



The Benefits of a State-of-the-Art Recycling Initiative for Your Workplace.

Explore how better business recycling gives your company a significant competitive edge



How does a smarter recycling initiative make your business better?

Someone once said,



There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else. If you don't listen to your customers, someone else will.

Sam Walton, the founder of Walmart, understood a thing or two about business growth. Today, the fate of your business is tied to the current forces that are disrupting and changing the economy. These are extraordinary times. People are experiencing the real-world consequences of environmental indifference. Being eco-friendly may have started as a trend, but it's evolved into so much more than that. Now, it's a key resource for your company.

Your customers are telling you something. Have you been listening?

- A recent study revealed that 96% of people feel that their own actions, like recycling or buying ethically, can make a difference in the world
- There is an overwhelming demand for brands to be more sustainable. If you're not helping your customers improve their environmental footprint, you're letting 88% of them down
- According to a Global Consumer Confidence Survey by Nielsen, 81% of global consumers feel strongly that your company should help improve the environment
- Sustainable companies outperform competitors, with higher rates of growth

This year, you have the power to transform your workplace into a green business that supports the core needs of your customer base. Not only will this transformation be a vital step in the ongoing battle against climate change, it will also ensure your company's continued growth in an uncertain future. Regardless of what you sell, a state-of-the-art recycling initiative for your workplace means faster growth and greater success.

Here is how you'll benefit from embracing better recycling practices at work.

Benefits of a Green Business



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01



It Builds Your Image as a Green Business

If you're looking for a way to communicate to your consumers that you care about society, then recycling is a strong choice. Leading organizations believe it's the most significant action that can be taken to simultaneously improve the environment and the economy at the same time.

89%

of marketers say that brand awareness is their top priority

Working to improve your recycling initiatives comes with a sizable marketing benefit and brand boost. Being visibly green creates positive sentiment towards your company, as you're seen as a brand on the right side of history. When your company tells consumers the story of your improved recycling initiatives, you can expect a shift in the way you are perceived by the buying public.

GOOD BUSINESS IS GREEN BUSINESS

- Enjoy increased levels of brand recognition for the best reasons
- Green brands tend to be seen as more 'caring' than others
- Naturally increase customer loyalty and sales
- Use your recycling initiative as a unique differentiator in your niche
- Keep your brand 'top of mind' with millennial buyers
- Trigger word of mouth marketing for your brand and be more viral

Adopting a smarter way to recycle at work can have an amazing impact on brand awareness and recognition for your company. As early as 2008, green consumers were already connecting the dots between brand choice, purchasing decisions and the impact on their local environment.

TWO-THIRDS OF WASTE CREATED IN YOUR BUSINESS IS RECYCLABLE

When you can show customers that you're actively and consistently working to reduce your company's environmental impact, you shoot to the top of their list of potential choices. Estee Lauder invested heavily in their recycling initiatives early and were rewarded with a green image. Their 23 manufacturing and distribution facilities send zero waste to the landfill, and what can't be recycled is incinerated and converted into energy. They have an 88.5% recycling rate!

Al Iannuzzi, Vice President of Sustainability at Estee Lauder, says that sustainability drives value for the company. Being green has made all the difference to their continued growth.



02



It Connects You with Eco-Conscious Partners

Consumer demand drives innovation. There are few niches quite as driven as the green sector! Sustainability connects people, because it acknowledges a universal truth: companies need to accept responsibility for the way that they do business in a world with ever-dwindling resources.

BEING GREEN ALIGNS YOUR BUSINESS WITH INNOVATORS

Some of the most incredible innovations of the last decade have been to ensure a greener, more sustainable future. When your company works to improve your recycling initiatives, you become an eco-conscious brand with the ability to connect with others seeking or creating similar innovations.

