

LEVERAGING TECHNOLOGY TO INCREASE PARTICIPATION AND DECREASE CONTAMINATION IN LOCAL RECYCLING AND ORGANICS PROGRAMS

Michelle Goetsch

Founder & CEO, Betterbin

mgoetsch@betterbin.app

715.571.2042



What you'll hear today

01

THINKING BIG PICTURE



02

GRANULAR PRODUCT, PROJECT DETAILS



THE CURRENT LANDSCAPE

Education looks like this

General recycling education, available...

- Websites
- Social media
- Tax bill stuffers
- Posters
- Cart tags
- Waste wizards
- On-package labels

U.S. recycling data looks like this

- National recycling rate: 35%; MN (43%)
- National contamination rate: 25%; MN (unkown)
- ...and not changing in any significant way

TO BIN. (RECYCLE CURBSIDE)



Aluminum & Steel Cans, Glass Bottles & Jars (empty & rinsed, labels can stay on)



Mixed Paper, Newspaper, Magazines, & Unwanted Mail



Cardboard (flattened)



Plastic Kitchen, Laundry & Bath Containers (empty, with cap on)



Do Not Bag Recyclables
No Garbage



No Plastic Bags or Plastic Wrap (return to retail)



No Food or Liquid (empty all containers)



No Clothing or Linens (use donation programs)



No Tangles (no hoses, wires, chains, or electronics)

