

VALLEY METRO



COMMUTE · SOLUTIONS

De-junking Our World with Tom Szaky

Transportation Coordinator (TC) Webinar

November 2016


ShareTheRide.com
602.262.RIDE (7433)



CARPPOOL | VANPOOL | BUS | LIGHT RAIL | TELEWORK | BIKE | WALK



Tech Tips

- To hear us, turn up speakers or headset volume. Your microphone is muted.
- Ask questions and answer polls using the controls on your screen.
- Click on Handout to open and access live links or print to take notes.
- The  symbol indicates an audience poll. Get ready to share your input!
- Webinar will be recorded and a link emailed.



Today's Webinar

- Welcome and introductions
- De-junking Our World with Tom Szaky
- Transportation Coordinator (TC) updates
- Upcoming webinars





De-junking Our World



Tom Szaky
Founder and CEO
TerraCycle

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TC News



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29th Annual Clean Air Campaign Awards and Luncheon



Sean McLaughlin



Benise



Grady Gammage, Jr

- November 1
- Nearly 500 attendees
- Great emcee, entertainment and keynote speaker
- Congratulations to all the finalists and winners
- For more information including winners and photos click [here](#)



High Pollution Advisories (HPAs)



- Winter Pollution Season is October 1- March 31.
- Sign up for email and text alerts and learn more about how you can help at [Clean Air Make More.](#)



Rideshare Month

October's Rideshare Month (RSM) wrapped up on October 31. Here are some preliminary stats!

- Nearly 500 people took the RSM pledge.
- 24 teams competed in the Commuter Challenge – See who won [here](#)!



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Holiday Transit Wrap



2013 Holiday train wrap

Keep your eye out for our holiday train and bus wraps soon to hit the valley streets!

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Freeze the Keys



Valley Metro is partnering once again with Coors Light to Freeze the Keys on New Year's Eve by offering free rides. Learn more [here!](#)



Free Rides to Talking Stick Resort Arena

Have tickets to a Phoenix Suns game or event at the Talking Stick Resort Arena? Your event ticket is also your ticket to ride light rail.

Find out more [here](#).



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- De-junking Our World with Tom Szaky
- TC News
- Upcoming webinars
 - [December 14](#) - Valley Metro Construction Projects Update
 - [January 25](#) - Travel Reduction Program Record Keeping and Communication

Thank you for participating!



Tom Szaky

CEO, TerraCycle





TERRACYCLE IS A GLOBAL LEADER

Active in 21 Countries



In Process of Opening:

India
Taiwan



> 2 MILLION

kgs of waste recycled per month.

\$10+ MILLION (USD)

Earned for charitable organizations
for waste collected

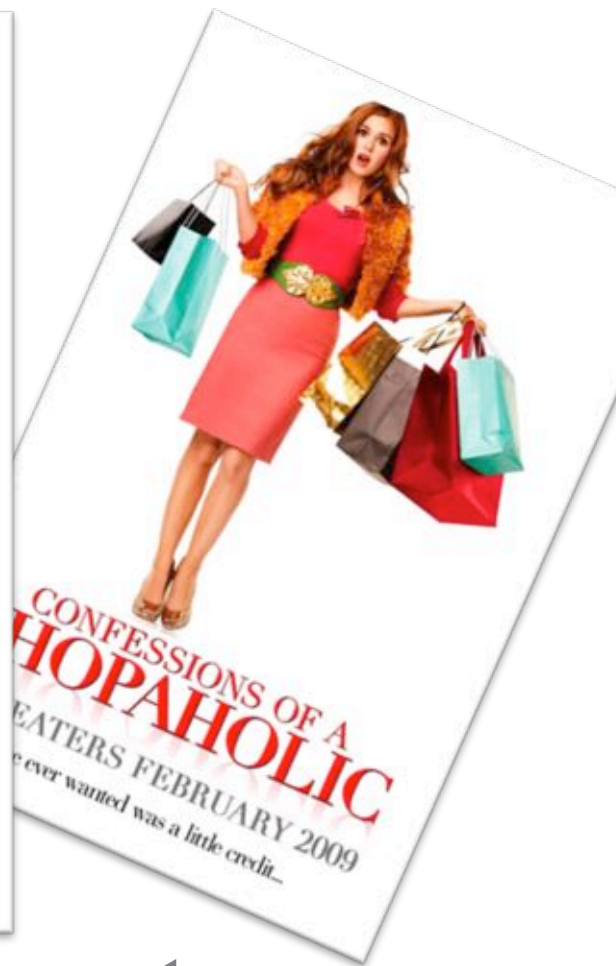
60+ MILLION

Consumers collecting waste
for TerraCycle globally.