- Expose your company to advanced innovations in green technology
- Find other green businesses and form new partnerships
- Improve your company's ability to manage future disruptive forces
- Collaborate with innovators to grow your business and help the environment
- Future-proof your business by inviting in sustainable development
- Create new and exciting revenue streams



Eco-conscious partners

can help you survive disruptive economic forces

From vertical farming, 3D printing and ocean plastic reduction, to communities of people working for a zero-waste future – when you go green you're suddenly connected to a world of ideas. Businesses that want to survive disruptive change are better positioned when they're connected to innovators and other potential partners searching for solutions in an ever-changing world.

STRATEGIC PARTNERSHIPS ARE EASIER WHEN YOU HAVE THE SAME GOALS

If you're concerned about business growth and are looking for a resource that will help you connect with the best and brightest companies, a better recycling initiative can be that opportunity. Gain a competitive edge by meeting the right people, access new and exciting resources, and expand on your current customer base.

When Unilever decided to broaden its reach in the sustainability space, it started buying up smaller eco-conscious brands. The 26 brands they bought grew 46% faster than the rest of its business and delivered more than 70% of all turnover growth. Partnerships with eco-conscious companies aren't just lucrative, they're the road to greater flexibility in an unsteady economic climate.

03



It Attracts the Best Employee Talent

In an increasingly competitive market, the businesses with the best employees win. Attracting the right talent is a key HR strategy for many companies that want to grow with certainty and agility in the future. Having a state-of-the-art recycling initiative will make you more attractive to job seekers.

High performers are **800%** more productive than average performers

BEING GREEN BUILDS PRIDE AND BOOSTS TOP TALENT RETENTION

Green initiatives are a game-changer for many top graduates and professionals in the workplace today. According to McKinsey, the best workers do the best and the most work. The problem is that hiring competition is so fierce that it's getting harder and harder to find and retain real talent.

- Visibly eco-aware businesses naturally attract better people
- Employees want to be motivated and inspired by their green employer
- Millennials prefer to work for a company with a higher purpose
- Strong recycling initiatives are powerful employee value propositions
- Many employees will choose a sustainable company over higher pay
- A high performance workforce means greater efficiency, growth and ultimately profit

Having a smarter workplace recycling initiative can be a key selling point in your HR strategy. Top talent wants to be a part of a brand that has a strong eco-conscious voice. Taking this step towards environmental responsibility is a reliable way to stand out among hundreds of employers. With your workforce changing jobs rapidly, your green programs will give them a reason to stay.

40% of Millennials have chosen a job because of company sustainability

The US represents just 5% of the global population, yet it generates more waste than any other country in the world. With a high performing recycling initiative that leverages new technology, you give your eco-aware employees the chance to be a part of the movement to end wish-cycling in North America. They can play a valuable role in saving your city's recycling programs.

General Electric uses their sustainability programs to keep their employees engaged and part of something bigger than themselves. They rely on something known as the halo effect, which positively impacts every other part of their business model, to accelerate results.



04



It Consistently Saves You Money

Waste disposal costs can be reduced when your recycling program works. Instead of all of your waste being hauled off to the landfill, you'll send what can be recycled to the recycling plant. Effective recycling cuts costs, and it can be another revenue stream for your company.

RECYCLING CAN BE LESS EXPENSIVE THAN WASTE DISPOSAL

Since the China ban, there hasn't been enough space for waste. Landfills are getting bigger, and the cost of maintaining them is rising. Recycling pickup has also become more expensive, so it now costs about the same to haul waste or to recycle it. The savings come in when you actively recycle right.