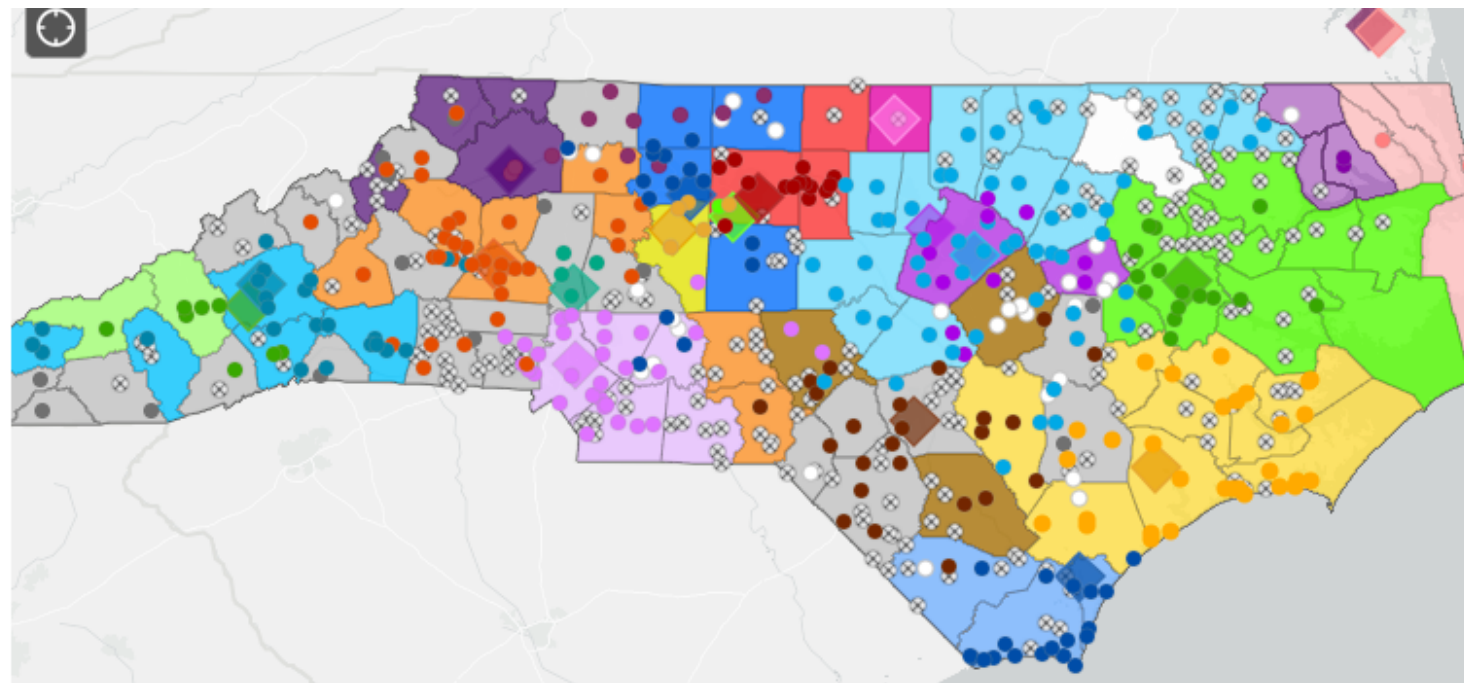
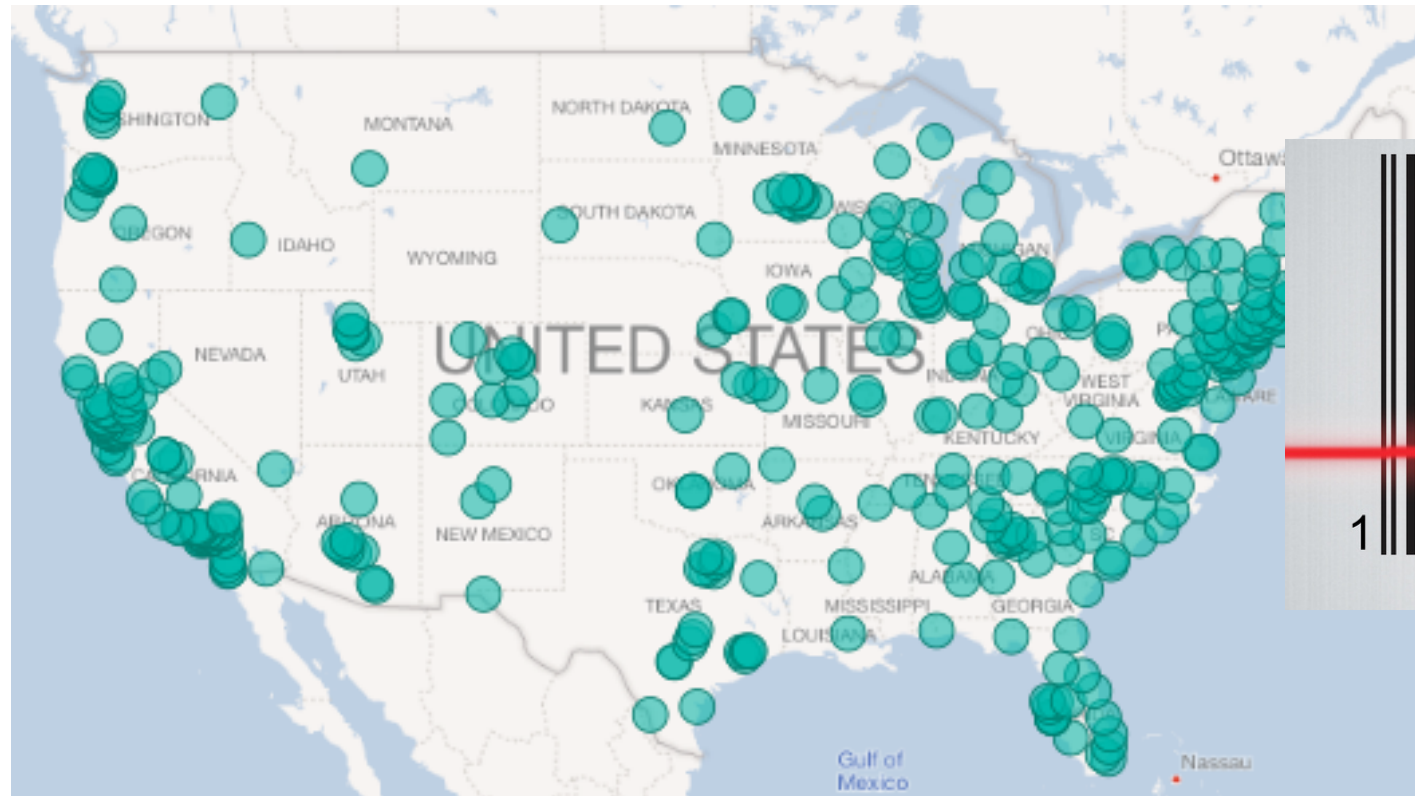
CAN I RECYCLE IT?



