Earth911 Overview

• Founded in 1991
• Largest National Recycling & Proper Disposal Database
• More than 117,000 Recycling and Proper Disposal location for over 200 types of product
• Works with Industry Leaders, Governments, Associations, Organizations and Businesses
Presentation Overview

Part 1. Communicating Disposal
Part 2. Communicating Stewardship in HHW
Part 3. Tools for Governments to Communicate Stewardship
Part One: Communicating Disposal

Recycling and Disposal Database
Earth911.com
iRecycle
1-800-CLEANUP
‘Find a Recycling Location’ Tool
Recycling & Proper Disposal Content
Recycling and Disposal Database

• 110,345 LOCATIONS (Feb 2010)

• 6,705 PROGRAMS
  – 4013 Municipal and private curbside pick-up
  – 281 HHW
  – 139 Mail-in
  – Event listings and time sensitive locations
KEEP AMERICA BEAUTIFUL BELIEVES

that each of us holds an obligation to preserve and protect our environment. Through our everyday choices and actions, we collectively have a huge impact on our world. It’s really a simple concept, but one with far reaching effects.

Keep America Beautiful follows a practical approach that unites citizens, businesses and government to find solutions that advance our core issues of preventing litter, reducing waste, and beautifying communities.

The diverse American landscape consists of many different “community environments,” each with their own interconnected needs and challenges. With a national network of nearly 1000 local affiliates and participating organizations, we combine education with hands-on stewardship to address the needs of communities on an intensely local and effective level.
**iRecycle: Earth911 iPhone Application**

- Featured by Apple as a top “Green Essentials” Application
- Ranked as a top 10 green application by Yahoo!
- Feature in numerous articles including:
  - Mother Nature Network
  - Tree Hugger
Earth911’s bilingual hotline powered by the Earth911 Recycling Database

1-800-CLEANUP
Recycling & Proper Disposal Content

Politically neutral and on-point, our content reflects the ideas and innovations at work in the recycling, proper disposal and composting arenas

- Feature Stories: Profiling the people, ideas & companies at the forefront of sustainability
- News: Taking the politics out of “green,” covering the issues
- Resource: White paper-level information written for an everyday audience
- Tips: Simple tips to help consumers make a difference
Part Two: Communicating Stewardship in HHW

Pesticides
Herbicides
Fertilizer
Insecticides
Fungicides
Pesticide Containers
HHW Labels
Pesticides:
859 Locations
281 Programs

Herbicides:
810 Locations
239 Programs

Fertilizer:
748 Locations
204 Programs

Insecticides:
781 Locations
246 Programs

Fungicides:
740 Locations
214 Programs

Pesticide Containers:
70 Locations
6 Programs
1-800-CLEANUP on HHW Labels

321 Companies | 1,723 Products | 2,716 Labels

For dogs weighing 61 lbs. and over: Apply from the back of the neck to a point midway between the neck and tail.

STORAGE AND DISPOSAL

Do not remove tube from the pack (below 25°C) dry place inaccessible to children and pets. Do not refrigerate.

If empty: Do not reuse this container. Place in trash or offer for product down any indoor or outdoor drain.

for 1-800-CLEANUP for or your local solid waste agency.
Part Three: Tools for Local Experts

Working Together Manager
Event Listings
For your Web site
Working Together

Our brand is built on our commitment to the local experts that actually operate local disposal solutions.

Consumers look to Earth911 for local resource information because our directory is maintained by experts providing local disposal solutions.
Manager

- Allows local HHW recycling program staff to promote their program through Earth911
- Easy to use and moderated for accuracy and relevance
- Supported by real people at Earth911: 480-337-3025, clientrelations@earth911.com
- Signup at manage.earth911.com
**Event listings**

**Short Term**
We have partnered with Yahoo! to utilize their event listings tool.

**Long Term**
Earth911 is developing a customized event listings system that will focus specifically on better displaying HHW events.
For your Web site

When you become an Earth911 Manager, we give you the “Find a Recycling Location” tool. Your constituents can find recycling information right on your Web site.
Presentation Review

• Earth911 is a powerful Recycling & Disposal Resource to communicate stewardship

• Broad HHW coverage

• Tools for governments
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