

KEEP AMERICA BEAUTIFUL



May 23, 2013



Who We Are

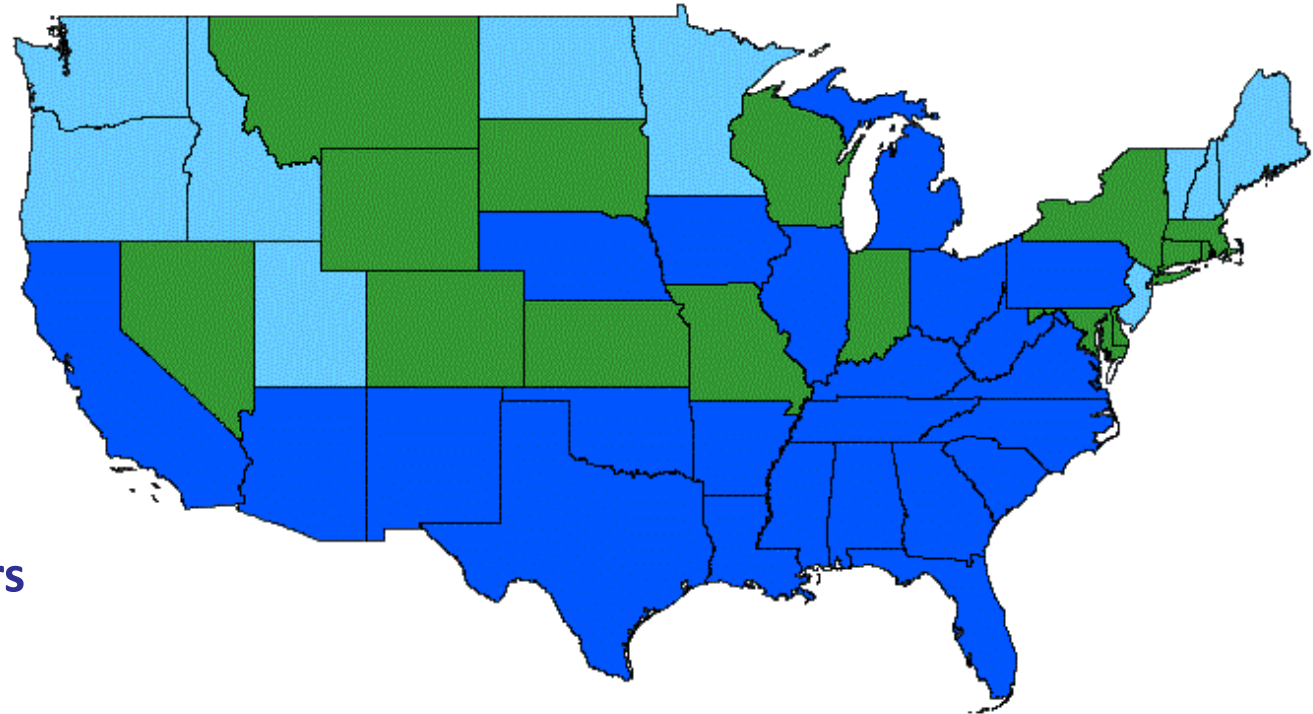


Keep America Beautiful is the nation's leading nonprofit that brings people together to build and sustain vibrant communities.

- 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 Strong Network with a Shared Purpose

- 1,200 affiliates and partners
- Partnerships with nearly 30 state recycling organizations
- 7 million volunteers



■ KAB State & Local Affiliates (including Hawaii)
■ States With Local Affiliates Only
■ States With Participating Organizations (including Alaska)



