

Our technology is so much more than just a calendar.

IT'S A GAME CHANGER.



THE ILLINOIS EPA AND RECYCLE COACH ARE PROUD TO LAUNCH DIGITAL TECHNOLOGY FOR WASTE AND RECYCLING STATE-WIDE

This extended partnership gives every community, town, municipality and county access to robust digital tools to help with schedule reminders, material search tools, and hyper-local education to empower residents to find information fast and efficiently.



Illinois EPA partners with Recycle Coach to increase recycling

Digital technology including a smartphone app is aimed at community education.



Reimar | stock.adobe.com

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Recycle Coach, a Toronto-based provider of waste management and circular economy solutions, has teamed up with the Illinois Environmental Protection Agency (EPA) to provide residents access to digital technology aimed at increasing and improving recycling across the state.

The Illinois EPA says it is committed to helping all Illinois residents understand how to properly recycle or dispose of household materials. This initiative will include a statewide study, a tool kit, an interactive map and a smartphone app to identify recyclables and what to do with nonrecyclables. The tool kit, map and



Have we done this before?

NEW JERSEY STATE DEAL

Ongoing
partnership
since 2017

Available in
all 564 cities
across 21
counties

Clear and
accessible
recycling info
for every
resident

Clean
Communities
statewide
education

85% communities
on-boarded

2.3MM residents
used RC in the
last 12 months



WHO WE ARE



2001

Pioneered the use of traditional wall calendars for recycling education

2011
Developed **industry-first** mobile app, My Waste

2015

Rebranded to align with mission of providing recycling education



2018

Launched enhanced education PRO Package



2023

Launched Clean Communities Packages

2021

Recycle Coach at Work enters office spaces across North America



2023

Reached milestone of **1,500+ cities** in the Recycle Coach network



Team Illinois



Nathan Goldin
Implementation
Chicago



Lauren Webb
Manager, Operations
Toronto



Carly Lester
Team Lead – Success
Toronto



Actively Recruiting
Customer Success
Based in IL

Implementation Update

- 10 Counties in Review – close to launch
- 2 Counties in Prep to Review

- 2 Munis in Review – close to launch
- 14 Munis in Prep to Review
- 44 Munis completing the On Boarding Wizard
- 14 Munis getting ready to start OBW

8,000,000+

Population soon to have access to Recycle Coach



ONBOARDING WIZARD

GAMIFIED APPROACH SIMPLIFIES LARGE-SCALE ROLLOUTS

80% ↓

Less time municipalities
spend on initial set-up
activities

90% ↑

Improved
database
accuracy

60% ↓

Reduced
implementation
timelines

Where do these materials belong?
Simply drag material to the proper waste type

Recycling (3) Organic (2) Garbage Yard waste (2) Bulky Items (2)
X-mas trees (3) Electronics (2) Metal (2) Other (1)

Latex paints Plastic bags Metal cans Paper tissue Card box
Balloons Food leftovers Plastic Straws Tetra Pak Cartons Cookie and Cake Tins

Drag each material to the correct tab at the top of the page
Got it!

0% 0% 100% Finish



CURRENTLY FOR CITIES

So, What is Recycle Coach?



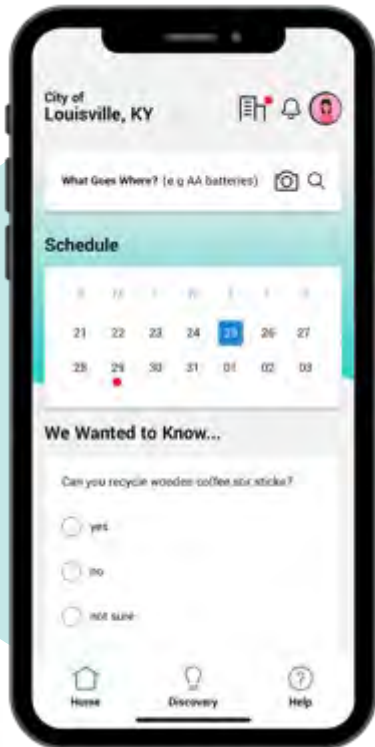
OUR SOLUTION



Most people are not aware of the contamination issue, and how they are contributing to it



Better education is desperately needed. It begins with establishing a line of communication.



