportation



Waste



Energy



Water



Lifestyle



Incentives



Motivation



Education



Community Action

Mass Motivation: Small actions make a big impact



Move them a little...



...and they will
make a difference





OP@WER

EFFICIENT
NEIGHBORS



YOU



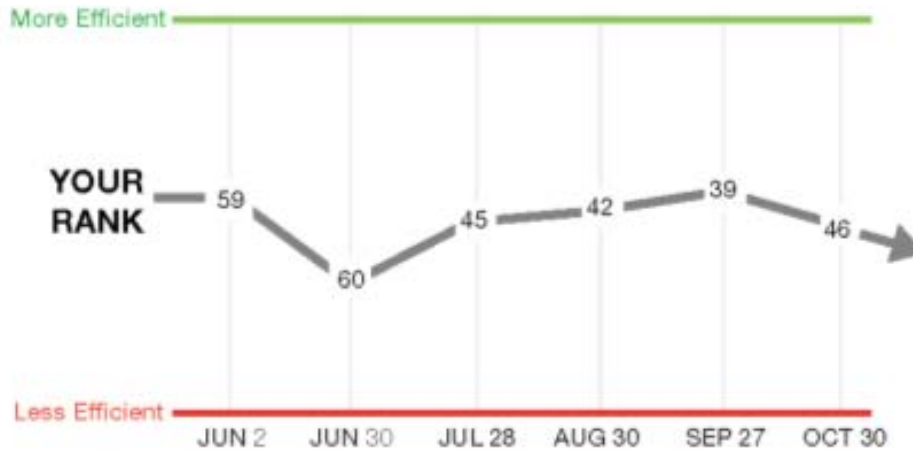
ALL NEIGHBORS



Neighbor Comparison

Neighborhood Efficiency Rank

Your energy efficiency rank out of 100 neighbors:



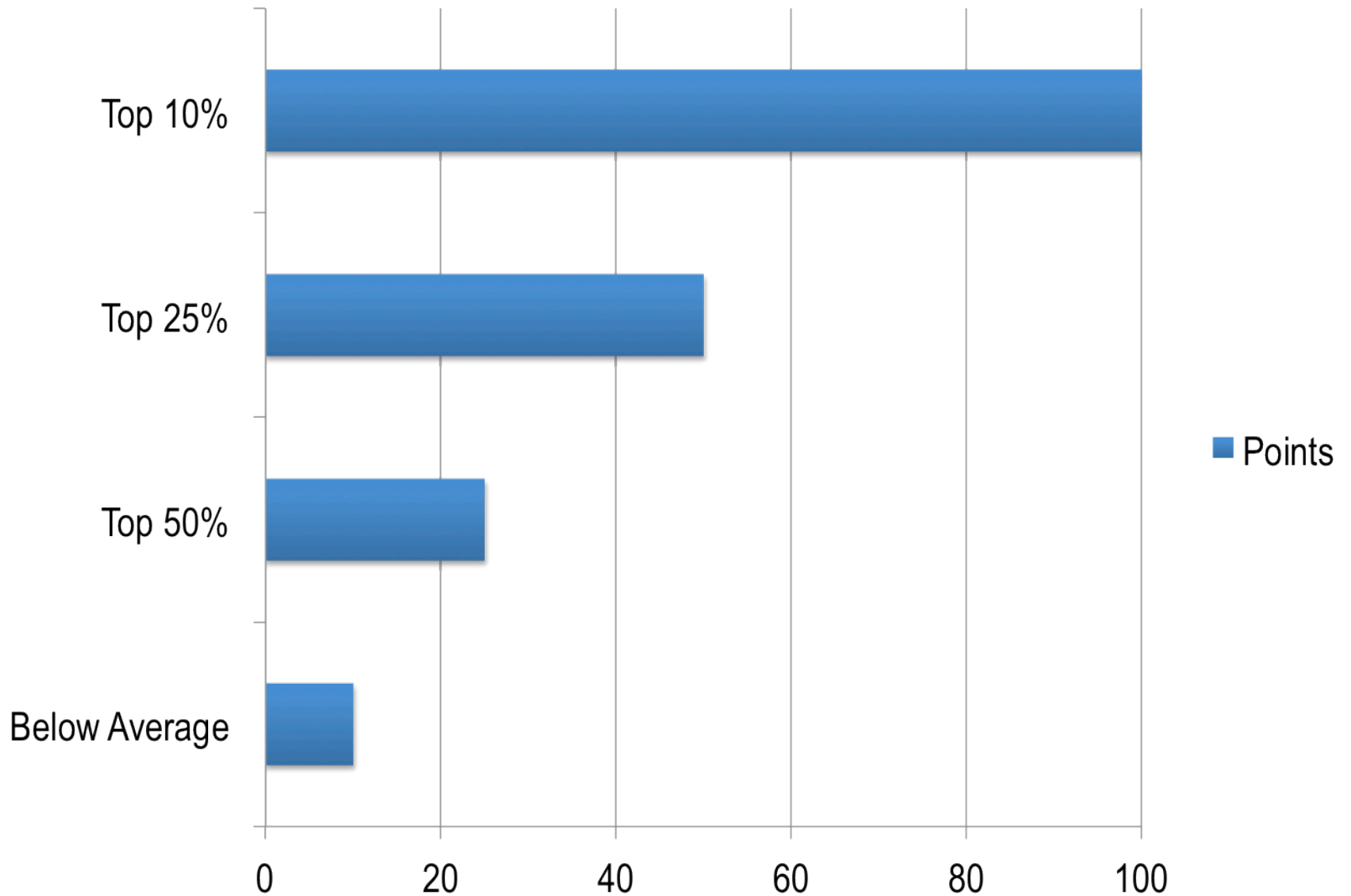
Your rank dates correspond to your billing periods.
Your neighbors are nearby, occupied, similar-sized homes.