Waste doesn't exist in nature

Consumption + Complex Materials



creates waste





bury

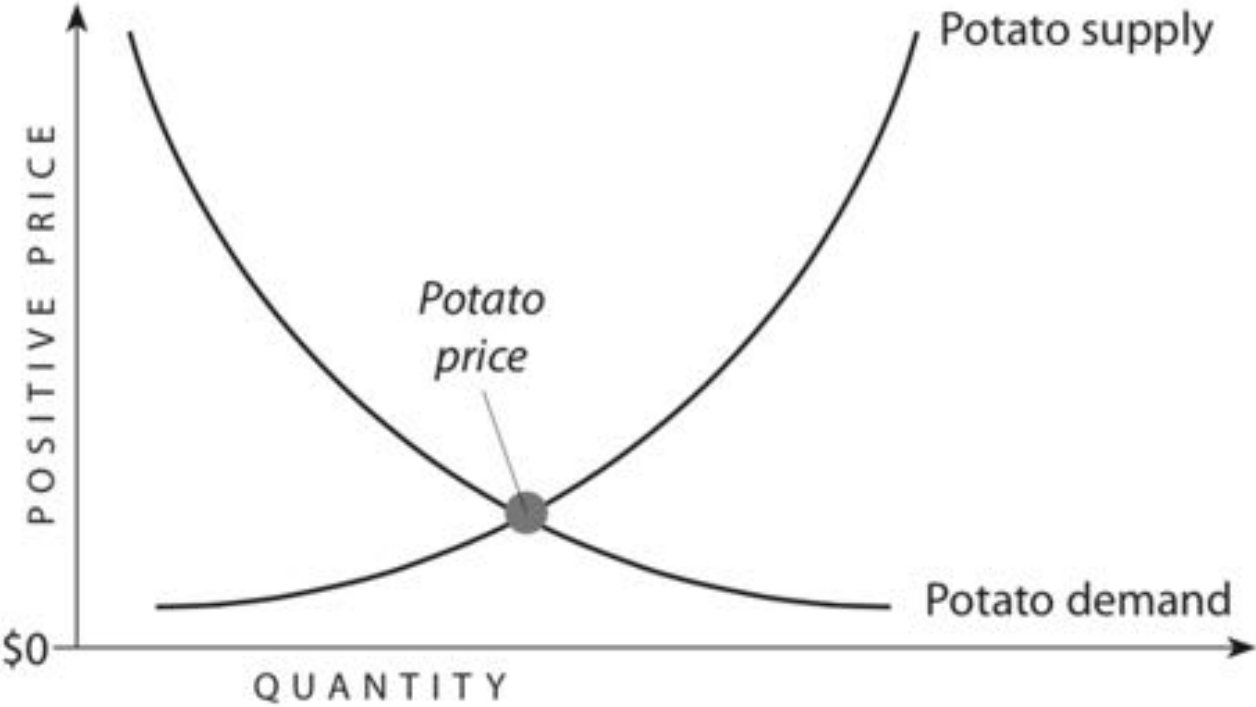


burn



the defining paradigm

Supply and Demand for a Normal Product (e.g., a Potato)



Supply and Demand for Garbage (e.g., Dirty Diapers)





RECYCLING THE NONRECYCLABLE

Most products and packaging are considered non-recyclable **only** because of economics. Examples below:



WHEN:

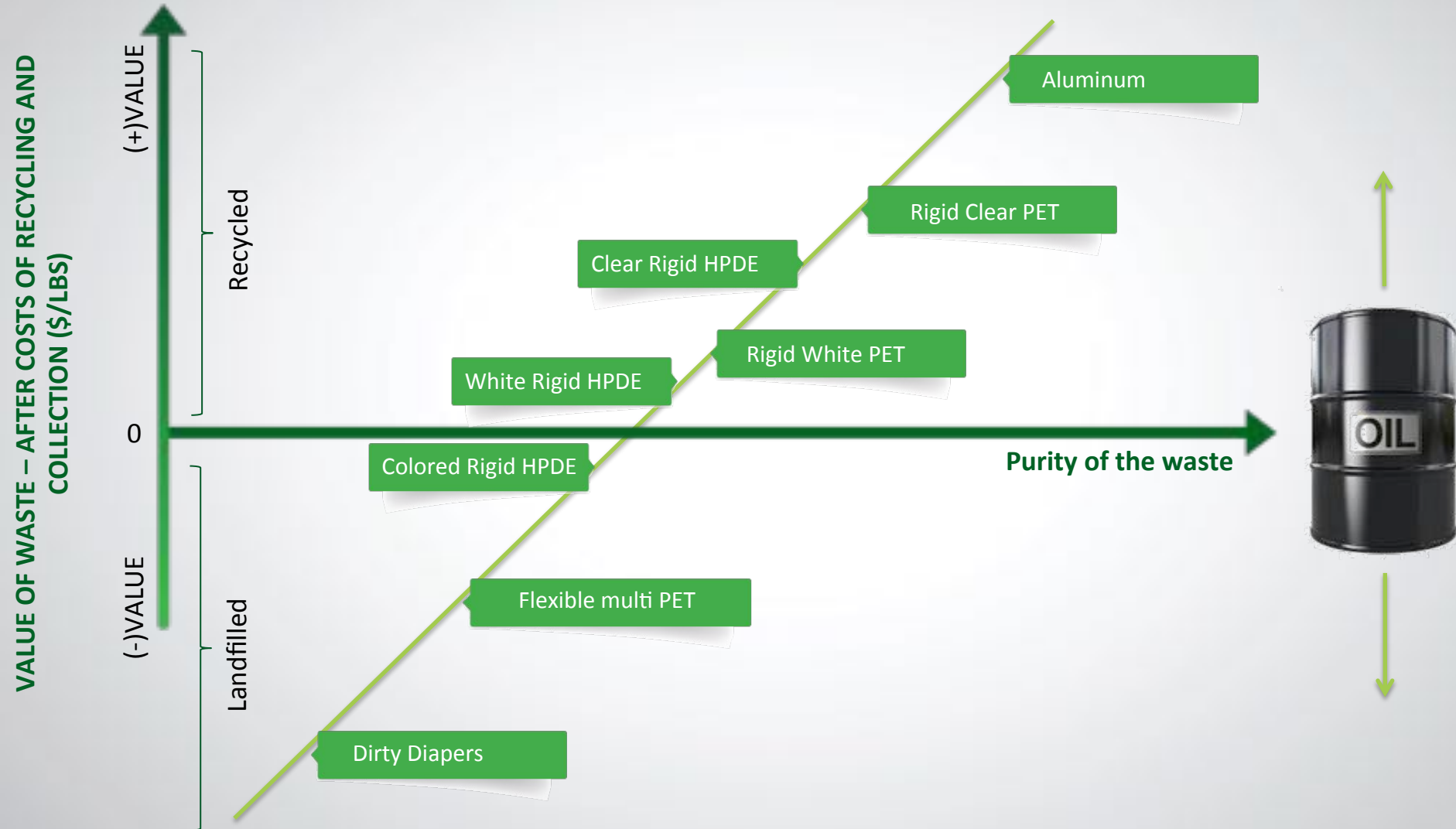


WHEN:





Value of Waste



Value of Different specs of PET - <http://www.recycle.net/Plastic/PET/xv100100.html> -
Value of waste- what the suppliers will buy the material for
Value of separation – what they are willing to pay for processed material.

For mixed plastics value - <http://www.recycle.net/cgi-bin/exview.cgi?item=LA1132175&w=01>.
Mixed plastic value of separation is avg of PE, PET, PP and PS.
The value is negative because cost of separation and collection is more than the value of separation
For Value of General MSW = cost of Landfilling - <http://www.wastebusinessjournal.com/news/wbj20121003A.htm>