Building and Sustaining Vibrant Communities

**Community
Cleanups**

**Reduce
Reuse
Recycle**

**Disaster
Restoration**

**Urban
Renewal**

**Water
Cleanups**

**Public Service
Announcements**

**Conservation
Initiatives**

**Youth
Engagement**

**Public Space
Recycling**

**Cigarette
Litter
Prevention**

**Community
Education**

**Urban
Forestry**

**Tailgate
Recycling**

**Environmental
Literacy**

**Preservation
Initiatives**

**Volunteer
Opportunities**

**State Fairs
Recycling**

**Community
Greening**

**Recycling
Symposiums**

**Organics
Collection/
Composting**

Our Goal: Increase Recycling Participation



America Recycles Day (November 15)

Annual awareness and activation initiative

- Education and collection events in the workplace, at schools, local government offices, and other community locations

2012 Call to Action

- **Clinton Global Initiative Commitment:**
 - “Recycling At Work!” pledge targeted to business, commercial and institutional entities
 - Seek commitment for a 10% increase in workplace recycling by 2015

2012 Results

- Presidential proclamation that sparked national mentions on two late-night talk shows
- Participants increased to 2.1+MM
- Nearly 100,000 individuals pledged to recycle more in 2013

2013 Consumer Outreach

- Monthly communication with recycling tips and facts



Recycling at Work! Pledge

- Encourage businesses, institutions to take pledge to increase recycling



KEEP AMERICA BEAUTIFUL



A screenshot of the Recycling at Work website. The header includes navigation links: Toolkit, News & Links, FAQs, Sponsors, Partners. Below the header is a green banner for 'America Recycles Day' on 'November 15'. The main content area features a large image of recycling bins and the text 'Businesses & Organizations Pledge to Recycle More'. Below this is the title 'The Recycling at Work Pledge' and a paragraph of text: 'According to the U.S. Environmental Protection Agency (EPA), as much as 45 percent of the 250 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 landfills, 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.'

Recycle-Bowl

K-12 in-school recycling competition to raise awareness and change behavior

- Establish new recycling programs within schools
- Increase recycling rates in schools that currently recycle
- Provide teacher/student educational opportunities about recycling and waste reduction

Metric	2012
Schools registered	1,500
States represented	50
Students reached	1,000,000
Pounds recycled	4.5 million
Energy saved	14.3 million kilowatts
Water saved	13.7 million gallons
Competition participation increases	Recycling 10% more than non-competing schools



RecycleMania

Collegiate recycling competition to raise awareness and change behavior

- Eight week recycling competitions held at the collegiate level
- Increases awareness, builds recycling programs and encourages benchmarking metrics

2013 Highlights:

- 523 Colleges and Universities participated in all 50 states & Canada
- 90 Million pounds of recyclables and food waste collected
- Grand Champion- University of Missouri-Kansas City



Categories include

- Recycling rate, total recycling, waste minimization, paper, cans and bottles, cardboard, food waste, electronics, and film plastic

*KAB partners with RecycleMania Inc. to manage and grow the program



Give and Go: Move Out 2013

A donated goods drive pilot in partnership with Goodwill on five college campuses in spring of 2013

- Students will have the chance to donate their unwanted clothing and goods, books and electronics as they clean out their dorm rooms for summer break
- Prevention of unwanted items ending up in local landfills and conservation of natural resources
- Donated items are taken to the local goodwill where they will be sold or recycled.

What will be collected:

- Electronics
- Small appliances
- Clothing
- Shoes
- Towels, throw rugs, etc.
- Non-Perishable foods