SAVE MONEY WITH LESS RECYCLING CONTAMINATION

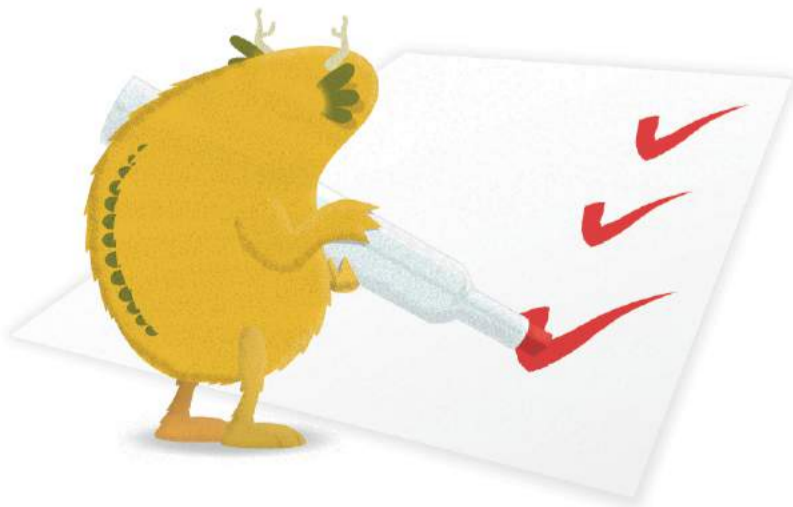
Reducing recycling contamination will help your city lower its costs
With cleaner recycling materials, recycling companies will open again
Costs will become less for businesses who recycle right
Certain recyclable materials can be collected and sold as feedstock
Plastics, e-waste, metal and paper can be a revenue source for your company
In a volatile market, recyclable materials have consistent prices

You will reap the financial benefits of recycling for as long as your recycling program is working for you. The more it improves, the more incentive your municipality has to lower its hauling costs. Soon, it will be cheaper to remove good recyclable materials again than your average load of trash.

EARN ADDITIONAL REVENUE THROUGH YOUR RECYCLING PROGRAM

Many companies earn additional revenue streams by selling certain recyclable materials. This lowers their environmental impact and improves their internal recycling programs. By sorting and selling or recovering recyclable materials, your program can become a real financial asset. E-waste is particularly valuable, with brands all over North America instituting e-waste recycling initiatives.

Companies like Apple run successful e-waste recovery programs, and it pays. Salvaging steel, plastic, glass, aluminum, copper, silver and gold has resulted in millions of dollars saved. In 2016, they managed to recover 2,204 pounds of gold, which is roughly \$40 million dollars' worth.



05



It Measurably Reduces Material Costs

When your company has an active recycling initiative it measurably reduces your material costs. This is because your employees are dialed into your recycling goals, and more aware of the resources they are using during their average day. With the knowledge that they are finite, usage is reduced.

EMPLOYEES EMBRACE AND SUPPORT LESS RAW MATERIAL WASTE

An engaged employee who has been learning about paper waste will use less paper at work. Consider that the average worker uses 10,000 sheets of paper a year, and that it can be 31X more expensive to print on paper than send an email, and you're looking at real bottom line savings.

SMART RECYCLING INITIATIVES HELP STREAMLINE MATERIAL USE

- Your employees will use less materials which saves you money
- You buy in less which conserves finite natural resources
- The ripple effect happens: lower storage, handling, copying and mailing costs
- Reusing certain materials will further decrease waste
- Consciously buying-in previously recycled materials is often cheaper
- Support the economy by reusing existing materials (ripple effect)
- Paper, plastic, metal and e-waste recycling becomes cheaper (less loads to haul)

FIND OPPORTUNITY IN RECYCLABLE MATERIALS FOR YOUR BRAND

With a state-of-the-art recycling initiative in place, your company may see opportunity in converting recyclable materials into products for sale. These previously used materials are cheaper than new materials, and they boost the sustainability image of your brand.

Popular shoe brand Allbirds makes shoes out of sustainable materials. These include carbon-negative EVA foam, eucalyptus pulp and 100% recycled plastic bottles. Not only are their materials more affordable to buy in, but consumers support their sustainable choices.



06



It Drastically Improves Employee Morale

The people in your business are your most valuable asset. A lot of employees are not engaged at work and this means lower productivity, less innovation and less profit. When you implement a recycling initiative, one of the major benefits is that it drastically boosts employee morale.