Circular Economy and Recycling





What circular systems look like today

Yogurt Pot



recycle

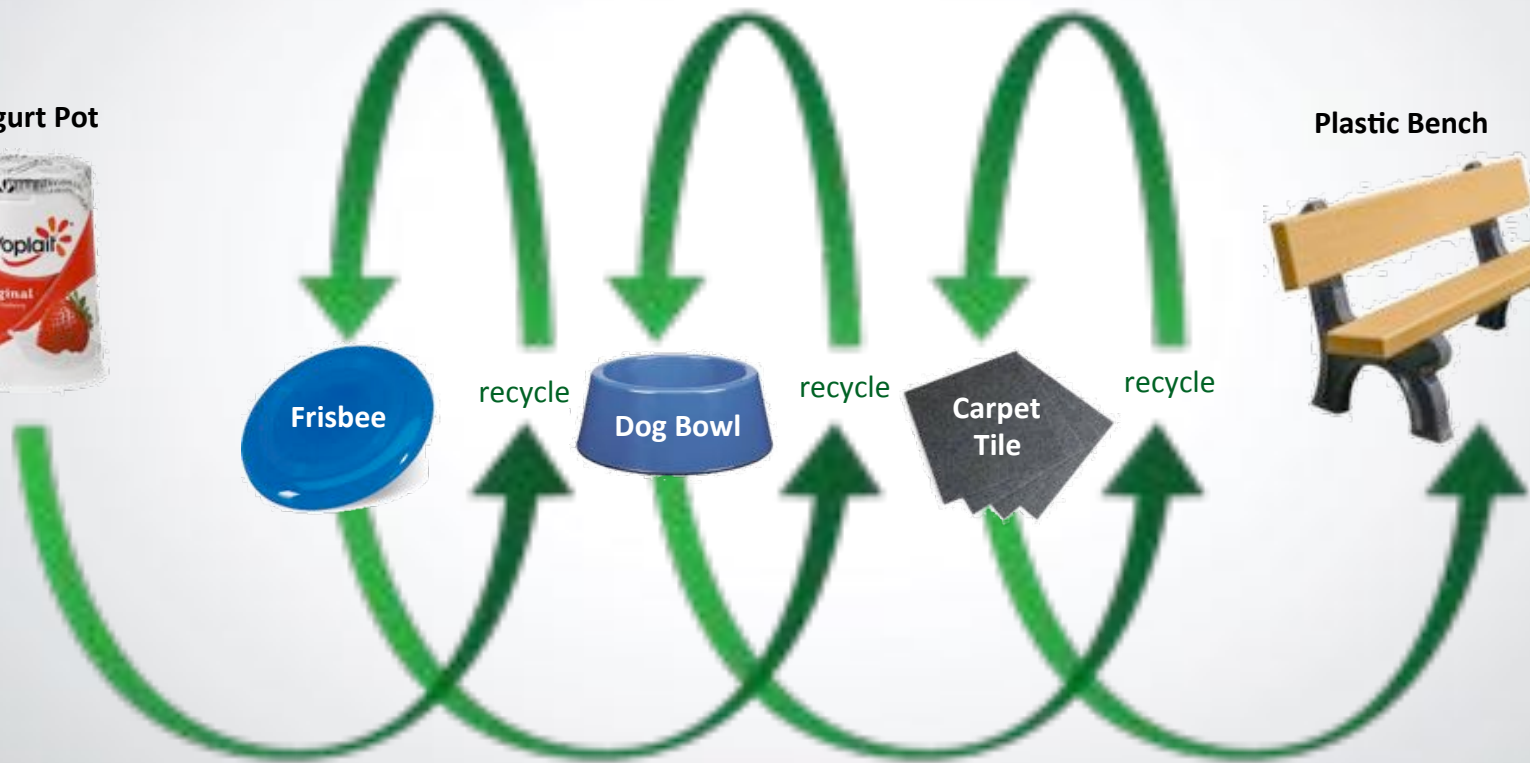


recycle



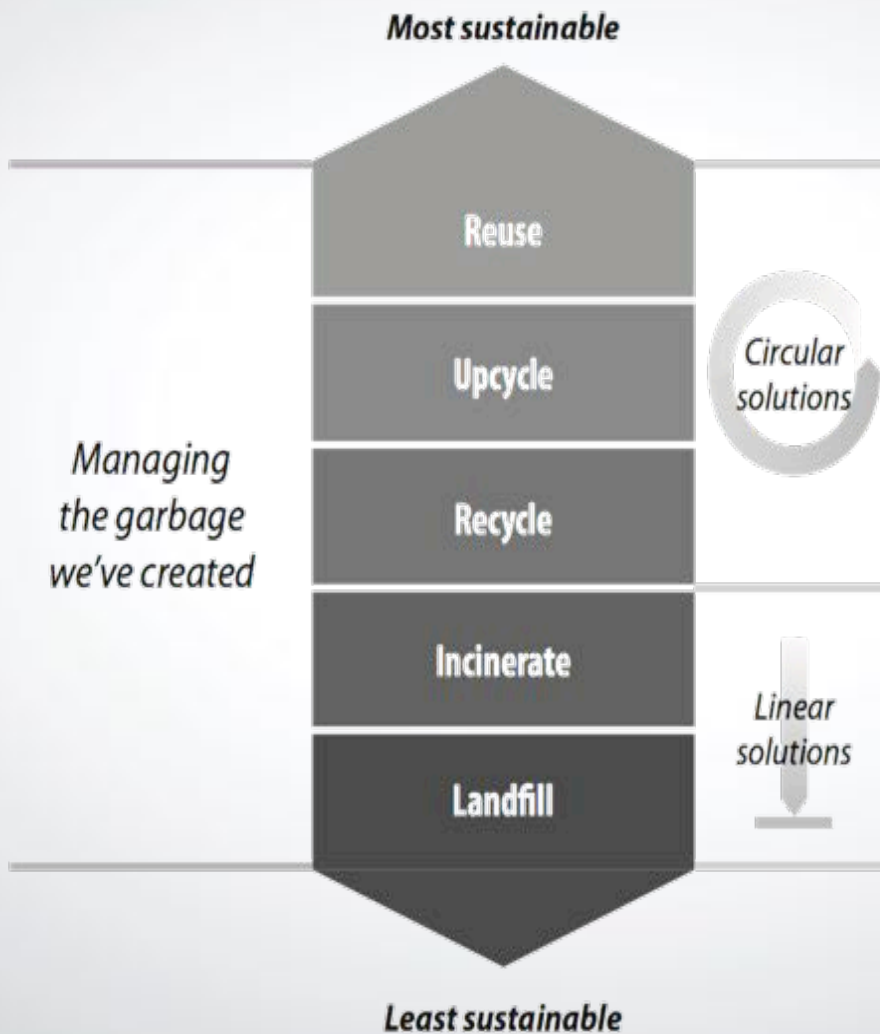
recycle

Plastic Bench





Hierarchy of Waste



Used 20oz
bottles



Worm Poop
Liquid



End Run / over run
trigger sprayers



TerraCycle
Plant Food





Upcycled Design & Installations



Upcycled Premium Products



...and many more

Upcycled Pet Examples



solve











Display Only

