



recycle
across
america.[®]
let's recycle right!®

LET'S MAKE IT EASY FOR
PEOPLE TO RECYCLE *RIGHT*,
WHEREVER THEY ARE.

A toolkit for airports.



PUBLIC CONFUSION AT THE BIN SIMPLY DOES NOT WORK.



Inconsistent labels on recycling bins in public areas, in schools, airports and workplaces cause public confusion, apathy, and skepticism about recycling which leads to costly contamination, high processing costs and injuries during processing.



FIXING THE ISSUE AT THE SOURCE: In order for recycling and closed-loop manufacturing to be able to thrive, people everywhere need to be able to recycle *right* ... easily.



The reactions to the contamination issue, such as residential cart inspections and tagging, is expensive and dangerous, and it does not solve the systemic problem.



Analogy: Regardless of different speed limits and road names, driving a car from coast to coast is safe and easy to do, due to *standardized* signage. Recycling will truly thrive *'if'* it's easy for people to recycle properly wherever they are. This is precisely why we created the nonprofit *society-wide standardized labeling solution for recycling bins* and the celebrity-led "Let's recycle right!" public service announcement and education campaign.



THE SOLUTION: To fix the public's confusion at the bin, cities, states, schools, sports stadiums, businesses, and airports are starting to display the society-wide standardized labels on their bins. Here are some of the airports using the standardized labels to help their visitors recycle right!

Atlanta International Airport



Minneapolis St. Paul Int'l Airport



John F. Kennedy Airport



Greater Orlando Aviation Authority





VIP VOLUNTEERS TO FIX RECYCLING: Celebrities, athletes, musicians, and public officials join the largest recycling PSA campaign in U.S. history.



Bill Maher
comedian, commentator, host



Thanks to donated space from multiple magazine publishers and newspapers, the "Let's recycle right!" print PSA campaign provides simple tips to help people recycle right.



Kendrick Sampson
actor



Whoopi Goldberg



The "Let's recycle right!" campaign is now the most extensive recycling campaign in U.S. history. The campaign provides simple universal tips to help people recycle properly, and it introduces the standardized labels for recycling bins, which make it possible for people to recycle right. The campaign is available for all municipalities and government agencies to use at no cost when they display the standardized labels on their bins.





TRAVELER COMMUNICATION AND EDUCATION TOOLS: The communication tools to help travelers recycle right, include the celebrities and community influencers in the “Let’s recycle right!” public service campaign.

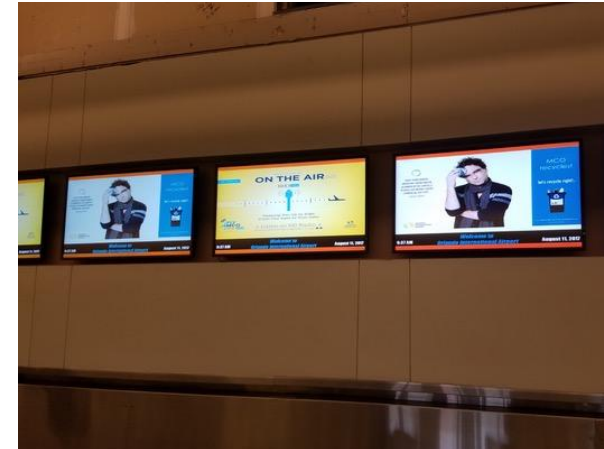
Airport Walkways



Busses, Shuttles, and Trams



TV Monitors





TESTIMONY AND RESULTS FROM MSP: The standardized labels have helped MSP reduce their contamination levels and increase their recycling levels.

The Metropolitan Airports Commission began using Recycle Across America's standardized labeling on the trash and recycling bins at Minneapolis-St. Paul International Airport in December 2017. At that time, we were experiencing a recycling stream contamination rate of up to 44%. By May 2018, **six months after implementing the RAA labeling, we noted a reduction of contamination in the recycling stream of up to 28%.**

We have found using RAA standardized labeling to be valuable in advancing our efforts to reduce contamination and improve our recycling performance. We are pleased to be a part of the growing ecosystem of entities and venues utilizing RAA standardized labeling to help people recycle right.

Naomi Pesky, Vice President, Strategy and Stakeholder Engagement

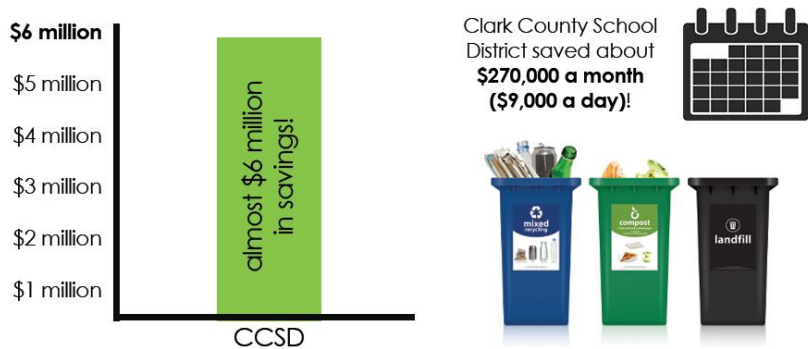




MEASURING THE IMPACT: To date, there are currently more than 9 MILLION standardized labels in use throughout the United States!

SCHOOLS IN LAS VEGAS ARE SAVING MILLIONS!

Thanks to a donation of free standardized labels from Bank of America, the Las Vegas, Clark County School District saved a whopping \$6 million dollars in two years!



“The implementation of the standardized labels on the recycling bins was such a success. Over two years, Las Vegas, Clark County Schools (the 5th largest school district in the U.S.) reduced their trash hauling expenses from \$9 million to \$3.3 million (about \$270,000 a month) -- nearly a \$6 million savings in two years.”

Mark Jones, Recycling and Solid Waste Director CCSD



usbank stadium

83%

of recyclables and compostables were diverted from the landfill during one game! Thanks to the success of the standardized labels on bins, the U.S. Bank Stadium became home to the first ever zero waste Super Bowl!

Since implementing Recycle Across America's society-wide standardized labels, recycling levels have increased dramatically at US Bank Stadium! At the playoff game on Jan. 14th with more than 66,000 fans, the total amount of recyclables and compost collected was 83%!

It's time for progress.



Together we can fix recycling. Together we can make it easy and possible for people everywhere to be able to recycle ***right***. Contact us to start implementing the standardized labels in your facility.



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