



## EXECUTING A CUSTOMIZED SOLUTION

Using real-time analytics, we develop and deliver a 360° marketing plan to reach, educate and incentivize action for all of your residents.



# HOW IT WORKS:

## EARNING POINTS & GETTING REWARDED



### EARN POINTS BY RECYCLING

After signing up for KanChange, all verified/eligible members earn points for recycling and taking other actions



### EARN POINTS ONLINE & OUR APP

Every resident is eligible to earn points by learning online, scanning a QR code from Kansmacker RVM's, and through our free app



### GETTING REWARDED

Participants can convert their points into local deals, donations or exclusive savings on sustainable products

# CUSTOMIZED PLATFORM



## EDUCATION

Informing residents how and what to divert from landfills



## INCENTIVES

Motivating residents to participate with a variety of tools and resources



## ACCESSIBILITY

Reaching all residents where, when and how they want to be reached



## DATA & TECHNOLOGY

Providing innovative waste diversion tools by leveraging proprietary, city and third-party data



## MEASUREMENT & REPORTING

Delivering detailed analysis on program performance around several KPIs to optimize over time



## SUPPORT

Managing the launch and ongoing optimization through account management and a customer-focused call center



# KanChange MOBILE APP:

## CITY BRANDED

Branded with Country ID,  
Colors and Look/Feel

## EDUCATION/ LEARNING

Ability to learn, earn points,  
take pledges and move  
toward specific national  
waste goals

## WHAT'S RECYCLABLE

Easy access to information  
to reduce contamination  
and improve recycling  
volume

## SEARCH

Search for content, articles  
and recyclable information



## GET REWARDS

Redeem local and national  
rewards in the App

## CHECK-IN TO LOCAL BUSINESSES

Check-in to select local  
businesses/events  
throughout country and  
receive points

## ALERTS & NOTIFICATIONS

Receive alerts and  
notification, such as  
reminders for when to  
recycle

## CALENDARS

A calendar view of when to  
set-out recycling to improve  
participation

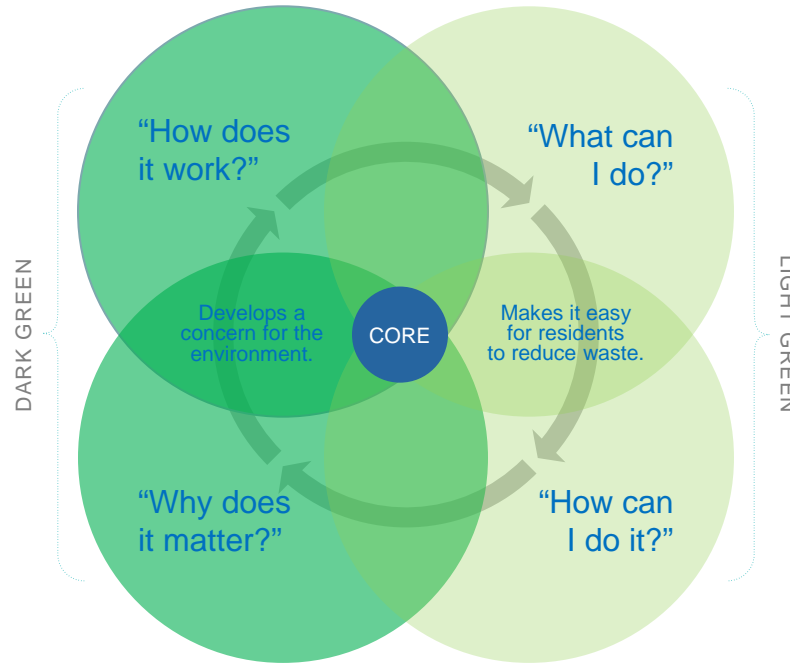
# MARKETING & EDUCATION

## Educational Content Strategy: Overview

To engage residents and drive diversion, we leverage a customized education plan that answers their most basic questions: *Why* should they reduce waste? *How* can they reduce waste?

### CORE CONTENT STRATEGY

Our content will help people take action toward a waste-free world by connecting environmental information to their everyday lives.



**DARK GREEN CONTENT**  
Focused on **why** members should reduce waste.



Understanding the importance of waste reduction strengthens the desire to take action.



**LIGHT GREEN CONTENT**  
Focuses on **how** members can reduce waste.

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**ALL CONTENT**  
Is relevant, accessible, and actionable.

# INCENTIVES STRATEGY

The world and waste industry have evolved. We have learned that residents are motivated by various things to change their behavior around waste – and we have expanded our incentives to meet this changing marketplace.

## LOCAL OFFERS



## DONATIONS TO CHARITIES



## IMPACT TRACKING



## INTERNATIONAL DEALS



## SPECIAL EVENTS & SWEEPSTAKES