Skittles

M&M's

M&M's

M&M's

M&M's

M&M's

Starburst

Starburst

Starburst

Starburst

Skittles

Skittles

Skittles

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Skittles





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LARGE BAG

LARGE BAG

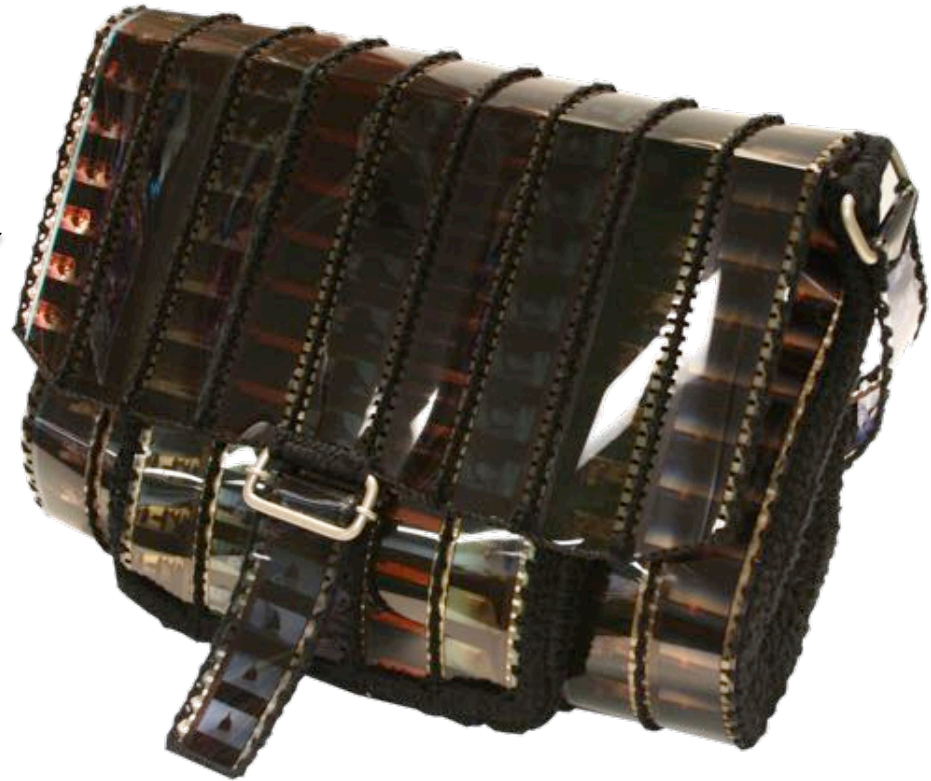
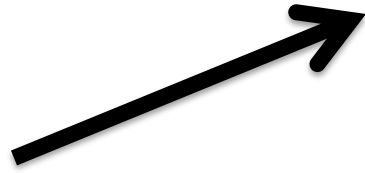
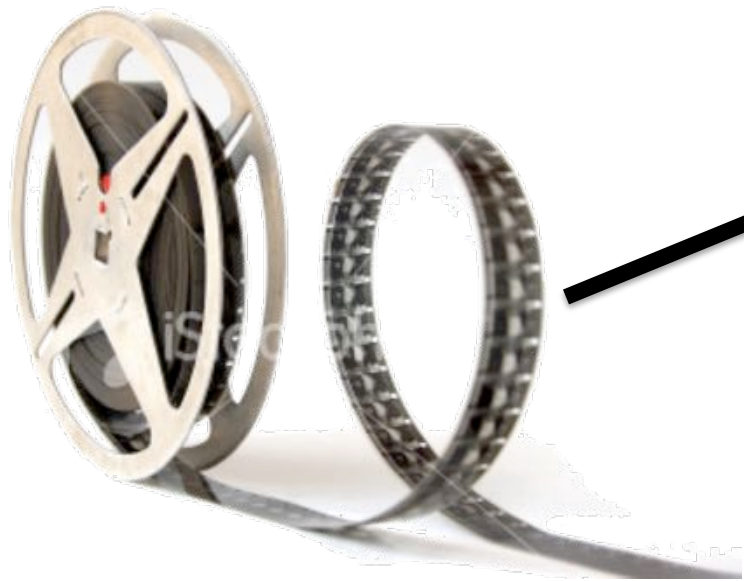
Personalize your
M&M's® Candies

Choose your colors.
Choose your words.
Great for any occasion.

