

**New Ideas on
Public Space Recycling**

Prepared for Jersey City

August 21, 2012

Why No Public Recycling?

- Low Priority
- High Cost – Taxpayer Dollars
- Time – Education/Program Management
- Lack of Direction



Why Don't We Recycle?

What Would Motivate You to Recycle	Reasons for Not Recycling				
	Inconvenience	No impact on the environment	Costs	Lack of community support	Don't think about recycling
Make more convenient	37%	8%	16%	15%	20%
Provide monetary incentives	33%	23%	47%	21%	31%
Have community support	7%	8%	16%	54%	27%
Knowing that I am making a difference	3%	15%	6%	8%	9%
Nothing would motivate me to recycle	10%	23%	3%	0%	5%

Enter...Greener Corners

Greener Corners is a Cost-Free, Full-Service, Revenue Generating, Public Space Recycling program provider committed to helping communities achieve new levels of success in their recycling initiatives



The “GC” Solution



Customized Station Options



Customized Station Options



All Designs Customized for You!

Cleaning and Maintenance

➤ Our Locally Hired Teams Perform!

- Routine Cleaning, Blemish Removal
- 24-Hour Response/Support
- Comprehensive Insurance

GREENER
CORNERS
ALL INQUIRIES CALL
1-888-LOOK-4-GC

PSR# CO 345

www.GreenerCorners.com



Integrated Collection

- We Maintain Local Jobs/Provide a Seamless Transition
 - Consultative Approach to Logistics
 - Same Trucks, Labor, and Routes
 - Decreased Frequency of Collection



Meet The Green Team



Education and Awareness

➤ Public Education and Awareness

- Local Green Team Experts
- School Programming
- EPA Tracking



Dynamic, Ongoing Education

➤ Updated Techniques to Help:

- ↑ Compliance
- ↓ Contamination
- ↑ Motivation
- ↑ Convenience
- ↑ Enforcement



"Caught **Green** Handed"

Community Impact Report



Report pulled:

GREENER CORNERS
September 15, 2011

GARFIELD PUBLIC SPACE RECYCLING REPORT - 2011

Trash and Recyclables Collected

Material	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Trash	9.00	6.00	8.00	15.00	17.00	16.00	14.00	16.00	0.00	0.00	0.00	0.00
Comingle	8.00	7.00	9.00	18.00	20.00	21.00	19.00	22.00	0.00	0.00	0.00	0.00
Mixed Paper	8.00	7.00	9.00	15.00	20.00	16.00	17.00	19.00	0.00	0.00	0.00	0.00
Total Combined	25.00	20.00	26.00	48.00	57.00	53.00	50.00	57.00	0.00	0.00	0.00	0.00
Diversion %	84.00%	70.00%	88.23%	88.75%	70.18%	88.81%	72.00%	71.83%	0.00%	0.00%	0.00%	0.00%

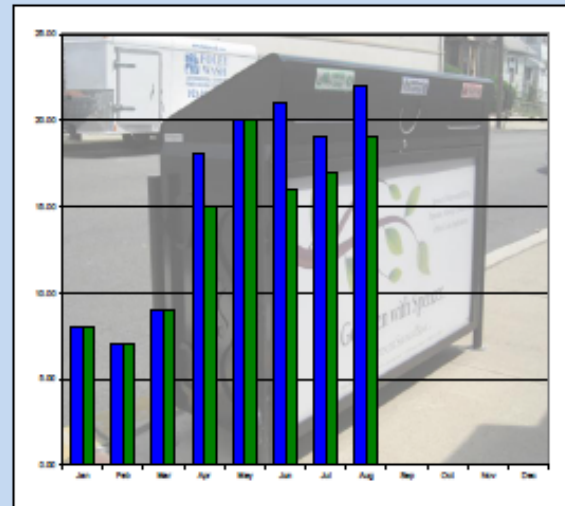
Diversion Rate Average 69%

	Pounds	Tons
Comingle Recyclables Collected	20,460	10.23
Mixed Paper Collected	11,100	5.55
Total	31,560	15.78

Equivalent Factors

Saved Trees	94.35
Water Conservation (gal.)	204,187.08
Equivalent Cars off the Road	13.01
Energy Savings (KWh)	312,434
Reduced Oil Consumption (gal.)	7,707
Greenhouse Gas Aversion (lbs.)	45,294

Recycling Tonnage



2011 Fun Facts



Conserved enough water to fill 9 swimming pools



Saved enough electricity to light 356 100W light bulbs for one year continuously

Results



**Residential
Compliance
on the Rise!**

**Our Partner Communities Maintain an
Average Diversion Rate Above 40%**



Green Sponsorship

- **Our Local Team Works with Your Local Businesses**
 - **Tasteful Designs/“Green” Messages**
 - **100% Municipal Control**
 - **Discounts for Chambers of Commerce, Downtown Partnerships, Improvement Districts, etc.**



 **THANK YOU FOR
RECYCLING**



**BOYS & GIRLS CLUB
OF GARFIELD**

490 Midland Avenue
Garfield, NJ 07026

Great Futures Start Here!

Sample Sponsorships



New Revenue Stream

- Shared Sponsorship Revenue
- Increased Recyclables
- Decreased Waste Fees

				Report Pulled	15-Oct-11
Month	<u>July</u>		<u>August</u>		<u>September</u>
Monthly Sales	\$	11,732.29	\$	6,717.29	\$ 11,344.09
Total Sales July-September					\$ 29,793.67
COS Revenue Share					\$ 4,469.05

What People Are Saying

"I can see a future where Greener Corners bins are considered a necessary part of public space like street lights and stop signs." –Sinclair Radio Stations



Local Economic Stimulus



Advertising on these public recycling bins increased my walk in traffic 25% this past year...