GIVE and **GO!**
MOVE OUT 2013



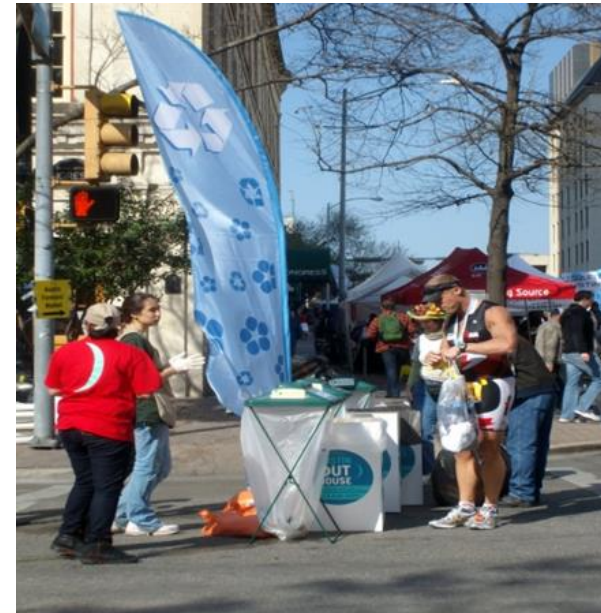
Building Recycling Bin Infrastructure

Objective: Make recycling available to everyone, everywhere, everyday.

Since 2009, KAB's recycling bin placement program has:

- **Received 3,730** applications for bins
- **Placed 132,014 recycling bins** at:
 - 26,467 in public spaces
 - 25,000 residential recycling
 - 7,793 in public spaces at college and universities
 - 85,586 in college dorm rooms

Total Bin Value over \$3.3 million dollars



Campaign Goal

Increase **participation** by creating strong **passion** and **reason to believe** in recycling, ultimately increasing recycling rates nationwide.



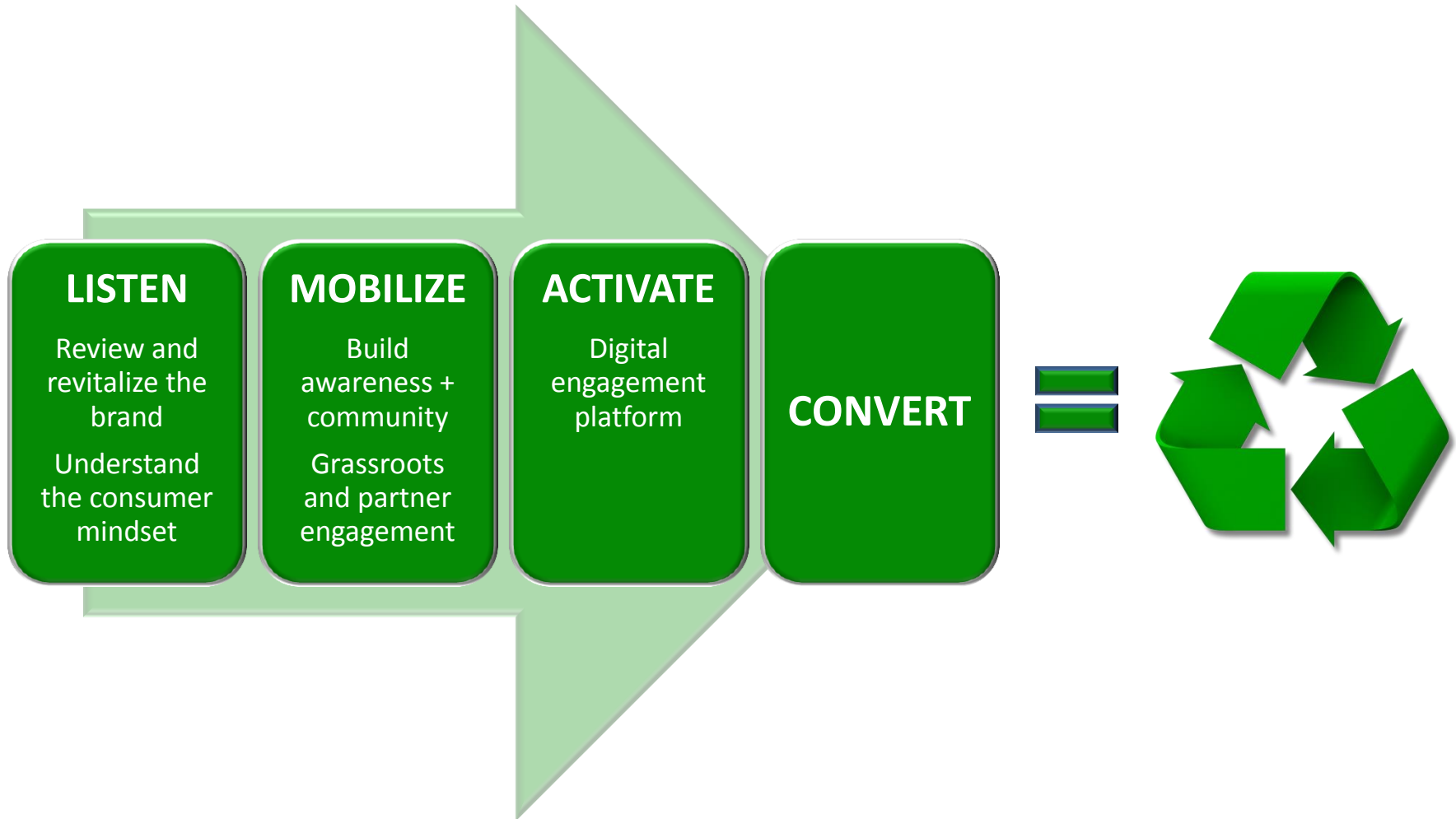
Ad Council Mission: Developing a Culture of Social Change