80% of US workers believe the environment is a top priority

Employees care about the world they live in. Studies say that employees like to make a positive environmental impact on the job. In fact, they're twice as satisfied at work when they do. Giving your employees the opportunity to make a difference in the world makes them happier.

- Happier employees are more creative and better at problem-solving
- They also experience higher levels of motivation and productivity

59% of employees
believe it's important to be
proud of their work

- When employee morale is high, team collaboration improves
- Lower employee turnover and recruitment costs
- Sales tend to escalate (37%) when employees feel satisfied
- Better morale means 10X fewer sick days for your workers

COMPANIES WITH HAPPY EMPLOYEES OUTPERFORM COMPETITORS BY 20%

Studies have shown that when employees recycle at work, they are happier there. There is a positive relationship between environmental performance and employee satisfaction! The research showed that it's not just enough to BE green, employees want to see the results of their actions.

A brand called Madewell found a way to recycle better and boost employee morale at the same time. They give consumers \$20.00 off new jeans if they bring their old ones in. These become housing insulation for communities in need. It gives their employees something to be proud of each and every day they come in to work.



07



It Makes You More Competitive

With every passing year the world of business changes and becomes more competitive. If you want to stay ahead of the competition, then you need every edge you can get. A high performance recycling initiative impresses consumers and helps you stand out in a crowded marketplace.

66%

of consumers will pay more for green brands

RECYCLING GIVES BUSINESSES A CLEAR COMPETITIVE EDGE

Finding a competitive advantage isn't easy these days. With a state-of-the-art recycling initiative, you're making a definitive statement to the world. Your business doesn't just recycle – it's aware of the recycling crisis in America and is actively working to keep your city's programs alive.

- Your recycling program results will be impossible to replicate; they're yours
- The value you create will positively influence consumers
- The better your reputation, the higher your product pricing will go
- Recycling can be a strategic supply source for new products (become your own supplier)
- Being more competitive means you'll enjoy increased efficiency
- A whole new business sector will open to you which creates opportunity
- Recycling can be a key differentiator for your brand
- In your local niche your brand can do the most environmental good

83%

**of people want
you to improve the
environment**

If your company has been searching for a way to be different, an innovative recycling program can take you to the next level. Your consumers expect you to work for the best interests of everyone on earth. When you visibly do that, they stop seeing your competitors and you become choice #1.

Trust is a natural byproduct of choosing a green solution as your competitive edge. Patagonia is a clothing company that has used this strategy to consistently increase sales, reduce risk and become a powerful, differentiated brand that stands for something real in the world.



08



It Improves Your Brand Likability

Studies have proven that brand likability is vital to retaining loyal customers and consistently increasing your revenue. When you decide to go all-in on your recycling initiatives, your brand likability shoots through the roof! People like companies that help the planet they live on.

STRONGER CUSTOMER RELATIONSHIPS WILL MAKE YOUR BUSINESS BETTER

It's easy to forget that business is done between people. Relationships form a fundamental part of how your business will grow and succeed in the future. If your company is going to continue being an authentic, responsive and likable brand, then you need to show more consumers that you care.

LIKEABLE BRANDS INFLUENCE THE BEHAVIOR OF THEIR CONSUMERS

- Likability improves trust and enhances the credibility of your brand
- If consumers like you they are more likely to recommend you to others
- Brand loyalty means repeat business from the same customers
- Success is a natural byproduct of likability
- The most likable brands influence consumer behavior and inspire action
- Green initiatives will encourage your community to try your products and services

BECOME AN EASY BRAND TO LIKE, SUPPORT AND PROMOTE

A company that does good things in the world is easy to get behind. For consumers, this is a big selling point. More and more millennials want products and services that align with their beliefs and help them define who they are. A top-notch recycling initiative means instant likability in your niche.

Coca-Cola is one brand that uses recycling to inspire likability among an ever-discerning customer base. It's hard to stay likable when you're one of the world's worst plastic polluters. Yet their sustainability plan makes up for their shortcomings, and keeps them selling soda. By 2030, they plan on recycling a bottle or can for every one sold.