Mobile app

Residents download it because it makes their household operations simpler

Web app (widget)

Leverages municipality's website traffic to increase resident participation and eliminate user acquisition costs



ESSENTIALS PACKAGE

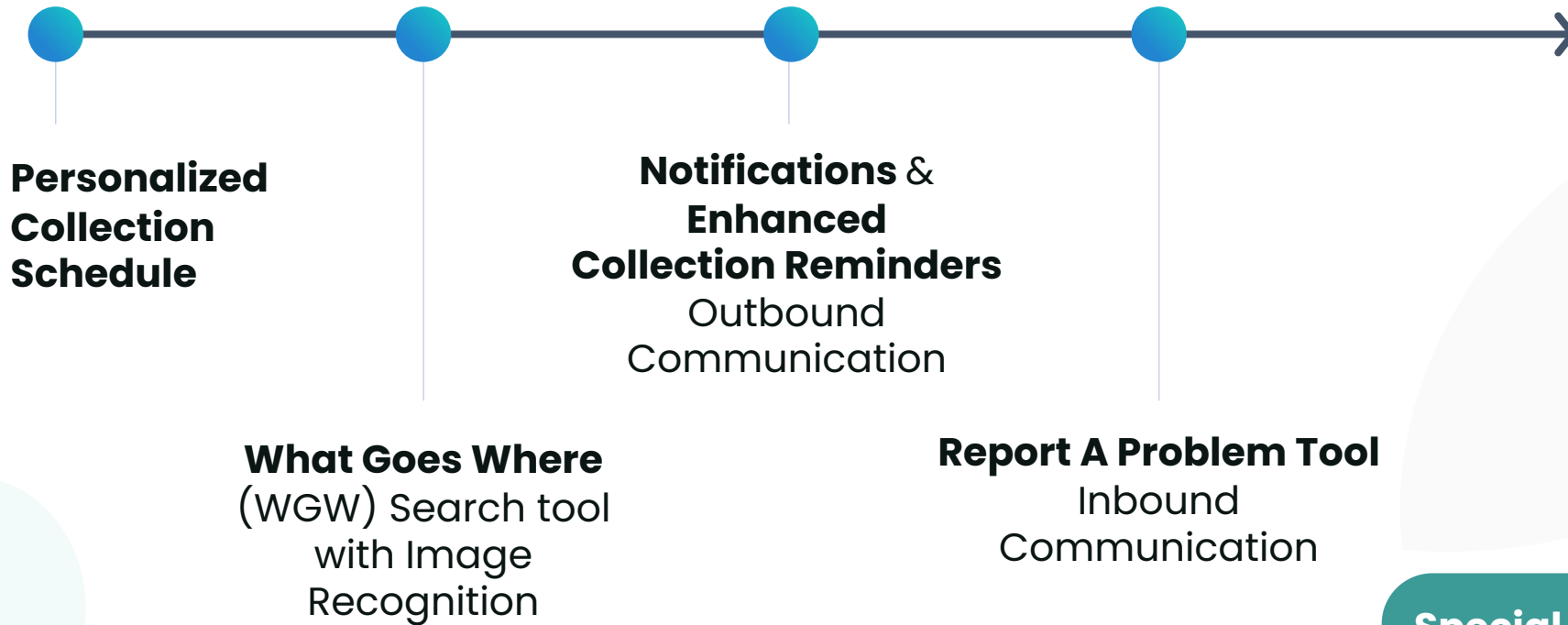


Communication



Education

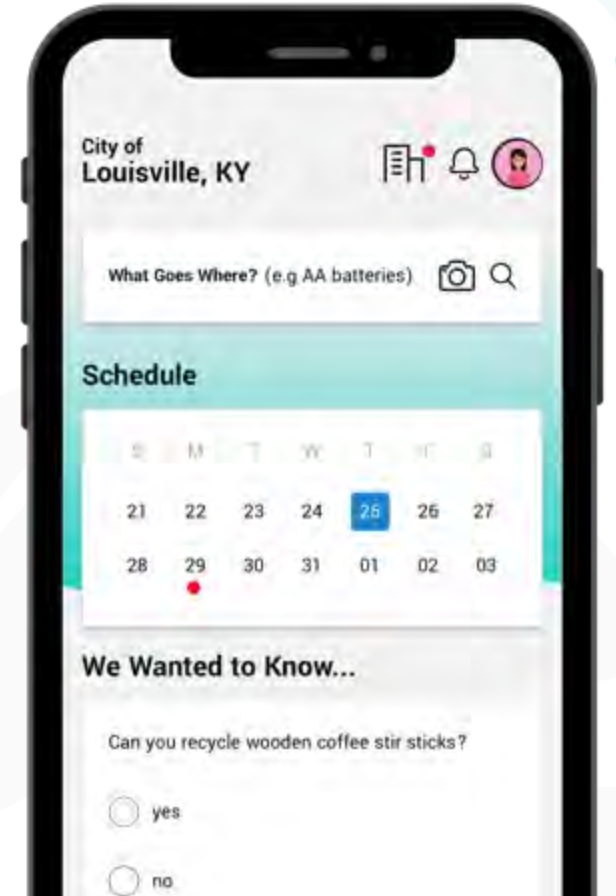
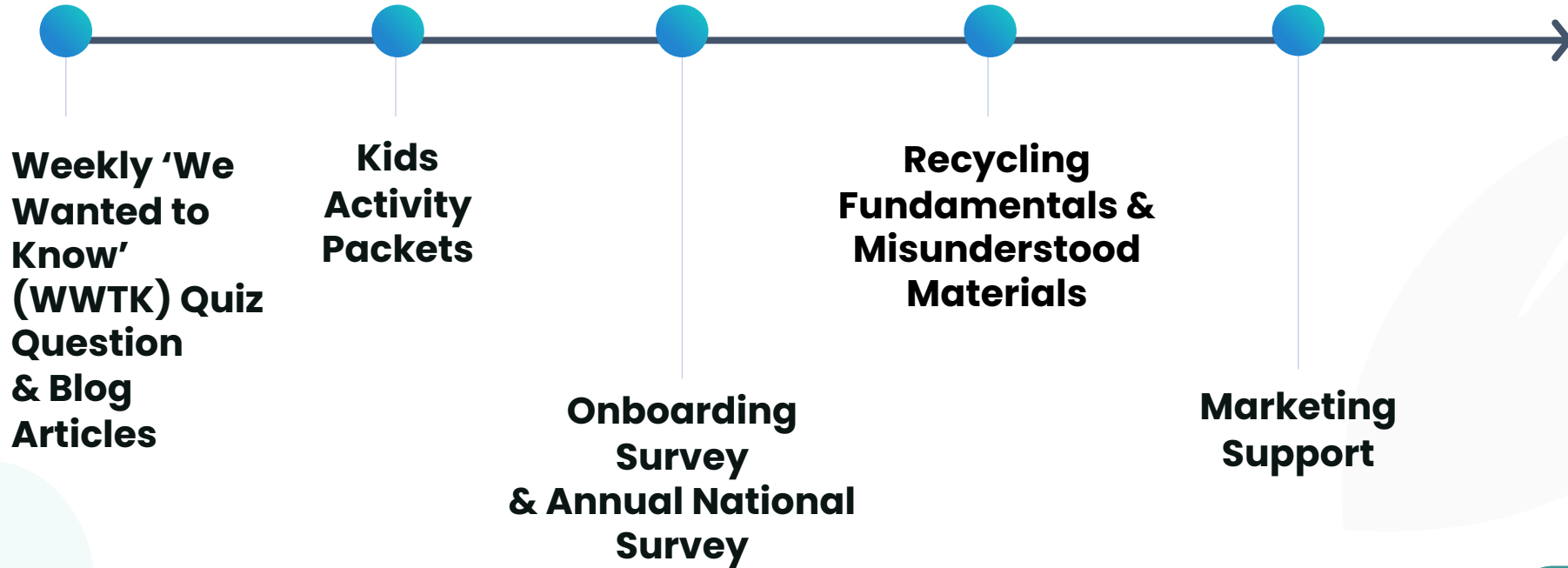
COMMUNICATION



Special Add-on Available for a Fee

- ✓ Multiple Languages
- ✓ Send reminders and notifications via SMS text messages

EDUCATION



Premium Add-on Available

- ✓ **Recycle RIGHT game**
- ✓ **Bulky Waste Tool**
- ✓ **Educational Campaigns**



Includes ALL Communication tools!

ABOUT CASy

Quiz Question

Are plastic pop bottles recyclable?

CASy is a proprietary algorithm that allocates Recycle Coach generated educational content to each User, based on their local rules.