Peanut Butter lovers,
try this!













A Few Ideas From the Wastebasket

By PENNY LINDSEY

One of the most interesting things about the office of the TerraCycle office in Trenton, N.J., is the way it was designed. The office is a collection of ideas that were once in the wastebasket. The office is a collection of ideas that were once in the wastebasket. The office is a collection of ideas that were once in the wastebasket.



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A Few Ideas From the Wastebasket



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USA TerraCycle Office (Trenton, NJ)





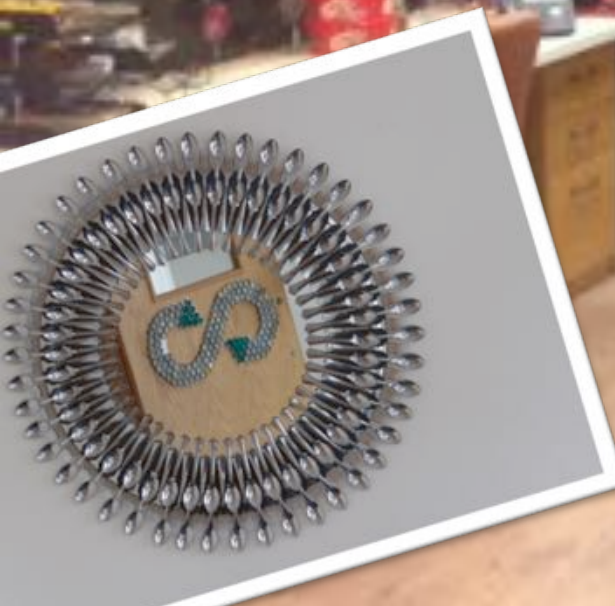
Germany TerraCycle Office (Mainz)



Canada TerraCycle Office (Toronto)



Brazil TerraCycle Office (São Paulo)



UK TerraCycle Office (London, UK)

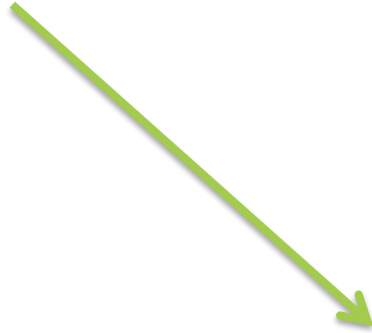


RECYCLING



...and many more







CLOSED LOOP SOLUTIONS

PROMOTIONAL

Case Study: Large Promotional Item

TerraCycle and Garnier partnered to renovate a community garden in NYC. All garden furniture was created from recycled personal care and beauty packages.



Case Study: Premium Product

Free upcycled pencil case included in Frito-Lay multipacks during BTS.



...many more ex. available

OPERATIONAL

Case Study: Display Stands

Recycled packages were used to manufacture the display stand that sold the products in major retailers.



Case Study: Recycled Products

TerraCycle recycled writing instruments and used the recycled material to create the pen ledger that comes in every pack of Expo markers.



...many more ex. available





THREE-STEP PLATFORM TO DRIVE VALUE FOR BY MAKING WASTE NATIONALLY RECYCLABLE:

1

COLLECT



2

SOLVE



3

PROMOTE

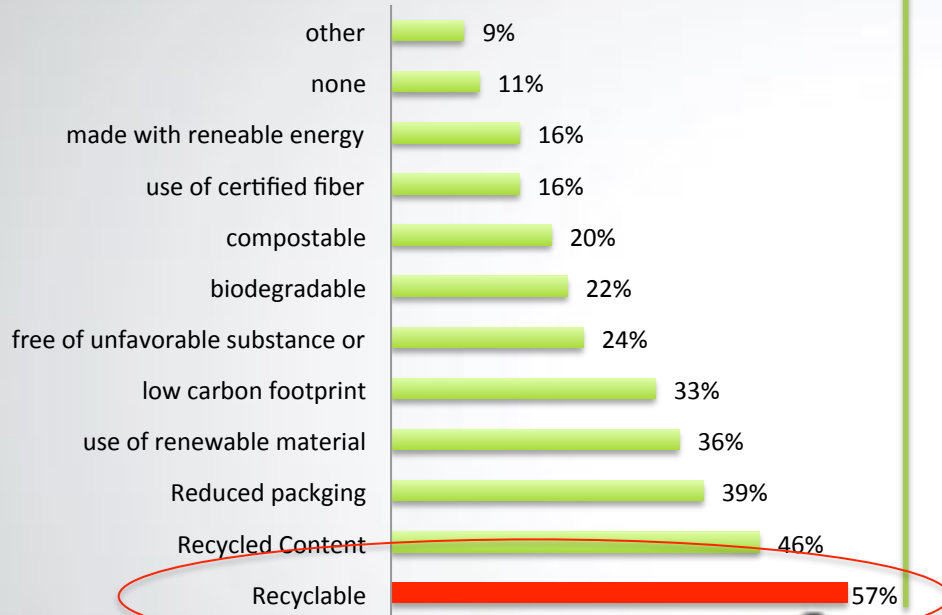




CONSUMERS CARE MOST ABOUT RECYCLING

What do consumers care about when it comes to the environment?

