



Rewards for Recycling is a community based recycling incentive program that provides rewards to residents encouraging curb side recycling participation.

Residents of participating communities can save hundreds of dollars each year simply by making household recycling a habit.

Active communities realise dramatic increases in solid waste diversion and generate a market wide recycling initiative.

As of December 2014, *Rewards for Recycling* is in 6 USA states with over 500,000 members.

Preston Hards, marketing manager at *Rewards for Recycling*

Project Summary

Company

Davidson Township

Market

Environmental / Recycling

Location

Genesee County, Michigan



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RFID boosts recycling benefiting the community, residents, local businesses & the environment

Rewardsforrecycling.com changes household habits in Michigan

Opportunity: benefits of recycling is understood, accessible, but not practiced. Americans recycle about a quarter of their residential rubbish a rate that has remained fairly constant despite the growth of curb side recycling service, community education and other efforts to encourage more recycling.

Research suggests behaviour is not changing because of the extra effort involved to recycle and the lack of perceived benefits.

So, Rewards for Recycling in Davison, Michigan decided to provide motivation and remove practical obstacles to recycling in their community.

"We wanted to create a system that rewarded residents for the simple act of curb side recycling which is a service they were already paying for with property taxes," said Preston Hards, Marketing Manager at Rewards for Recycling. "Our aim was to make it easy for the resident, waste collector and municipality; we wanted to create benefits for all."

Solution: RFID labels track recycling bins, generate rewards

Rewards for Recycling developed a system that used Web based memberships and an RFID system to easily and automatically track residents' recycling activity.

The program provides *METALcraft's* RFID labels to each residence which are placed on their curb side recycling bin. The labels have a unique account ID number corresponding to the address, and the community's waste collectors carry RFID readers either in their vests or mounted on the trucks which automatically read the labels without burdening their work.

"We were most impressed with *METALcraft's* labels because of their performance," said Hards. "These curb side recycling bins are outside in Michigan where snow, salt, heat and abrasion take their toll. We needed durable, reliable RFID products with quick turnaround, and *METALcraft* is very accommodating."

Rewards for Recycling also secured the participation of local businesses to provide coupons, giveaways and other money saving certificates to residents' recycling. Each time the household recycles, they are awarded credit to their RewardsForRecycling.com account which can be redeemed for items and offers from local businesses.



"We knew we needed an incentive," said Preston Hards. "In addition to encouraging individual participation, the program does help establish a collective consciousness in the community. The tie to the local community is important."

Result: household recycling is up 50%, local businesses benefit

Davison, Grand Blanc, and Genesee Townships were the first of three communities to use the program in Genesee County where residential recycling rates range from 8% to 22% of households. In just one month, the number households recycling shot up 50%, and the volume of recycling more than tripled.

The RFID enabled program generates foot traffic for local businesses and thousands of savings certificates were downloaded from rewardsforrecycling.com in the first month.

"This is truly a four way winning proposition," said Preston Hards. "The community wins by going green and dramatically reducing waste, the residents benefit with great savings, the local businesses benefit from the increased traffic and free promotion, and of course, most importantly, our environment wins."

With a proven concept, Rewards for Recycling has their eyes on expansion. Just 18% of Michigan households recycle state wide and Preston Hards is eager to serve multiple types of communities including universities, large condo and apartment complexes in addition to residential neighbourhoods.

"*METALcraft's* RFID labels on bins can make it easy to track recycling activity in apartments, condos and other communities," said Preston Hards. "Rewards for Recycling could really change the composition of rubbish bins in those environments."

Contact Peter Laws for more information on idtracon's barcode and RFID custom solutions.