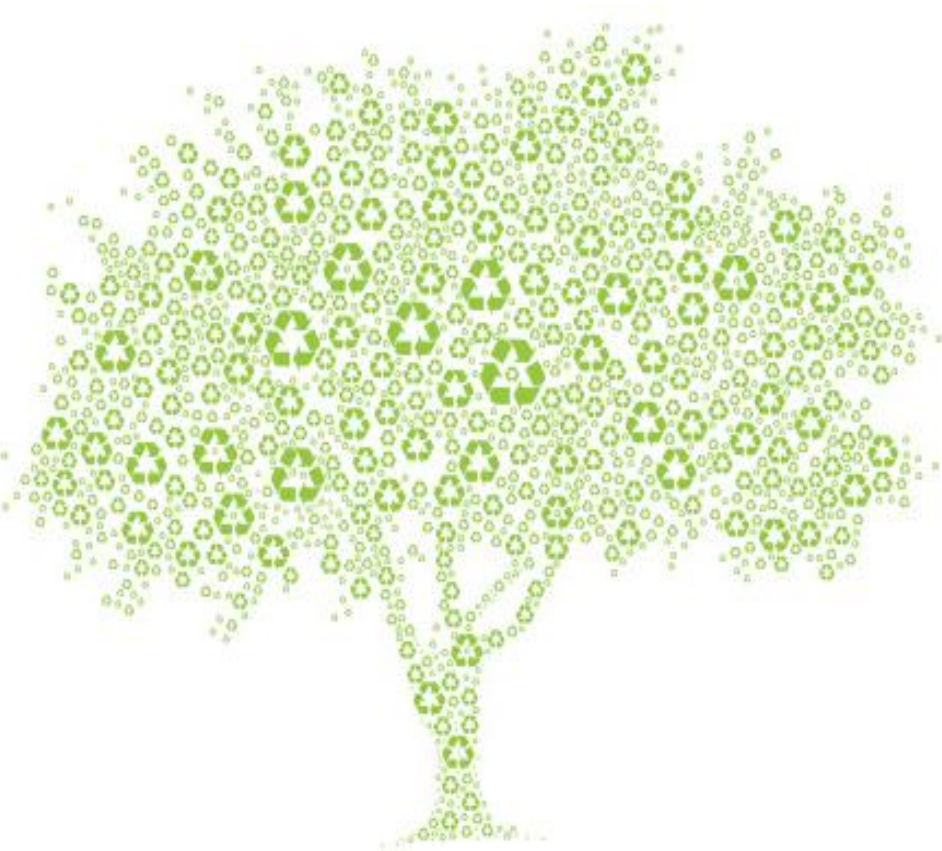
buzzed
driving is
drunk
driving



Social Change Equation



The Challenge



Lack of access or inconvenience

Many do not have access to curbside programs

Lack of awareness and understanding

Confusion around what / where / how to recycle

Lack of motivation

Curbside programs are offered to approximately 70% of communities, but only half participate

Unemotional Brand

The recycling brand feels “old school” and needs to be modernized

Campaign Creative Brief



Research Results

There was a strong desire for a **well organized, easy to access set of recycling tools**. People agreed that this information likely already existed, but wanted a more engaging and user-friendly source.

