

KEEP AMERICA BEAUTIFUL

Sustainable Foodservice Packaging
12/12/12



Who We Are



Keep America Beautiful is the nation's leading non-profit that builds vibrant communities

- We bring people together to unlock every community's potential
- With our strong affiliate and partnership network, we engage millions of volunteers to 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
 - Generate positive impact on the local economy
 - Inspire generations of environmental stewards
- We work to create communities that are socially connected, environmentally healthy and economically sound

Our Mission, Our Beliefs



Our Mission

Engaging individuals to take greater responsibility for improving their community environments

Our Beliefs

We believe...

- people and places are profoundly connected
- thriving communities are rooted in individual responsibility and action
- lasting change happens when people work together



Creating Vibrant Communities

Community
Cleanups

**Reduce
Reuse
Recycle**

Disaster
Restoration

Urban
Renewal

Community
Gardens

**Public Service
Announcements**

Volunteer
Opportunities

Youth
Engagement

**Public Space
Recycling**

Litter
Prevention

Community
Education

Water
Cleanups

Composting

**Environmental
Literacy**

Conservation/
Preservation
Initiatives

**Waste
Reduction
Solutions**

**State Fairs
Recycling**

Community
Greening

Community
Improvement
Grants

**Recycling
Symposiums**

Our Recycling Programs

America Recycles Day

- Annual awareness & activation initiative (Nov. 15)

Recycle-Bowl

- K-12 school recycling competition

CAMPUSES

- RecycleMania
- Game Day Challenge
 - Tailgating
 - Move Out

Public Space Recycling

- Bin grants
- State/County Fairs

National Recycling Campaign

- 2013 Campaign
- Ad Council

Clinton Global Initiative Business Recycling Pledge

Recycling Webinars

Recycling Symposium

Environmental Literacy

RecycleMania 2013 Tournament

College and university recycling competition

- Goals for 2013:
 - 700 schools participating
 - Expand program
 - Game Day Basketball
 - Film plastic category
 - Facilitate mini competitions
 - UNCF
 - 10 state competitions



Recycle-Bowl 2011, 2012 and 2013

K-12 recycling competition

2012 Registration

- 1500 schools registered, 50 states represented
- Reaching more than 1,000,000 students
- 50% elementary, 50% middle and high
- 79% worked with a recycling hauler
- 1% use competition to start recycling program

2011 Results

- Over 3 million pounds of material recycled
- 5.32 pounds/person collected during the 4 weeks
- 67% of schools saw “significant” or “some” increase in the amount of material recycled
- 9,759,929 KHWs of energy saved and 11,700,000 gallons of water saved from recyclables collected

2013 Competition Dates

- October 21-November 15, 2013

Keep America Beautiful Presents



2012 Coca-Cola Public Space Recycling

Public Space

- 803 Applications
- 37,113 Bins requested
- 85 Grants awarded
- 2,029 Bins

College

- 176 Applications
- 28,213 Bins requested
- 58 Grants awarded*
- 7,787 Bins

Program Legacy – 2007-12

- 7,296 Applications
- 350,000 Bins requested
- 537 Grants awarded
- 30,180 Bins awarded



National Ad Campaign Goal

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



America Recycles Day (November 15)

Annual awareness and activation initiative

- Turnkey events/materials to promote awareness and community action in the workplace, schools and community groups

2012

- Over 2,000 events held reaching over 2 million individuals from electronics and election campaign sign recycling to composting workshops. Over 35,000 individuals pledges to recycle more
- Announcement:
 - *Recycling at Work!* business pledge to increase recycling at offices, commercial entities and institutions by 10% through 2014
 - Beverage containers, Batteries, Electronics, Paper/cardboard
 - Food waste (optional)



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