Your Rank Last Month

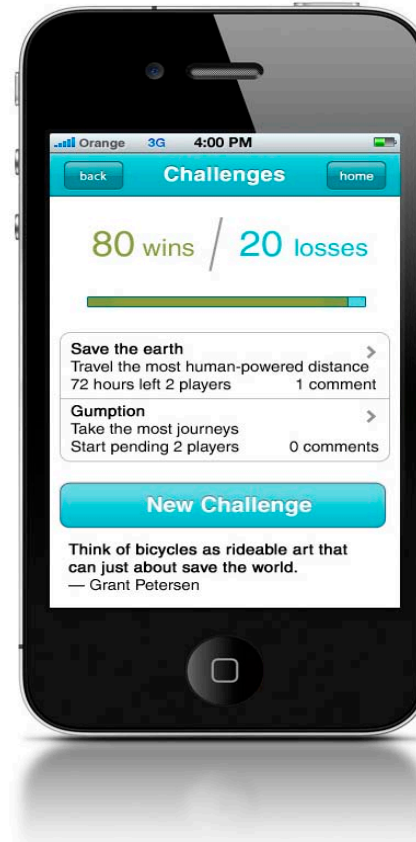
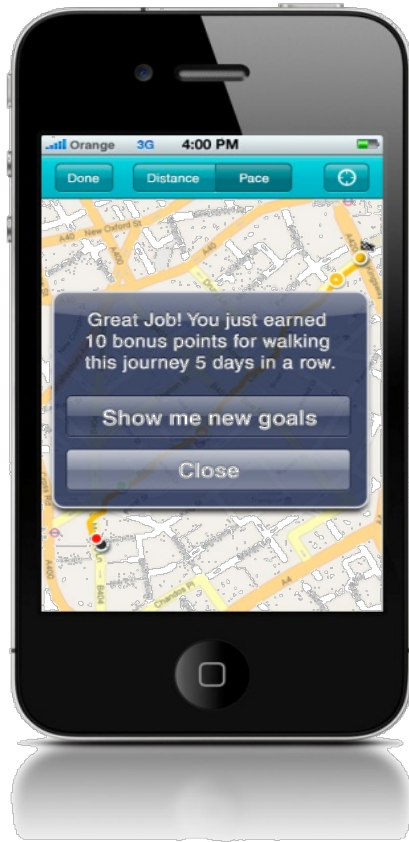
#46 out of 100 neighbors
#1 is the most efficient

Your rank is declining.
Looking for ways to improve?
nationalgridus.com/energyreports

Example Incentive Structure







On-going Engagement

Learn & Earn



Recycled Paperboard Packaging
Uses how Much Less Energy
than New Material?*



Naked. RecycleBank®
JUICE

LEARN about recycled
PET plastic to **EARN**
10 RecycleBank Points

Play the game




mighty mango

Naked.

*100%

Seasonal Campaigns



Green Your Seasons

Our scrapbook is filled with plenty of Recyclebank Points and fun ways to make your seasons memorable and green. Plus, there are amazing prizes to be won!

Get Started

Earn Information

COMPOSTING IS EASIER THAN YOU THINK!

LEARN HOW TO GET NUTRIENT-RICH COMPOST
FROM YOUR REGULAR HOUSEHOLD WASTE

**EARN
25 RECYCLEBANK POINTS!**

GET STARTED

Recyclebank

SHARE

Q-tips®

More about Q-tips®



Recyclebank®