Needless to say I tripled the number of locations I have for 2011....

-Josh N.,

Garfield, NJ

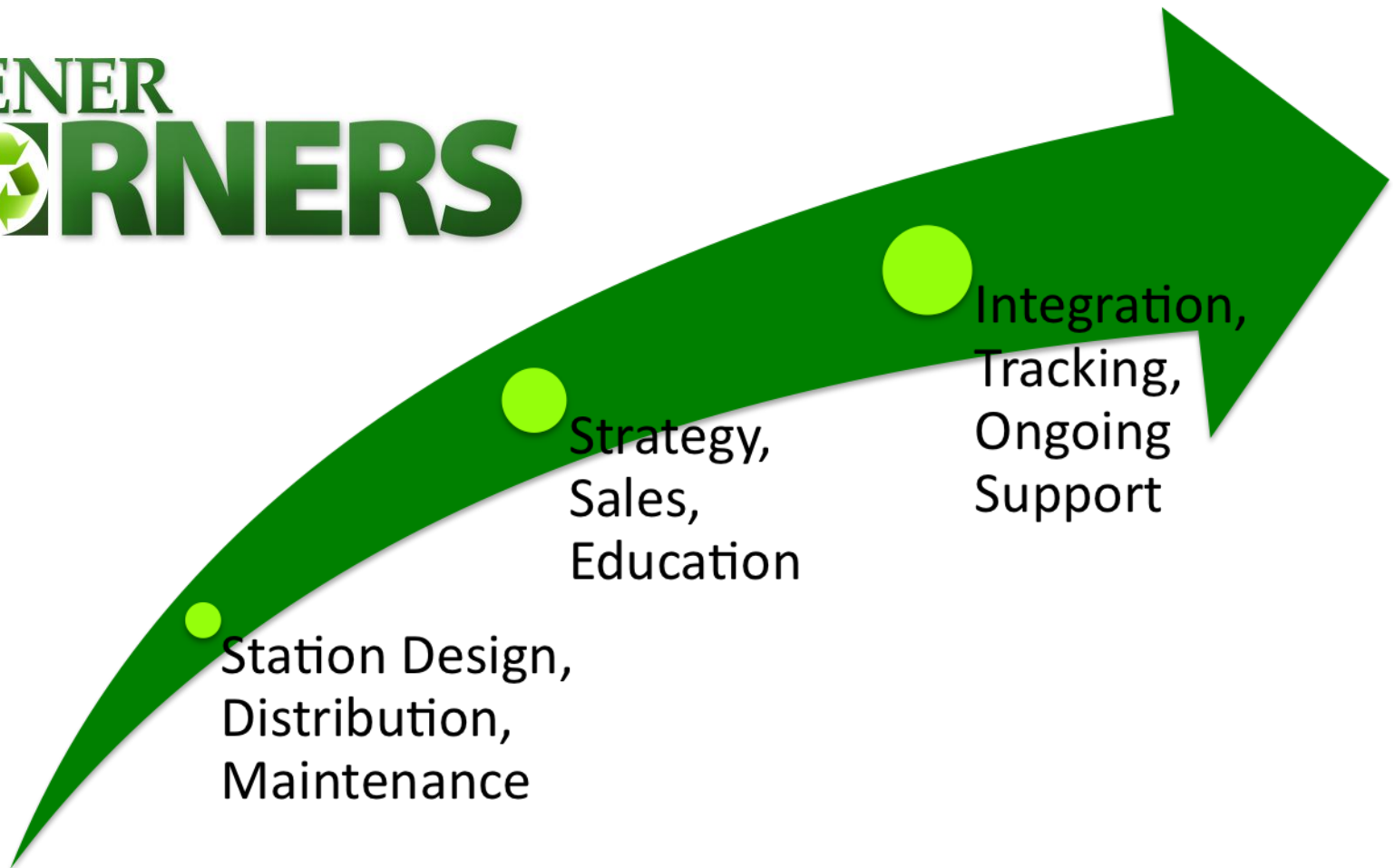


“Greener Corners has provided our organization a simple, and effective way to increase our brand awareness to a targeted area. Unlike many of our marketing efforts in the past, the results have been very positive and yielded a quick return on our investment.

-Davin Neubacher, CEO, Navakai, Inc.

Vertical Integration

GREENER
CRNER



“EPA & Greener Corner Collaborate to Increase Recycling Education”

- NERC Email Bulletin

EPA & Greener Corners Collaborate to Increase Recycling Education

Greener Corners, a public space recycling program provider, has joined forces with the EPA to build education and awareness about the implications of recycling. As part of their comprehensive program, Greener Corners converts a community's recycling tonnage into EPA equivalent factors, displaying tangible results like saved trees and pollution reduction.

Education is a key component to any successful Public Space Recycling program, and is proven to boost community involvement, minimize contamination levels in the waste stream, increase recycling rates community-wide, and reduce costs associated with conventional waste management. The Greener Corners program helps to educate community members by delivering a consistent and widely circulated message on the streets and in local schools and civic centers.

Greener Corners provides a cost-free solution for communities of all sizes looking to increase their recycling tonnage and overall compliance. Program components include:

- Free, customized public space recycling bins
- Green Team education and awareness campaigns
- Tracked results converted into EPA equivalent factors
- New revenue stream for communities

For more information, [Email](#) Greener Corners or visit the [website](#).

GREENER CORNERS®

Public Space Recycling Partnerships
For Greener Living

1-888-LOOK-4-GC

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