THE IDEA MAKES ME:

THINK: We need more public education on recycling. Start in elementary school and develop the mindset.
FEEL: Like we've got a long way to go still.
DO: Share info and ideas with others.

David, Baltimore Group 2

Most respondents found **“The Potential of Trash”** the most eye-opening territory because it reframed recycling in a more impactful and imaginative way.

Everything can become something new and amazing opposed to just sitting in a landfill wasting away.

Jessica, Sacramento Group 2

How Do We Get There?



Reinvigorate the recycling “brand” as it relates to awareness and attitudes - Show individuals what could happen if we all recycle our everyday used products.

Generate awareness and understanding of how, where and what to recycle, providing helpful tools to inform people how and where to make it happen.

Mobilize individual ownership and emotional connection to recycling through offline and online community building – empowering individuals to take action on behalf of recycling

Alter the way Americans recycle, transforming it into a daily social norm

Audience: Priority audience is sporadic recyclers

Message: Give your garbage another life.

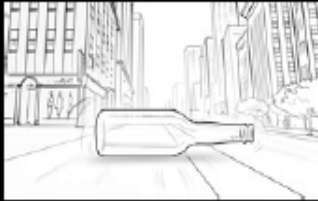
Tactics And Platforms That Will Be Utilized

TELEVISION COALITION DIGITAL CONTENT
MOBILE PLATFORMS STORYTELLING
BRANDING PARTNERSHIPS
BLOGGER OUTREACH
INFLUENCER RELATIONSHIP MANAGEMENT
CROWDSOURCING OUT OF HOME
PUBLIC RELATIONS
SOCIAL MEDIA RADIO INCENTIVES
GAMES COLLATERAL EVENTS
DIGITAL TOOLKIT CONTESTS



I want to see the Pacific, TV :60

WE OPEN ON A PLASTIC BOTTLE FALLING OUT OF A BIG CITY TRASH CAN. IT LANDS GENTLY AND STARTS ROLLING DOWN THE STREET BY JUMP ROPING KIDS AND PEOPLE SITTING ON STOOPS.



AS IT STARTS ROLLING, THE MUSIC SETS IN.

VO: They said I couldn't dream. Called me a piece of trash and swore that's all I'd ever be.

WE FOLLOW THE BOTTLE AS IT ROLLS ACROSS AMERICA. IT ROLLS THROUGH THE APPALACHIANS IN FALL, ACROSS THE GOLDEN GREAT PLAINS AT SUNSET, OVER THE MISSISSIPPI RIVER AND THROUGH BIG CITIES.



VO: They laughed. Said a bottle could never see the Pacific Ocean. Give up. Go back to the landfill. Just quit.

IT ROLLS OVER THE ROCKY MOUNTAINS IN THE WINTER ON A CLEAR BLUE DAY, IT PASSES THROUGH DESERT CANYONS IN THE HEAT OF THE DAY, FINALLY IT HEADS THROUGH NEVADA AND ON ITS WAY TO CALIFORNIA.



VO: I didn't listen. I made my way. And now . . .

IT ROLLS INTO A BIG COASTAL CITY. WHEN IT GETS THERE, SOMEONE PICKS IT UP AND PLACES IT IN A RECYCLING BIN.



VO: I'm here. I am home. I'm what I've always wanted to be.

WE CUT TO A CREW INSTALLING A BENCH ON THE END OF A CLIFF OVERLOOKING THE OCEAN.