Responses

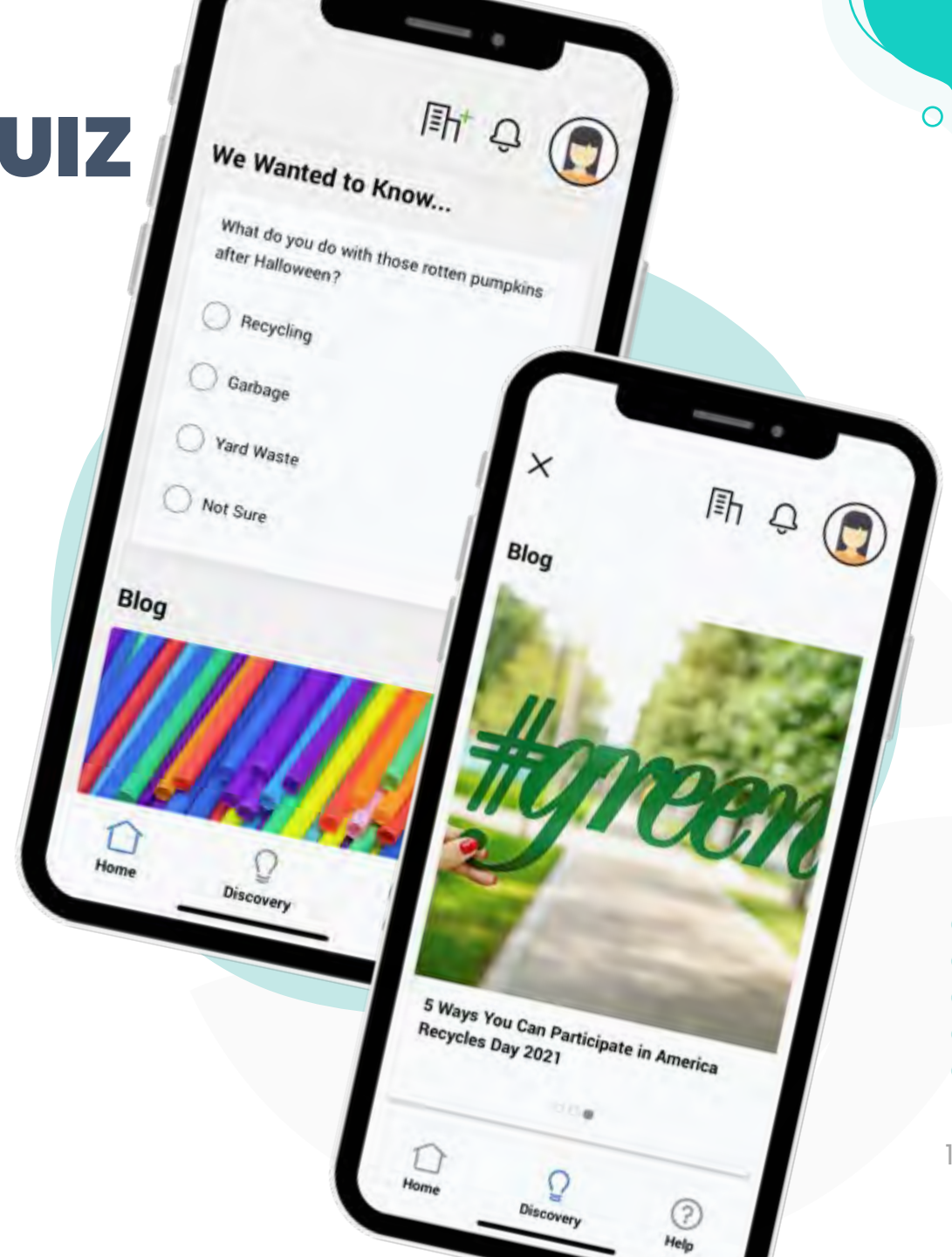


'WE WANTED TO KNOW' QUIZ and BLOG ARTICLES

Weekly quizzes or polls pulled from our **Content Allocation System (CASy)** to test your residents' recycling knowledge based on your Municipality's program.

Monthly Blog posts are available for residents that want to further their sustainability knowledge. (CASy driven to ensure each blog is customized)

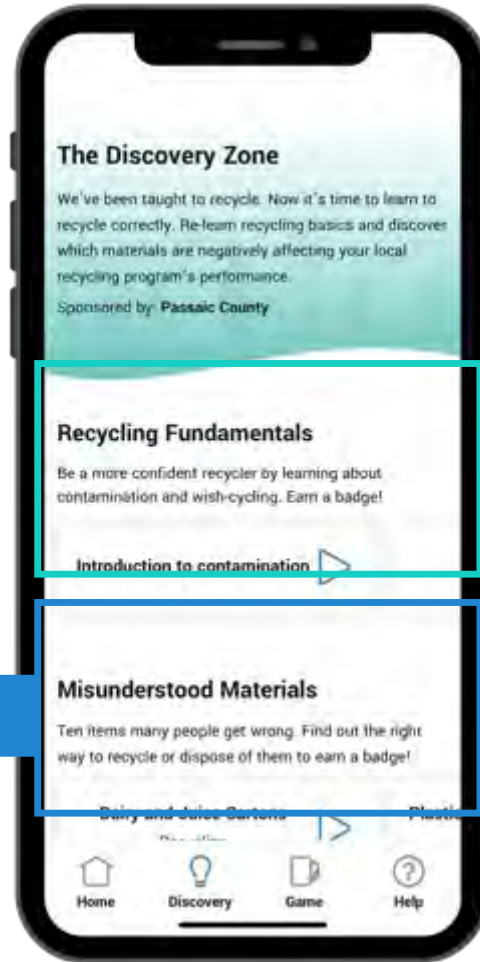
Full analytics on how your residents interact available for review through your Client Portal.