Packaging Digest's 2015 Sustainable Packaging Study



79%... of WalMart shoppers in a recent study indicated they **definitely or probably would buy** based on 100% recyclability through TC vs **75%** based on product efficacy.





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Brand Partnership Case Study

STEP 1: Sign Up



STEP 2: Collect



STEP 3: Send & Recycle



STEP 4: Incentive





ON-PACK RECYCLING MESSAGING

Garnier have leveraged messaging on pack to communicate that their packaging is now nationally recyclable.

USA



We're getting greener! New Eco-Fructis bottle

- Bottle contains 30% recycled plastic
- Made of PET, the most widely recycled plastic
- Recycle this bottle to help decrease landfill waste
- Remove cap before recycling

GARNIER CARES:
We have teamed up with TerraCycle® to help keep beauty products out of landfills! Join a Beauty Brigade® and help us create a cleaner, greener future. Sign up at garnierusa.com/green



BRAZIL



8

Estaremos cada vez mais verdes!

- + 30% de redução no consumo de gás carbônico*
- + 30% de redução no consumo de energia*
- + 21% de redução no consumo de água por produto acabado*

* Sua atitude faz toda a diferença. Cuidado com o meio-ambiente e nós agradecemos!

Para saber mais sobre o nosso compromisso com o planeta, visite www.garnier.com.br/terracycle ou entre em contato conosco.

GARNIER

CENTRO GARNIER DE ATENDIMENTO AO CONSUMIDOR
0800 701 0114



TRADE-UP PROGRAM

Trashy Roots is partnering with Terracycle to give a second life to personal care and beauty product containers.

All proceeds from Terracycle are going to the Texas Baptist Children's Home.



Bring in 3 empty beauty product containers and **RECEIVE 15% OFF RETAIL**

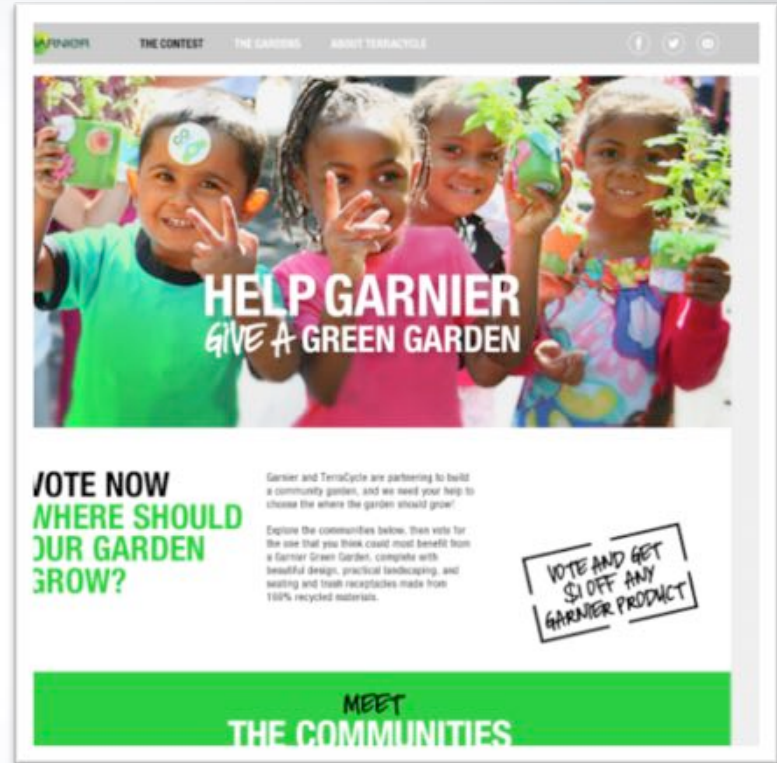


Every time you finish your personal care or beauty product we want you to save the packaging and so we can recycle the material into fun and innovative products.





