

Keep America Beautiful Public Space Recycling 2012



Public Space Recycling Catalysts for change

- Best Practices
 - Management
 - Education
- Bin Grants



Public Space Recycling

WHERE'S MY B-I-N

- Who wants bins?
- Where are they needed?
- How many do they want?



The Keep America Beautiful/ Coca-Cola Recycling Bin Grant Program

- Is a program designed to expand and support recycling in communities across America
- The Coca-Cola Recycling Bin Grant Program is funded through grants from The Coca-Cola Foundation



Public Space Recycling Past Results

2010-11

-154 Grants

-8,864 Bins

-2,494 Applications

2010 Grant Results

- **300,000 lbs of Containers***
 - 59% Plastic bottles
 - 35% Aluminum
 - 6% Glass

*approximate quantity for 12 month period



Public Space Recycling

Who applied in 2012?

Public Space

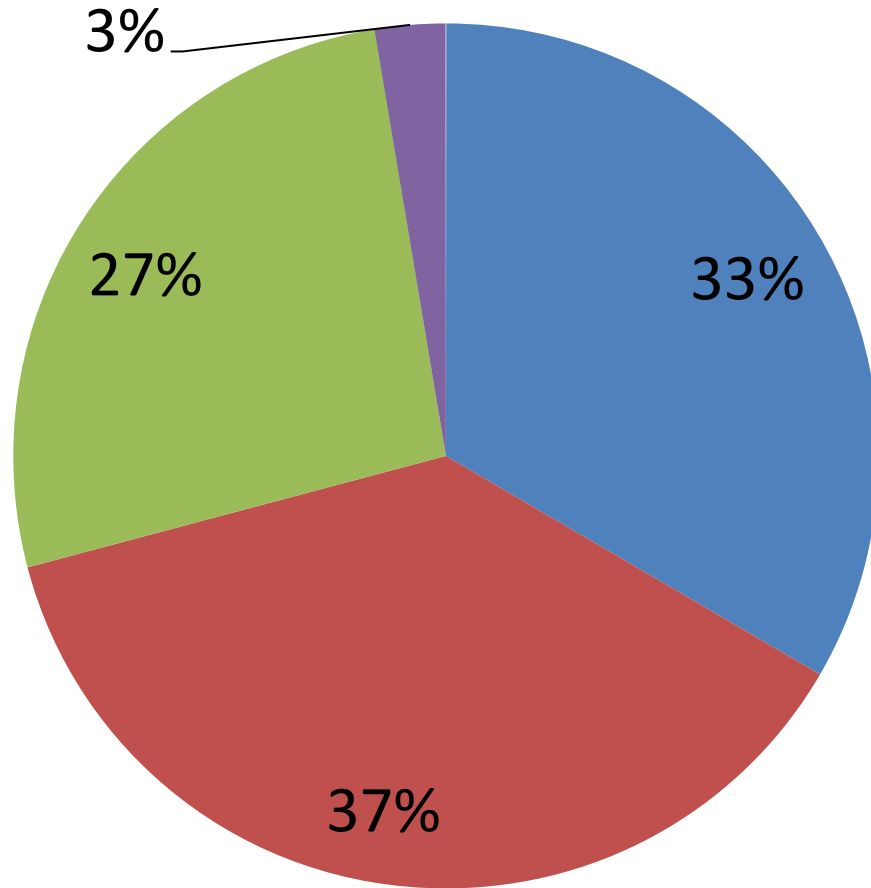
- 803 Applications
- 37,113 Bins requested
- Applicants:
 - 335 Govt. agency
 - 216 NGO
 - 210 K-12 schools
 - 34 Other

College

- 176 Applications
- 28,213 Bins requested
- Campus setting:
 - 81 Student/ faculty housing
 - 113 Classrooms/ offices
 - 188 Public spaces
 - 86 Athletic facilities
 - 56 Dining facilities
 - 83 Special event



Public Space Recycling Perception of program



- We currently don't have a program.
- It's okay, but needs some help.
- It's good, but we could always do more.
- We have a robust program.

Public Space Recycling Location Needs

Permanent locations

- Athletic facility -218
- Park- 282
- Campground- 40
- Religious - 50
- Government building- 259
- School- 386
- Streetscapes- 114
- Other- 158

Temporary locations

- Agricultural Fairs- 123
- Athletic Facility- 246
- Beach- 23
- Events- 439
- Parks - 126



The Keep America Beautiful/AB Lend-a-bin/Rent-a-bin program



Lend-a-bin/Rent-a-bin programs

Past Results

Final grant winners:

-76 total winners

-3551 recycling bins distributed

-32 states represented

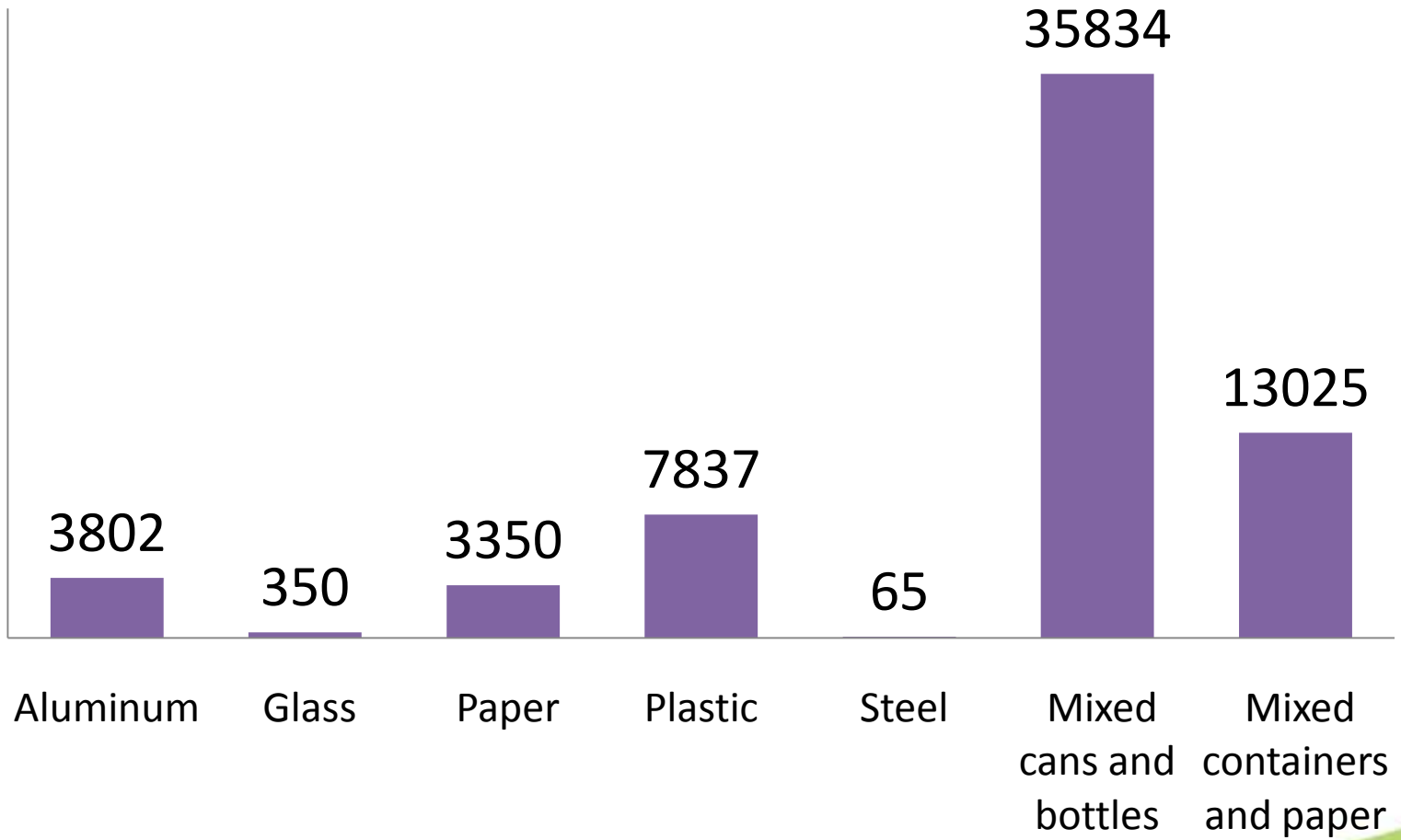
- On average, approximately **12,933** individuals were reached at these events.
- On average, approximately **42,802** pounds of recyclable material was generated & recycled.



What Was Recycled?

Pounds

40000
35000
30000
25000
20000
15000
10000
5000
0



#iROGO

The screenshot shows a Twitter profile for the account @I_ROGO. The profile picture is a logo for 'RECYCLING % GO' featuring a blue recycling bin with a sun and a cloud above it. The bio states: 'IROGO stands for "I recycle-on-the-go." The IROGO slogan will help market the idea of recycling "everywhere."' The account has 1 tweet, 0 following, 3 followers, and 0 listed. A tweet from @I_ROGO dated August 4th is visible, mentioning 'KAB Lend-A-Bin Grant Winners!'. The right sidebar shows the account is followed by the user 'Recycle_Bowl'.

twitter Search Home Profile Messages Who To Follow Recycle_Bowl

 **I ROGO**
@I_ROGO
IROGO stands for "I recycle-on-the-go." The IROGO slogan will help market the idea of recycling "everywhere."

[+ Follow](#)

Tweet to @I_ROGO

Tweets Favorites Following Followers Lists

 **I_ROGO** IROGO
Get ready! We are almost ready to formally announce the KAB Lend-A-Bin Grant Winners!
4 Aug

About @I_ROGO

1 Tweets	0 Following	3 Followers	0 Listed
--------------------	-----------------------	-----------------------	--------------------

You and @I_ROGO
You follow an account that follows @I_ROGO · [view](#)

 Following · [view all](#)

[About](#) [Help](#) [Blog](#) [Mobile](#) [Status](#) [Jobs](#) [Terms](#) [Privacy](#)
[Shortcuts](#) [Advertisers](#) [Businesses](#) [Media](#) [Developers](#)
[Resources](#) © 2011 Twitter



Public Space Recycling

Mobilizing the network

- Affiliates, SROs, schools
- Promote multi-project aggregation for area-wide impact
- Small and large grants
- Grantee leveraging
- Performance metrics



Public Space Recycling Outcomes

- “Move the Needle”
- Community Expertise
- National Resource



Thank you

- **For more information:**

- Kelley Dennings
- kdennings@kab.org
- 202-688-0605

- Melissa Adams
- madams@kab.org
- 202-688-0604