RECYCLING FUNDAMENTALS & MISUNDERSTOOD MATERIALS



Residents can earn badges by learning about your **ten** top contributors to contamination, and more.



Understanding the basics is critical to recycling program performance. This 5-part video series explains contamination, and how to reduce it. Residents are rewarded with a badge for becoming proficient!



How do we promote it?

MARKETING SUPPORT

Recycle Coach provides an **Always-On** strategy. We provide you with direct Marketing Support (in your Client Portal) to ensure you have the tools to engage with your community.

- Posters
 - Social Media Assets
 - Templated Press Release
 - Web Banners
 - Blog Posts
- ...and more



A collage of marketing assets for Recycle Coach. The top-left asset is a poster titled 'Welcome to Recycle Coach' with the text 'Download our free Mobile App today to become a better recycler.' and an image of a woman using a smartphone. The top-right asset is a poster titled 'Our community has partnered with Recycle Coach to help you recycle better!' with an image of a smartphone displaying the app's 'We Wanted to Know...' section. The middle-right asset is a poster titled 'Visit the Apple Store or Google Play to download the Recycle Coach Mobile App today and support clean living.' with an image of a smartphone displaying the app's 'Your City' and 'Schedule' sections. The bottom-left asset is a poster titled 'Looking to Recycle Better?' with the text 'Navigate to our Municipality's recycling page and check out the new recycling tools!' and an image of a man and a woman holding a recycling symbol. The bottom-right asset is a poster titled 'We're here to help you recycle better!' with an image of a smartphone displaying the app's 'Your City' and 'Schedule' sections. The collage also includes the Recycle Coach logo, social media icons, and the website URL www.recyclecoach.com.

Google

louisville ky recycling

All Images Maps News Videos More

Tools

Schedule Drop off Cardboard Hazardous Waste Appliance Pallet Textile Tire Glass

About 1,200,000 results (0.30 seconds)

Results for Louisville, KY, USA · Choose area



LouisvilleKY.gov

https://louisvilleky.gov/public-works/services/recy...

Recycling

Everyone in Louisville can recycle. Louisville offers curbside recycling to households and small businesses within the Urban Services District and drop-off ...
Recyclable Materials · Drop-Off Location Map · Order a Garbage or Recycling...

Places

LouisvilleKy.gov

Search by word or phrase...

RESIDENT BUSINESS GOVERNMENT CITY SERVICES DEPARTMENTS VISITOR



Home / Government / Public Works / Recycling

Feedback

Public Works

- Recycle Coach disposal calendar, alerts and more
- 2023 Litter Collection & Mowing Calendar
- Clean Collaborative
- Garbage / Recycling / Yard Waste

Recycling

- What can I recycle?
- Electronics Recycling
- Business Recycling
- Drop-Off Location Map
- Wet/Dry Recycling in Central Business District

- Garbage Collection
- Order a Garbage or

Recycling

Waste & Recycling Information Report a Problem

My Schedule | What Goes Where | Discovery Zone

< Back

Find out your Waste and Recycling Pick-up Schedule

Street Name (e.g. 3311 Grand Ave., Louisville) Show my Schedule

We've been taught to recycle. Now it's time to learn to recycle correctly. Download the [Recycle Coach](#) app.

Milkenzi List [User Agreement](#) [Privacy Policy](#)





OUR COMMITMENT TO YOU:



Always working to make things better.

Like developing new features or portal upgrades.



On your side.

Our virtual door is always open.



We'll lead the way.

From industry trends to safety updates.



Collaborative & communicative

We'll do whatever we can to help provide solutions.



We'll do good.

We know better recycling habits matter.

YOUR COMMITMENT TO US:



Ask questions and use insights.

You'll stay curious and seek out data to direct outreach and customization.



Advocate.

You're invested in the impact we can make as partners.



Get the word out.

The more you put in, the more your residents get out of Recycle Coach.



Loop us in.

Reach out when you need help.



Transparent

Act in the best interest of our partnership.



I'm ready, let's do this!

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