09



It Proves You're Forward-Thinking and Eco-Active

The ability to think and act in ways that benefit the future of your business is how you will succeed. This means predicting the struggles you'll face, and the obstacles you'll conquer. Eco-active brands know that trouble is coming. When you are on the right side of history, you're remembered for it.

BE AN ECO-ACTIVE BUSINESS IN THE AGE OF CLIMATE CHANGE

What can one business do to save the world? The answer is – a lot. In your local area right now there are environmental problems that you can help solve! One of the most pressing is the issue of our declining recycling system. And change starts when you become more than just eco-aware.

COMPANIES THAT THINK AHEAD WON'T FALL BEHIND

- You'll be aware of the coming issues facing the environment (resources)
- You'll be mindful of the fact that these issues impact your business (demand, supply)
- You'll be prepared for uncertainty and upheaval (like the recent COVID-19 outbreak)
- Show the world you're not just watching things break down, you're building them back up
- Strategically preparing for the future proves you're a rising brand
- You take advantage of the latest technologies to improve your bottom line
- You are flexible and adapt to market circumstances and global shifts

CREATE A CULTURE OF OPEN ADAPTABILITY AND CHANGE

A company like yours that invests in modern technology stands to pioneer new ways to help the environment, while growing your business. That's not just the immediate imperative for most companies, it's the dream. An open business culture that is aligned with sustainability is the future.

There are many courageous businesses out there working to save the earth. Companies like Tesla, Bio Urns and Aqua-Yield have all woven forward-thinking eco-activity into their business models. You can do the same when you adopt a performance-orientated recycling program.



10



Be a Real Part of the Green Movement

Going green is great for business! Making sure that your recycling program doesn't just exist – it excels - is something even better. You become a big part of the corporate green movement. Improving the environmental impact of your business makes you a major force for good in your city.

GAIN STATUS AS A MEMBER OF THE GREEN MOVEMENT

It's important to follow the rules and get corporate responsibility right. But it's also important to knowingly, and willingly, work to protect the earth and all of its natural resources. When you ramp up the efficiency of your recycling initiative, that's when you know you're in it for the earth.

SAVE YOUR CITY, SAVE THE WORLD

- Help conserve your local timber, water and mineral supplies
- Reduce the amount of waste being sent to landfills and emitting harmful gasses
- Stop raw pollution from erasing local animal and marine life
- Ensure that local food and water supplies are cleaner and healthier
- Improve air pollution and reduce disease rates in your community
- Take a stand against companies who are indifferent to environmental degradation
- Teach your employees to care about something that deeply impacts all of humanity
- Help slow the damaging effects of climate change

JOIN THE MOVEMENT TO END WISH-CYCLING

The movement to end wish-cycling has just begun. You can be an instrumental part of helping your city save its recycling programs. These programs are being shut down all over North America. If we –as a business community – can reduce contamination in our recycling streams and prove to our municipalities that recycling is a necessary part of the system, we will win the day.

With enough days, a workforce for good will make the difference this world needs.

Recycle Coach is here to help.