Award winning Shopper marketing













Retail Partnership

STEP 1: Supplies



STEP 2: Collect



STEP 3: Recycle









ACROSS THE WORLD – LARGE OR SMALL



City Partnership

STEP 1: System



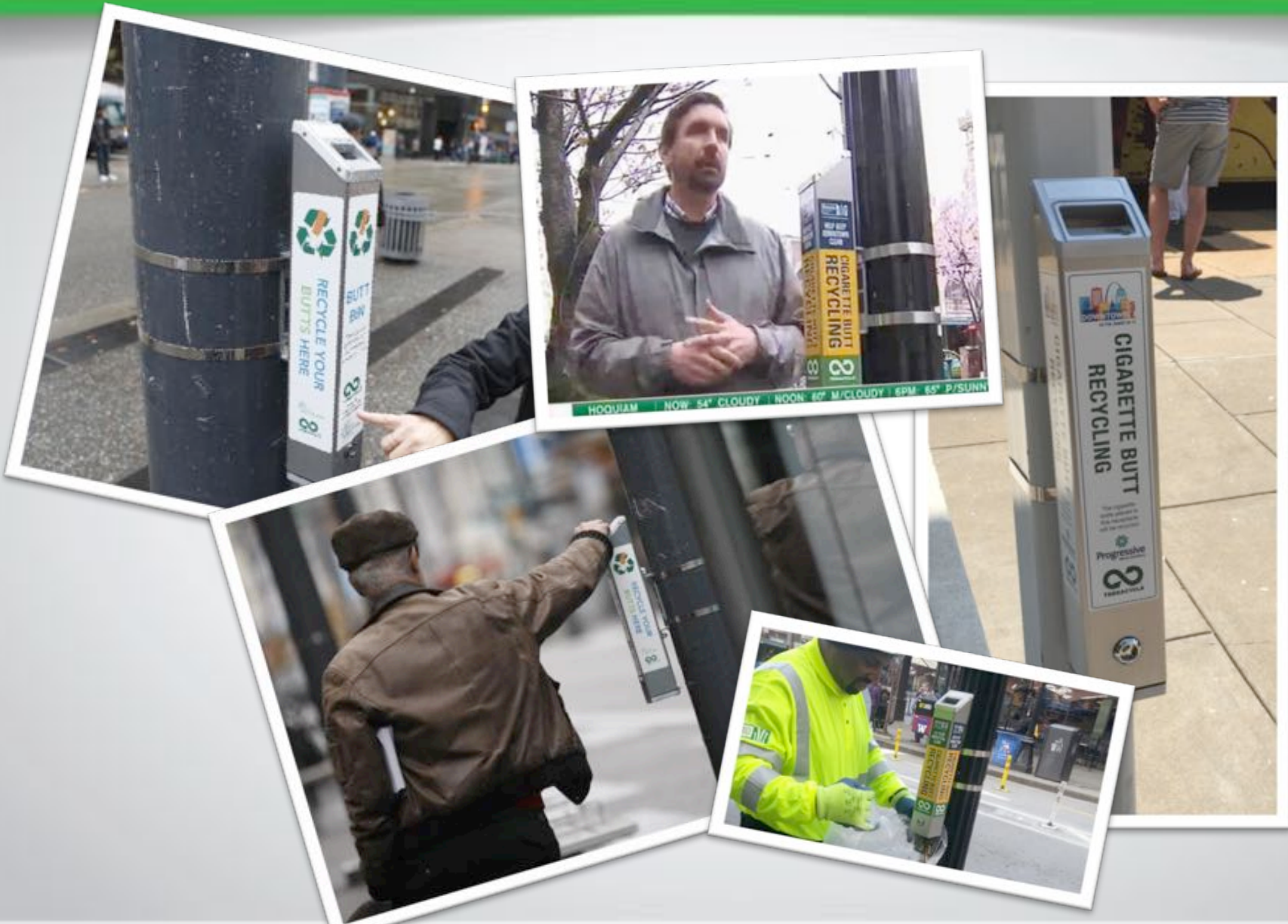
STEP 2: Service



STEP 3: Recycle



Partnering with cities



Consumer Partnership

STEP 1: Buy



STEP 2: Collect



STEP 3: Recycle





PROFITABLE COLLECTON PLATFORMS



The image displays a screenshot of the TerraCycle website's search results page for the term "terracycle". The search returned 15 results. A red box highlights a product thumbnail of a "Zero waste box - M Supplies (Small)". A red arrow points from this thumbnail to a stack of physical product boxes. The boxes are white with green accents and feature the text "ELIMINATING THE IDEA OF WASTE" and "FOUR EASY STEPS". The boxes are shown in various sizes and orientations, including a small box in the foreground and two larger boxes behind it. The website screenshot also shows filters for Category, Price Range, Brand, and Colour, and lists search results for "TerraCycle Zero Waste Box Capsule Small" and "TerraCycle Zero Waste Box Pens and Markers Small".



Tom Szaky

CEO, TerraCycle