ANNCR: Give your garbage another life. Recycle. Learn how at [I want to be recycled dot com](http://Iwanttoberecycled.com).

CARD: Give your garbage another life. Recycle.

I want to be a stadium, TV :15



OPEN ON A SHOT OF A OF PROFESSIONAL FOOTBALL STADIUM. WE ARE LOOKING AT IT FROM THE PARKING LOT. THE PARKING LOT IS EMPTY.

VO: People think I'm trash. They say I'll never make it big.

THE CAMERA PULLS BACK TO SHOW WE'VE BEEN WATCHING THE STADIUM FROM THE POV OF AN ALUMINUM CAN IN A RECYCLING BIN.

VO: But they're wrong. I'm an aluminum can, and I want to be a stadium.

CARD: Find out how a can becomes a stadium and more at iwanttoberecycled.com

VO #2: Give your garbage another life. Recycle.

A billboard advertisement with a blue background. On the left, a bright green bicycle is shown from the front wheel to the handlebars. To its right is a crushed aluminum can. The text on the right side of the billboard reads: "I want to be a bike. Recycle me." in a white, stylized font. At the bottom left of the billboard, the website "IWantToBeRecycled.com" is displayed. At the bottom right, the Ad Council logo is shown next to the slogan "KEEP AMERICA BEAUTIFUL".

IWantToBeRecycled.com

Ad Council | KEEP AMERICA BEAUTIFUL

IWantToBeRecycled.com

*I want
to be
a pair of jeans.
Recycle me.*



KEEP AMERICA
BEAUTIFUL



Ways You Can Become Involved

- Become a Sponsor or Partner
- Utilize co-branded promotional collateral to complement MRC's campaign
- Engage your community in local activation and support
- Be a Laboratory Community partner

Campaign Toolkit for Partners

Ad Council/KAB Recycling Campaign



Recycling Campaign Toolkit

- **What is it?**

An online resource that provides partners easy access to shareable and downloadable campaign materials and tools to further our campaign message

- **Who is it for?**

Any advocate – group or individual – who wants to support the campaign

- **Where is it located?**

In the “Toolkit” section on www.IWantToBeRecycled.com

- **When will it be available?**

Website launch planned for June 2013

Toolkit Content and Features

- **Campaign PSAs**
 - TV, Radio, Outdoor & Web PSAs
 - Available for online sharing and download
 - Links to Ad Council's PSA Central fulfillment site for access to broadcast files
- **Campaign Background**
 - Talking points
 - Fact sheets
 - Launch press release
 - Campaign research
 - FAQs
- **Campaign Materials (*localizable*)**
 - Infographics
 - Badges
 - Flyers
 - Posters
 - Post cards
 - Other collateral materials
 - Logo/branding guidelines and files

Toolkit Content and Features

- **Spread the Word**
 - Social media messages
 - Sample blog posts
 - Media outreach guide
 - PSA director letter
 - Recycling myth busters
 - Links to KAB social media channels
 - Video content (to come)

Recycling Campaign Behavior Change Evaluation

Direct impact of the campaign

- Receive pre-, during- and post campaign recycling data from local governments
- Identify 10-20 laboratory communities to follow research methodology
- Document and share learning's with the recycling community

Current interested parties

- Baltimore, MD
- Aspen, CO
- Lancaster County, PA
- Phoenix, AZ
- VA peninsula public service authority
- Central VA waste management authority
- Texas: Conroe, Fort Worth, Galveston, Little Elm and Wichita Falls



Next steps

- **Summer:**
 - Finalize methodology with academic partner
 - Local government follow up to receive baseline data
- **Fall:**
 - Receive first quarterly data report from local governments, Confirm no operational changes

QUESTIONS?

Brenda Pulley
202.688.0603
bpulley@kab.org

Kelley Dennings
202.688.0605
Kdennings@kab.org

KEEP AMERICA BEAUTIFUL