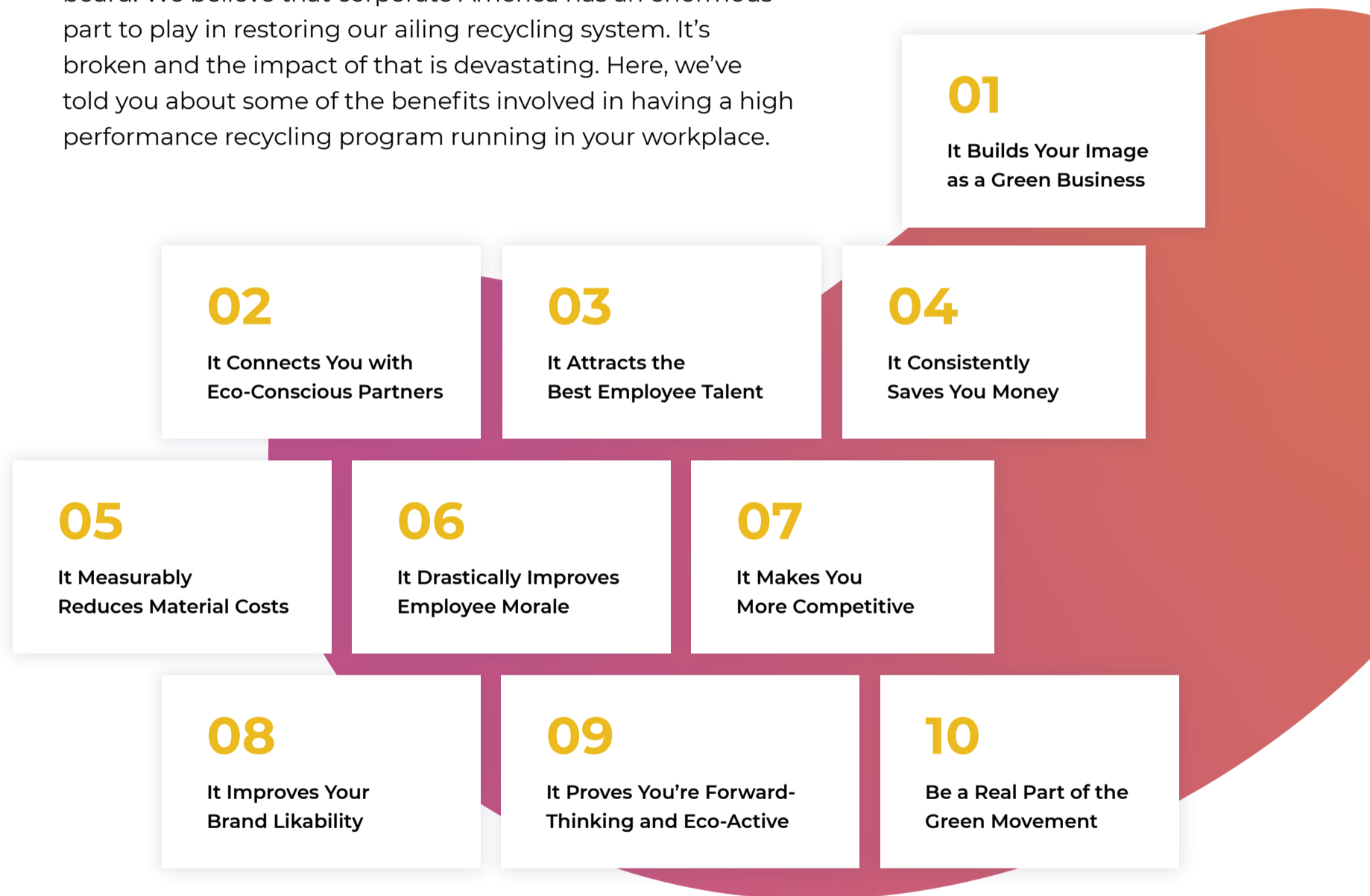


Recycling Education, Simplified

Recycle Coach has created a way for you to reliably improve your recycling initiatives at work. Whether you're a local mom and pop store, or a bustling Fortune 500, our technology was designed to make recycling easier for everyone who uses it.

It's affordable and it's accessible.

Recycle Coach is active in 3000 municipalities across North America, but we won't stop until everyone, everywhere is on-board. We believe that corporate America has an enormous part to play in restoring our ailing recycling system. It's broken and the impact of that is devastating. Here, we've told you about some of the benefits involved in having a high performance recycling program running in your workplace.



Our suite of tools is how you can switch to better business recycling this year. We work hard every day to make sure that there's still a beautiful city for you to live in tomorrow.

Join the movement.
Join Recycle Coach.

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