Please type in the name of a material:

Search

DATA



AND THIS



We have
something
really cool

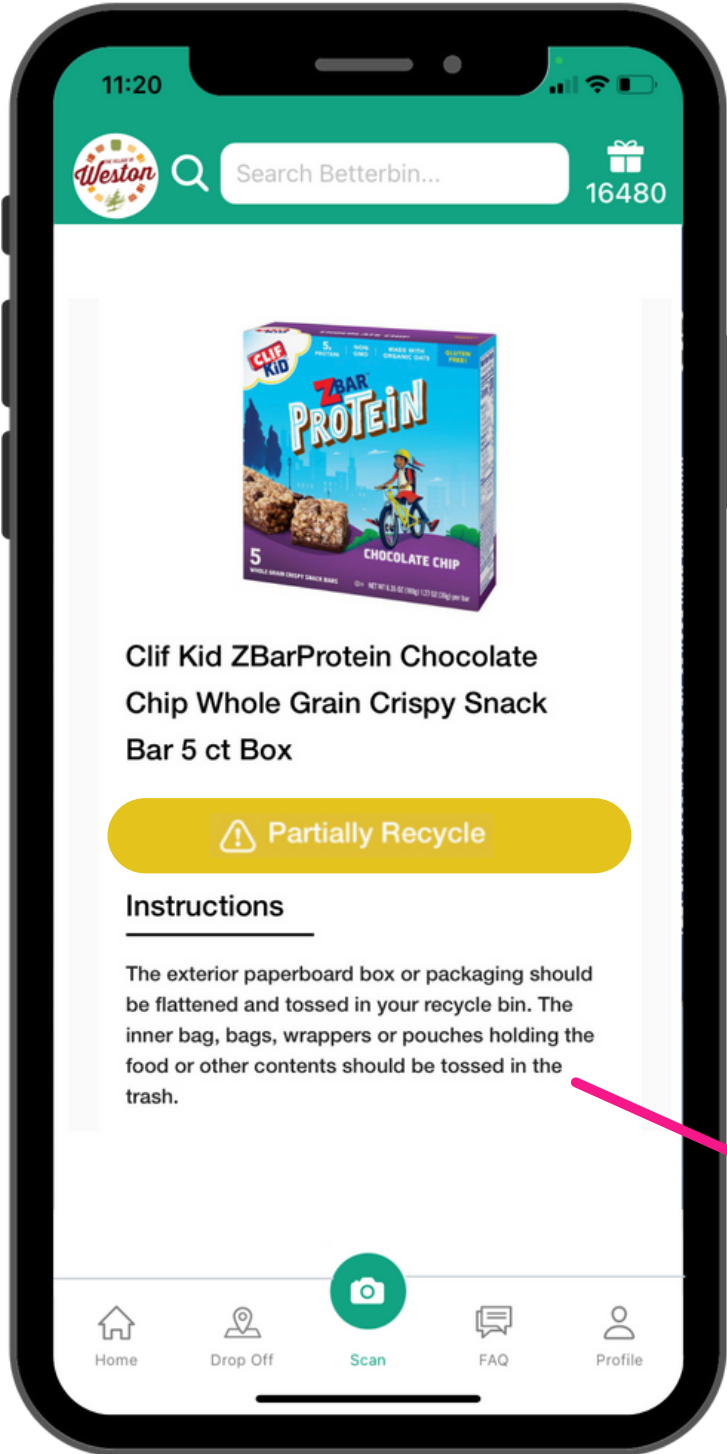
The Betterbin app



Machine learning model(s) that predict packaging materials



Connected with location-based recycling guidelines



community specific instructions

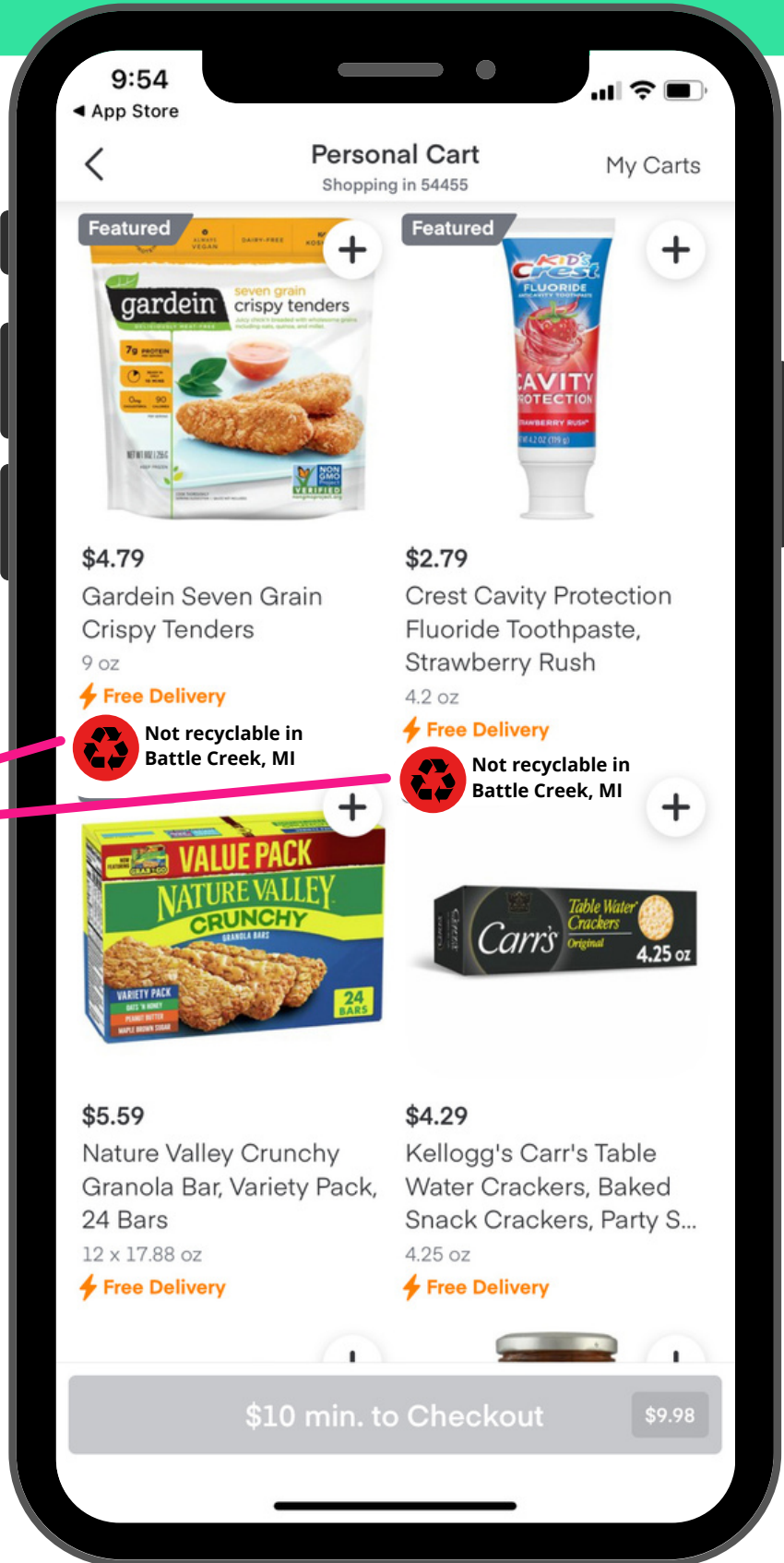
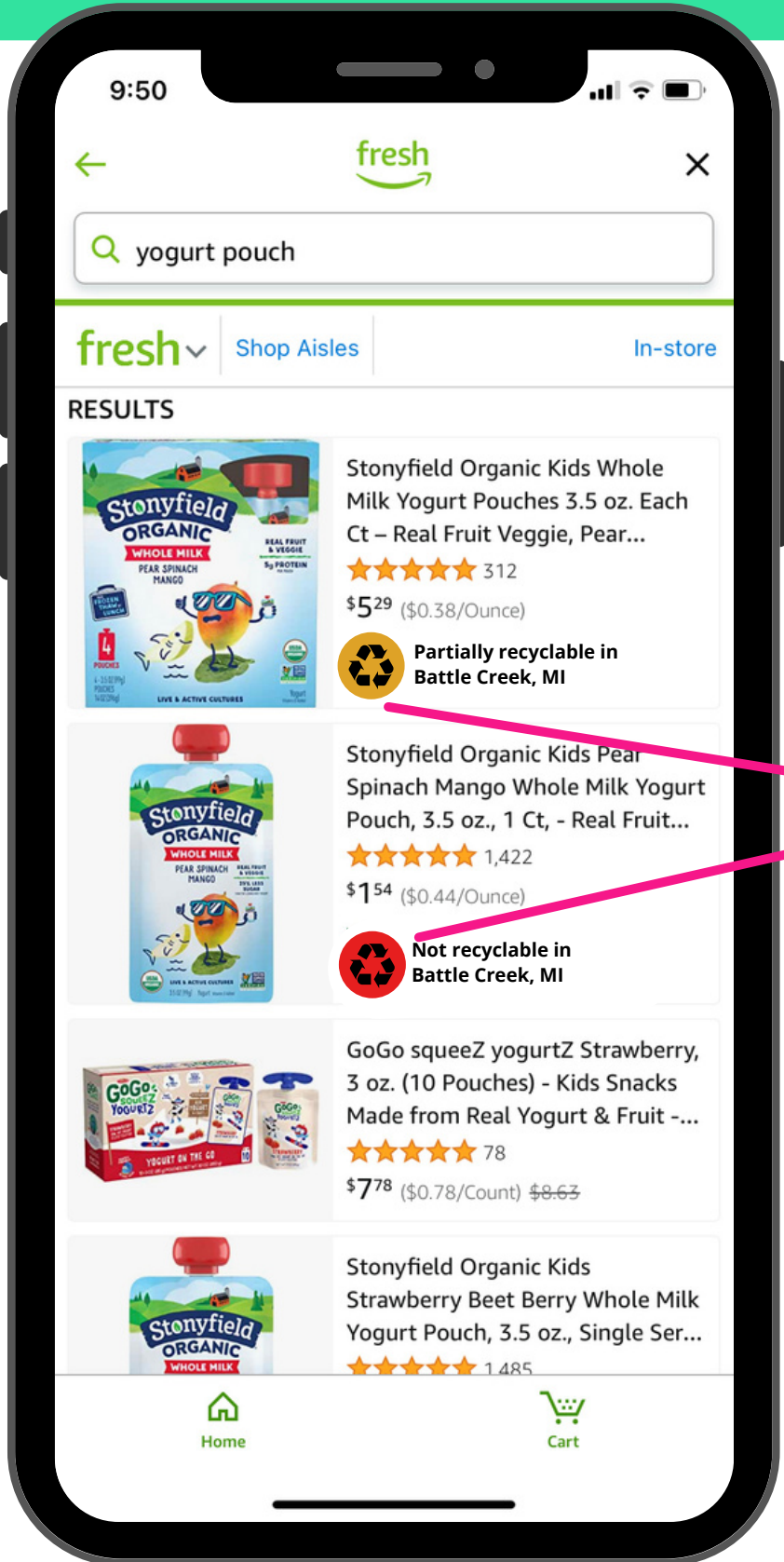
Betterbin's data on other ecommerce apps



Machine learning model(s) that predict packaging materials



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community specific instructions

**GET ACCURATE, LOCAL, EVERGREEN INFORMATION
TO PEOPLE where they are!**

Not everyone will use an app



Let's talk about this, really

- Do you use any apps?
 - Do you use any streaming services?
 - Older demographics aren't tech savvy
 - The app comes with incentives; future goals tie into values
 - Think long-term infrastructure!
- ONE evergreen MN state resource for ALL

DATA

Lebanon, NH



13,000 total population

Began May 2021

380 users

2,500 product scans/searches

Very minimal promotion

Across all communities

Eight communities

Began January 2021

2,600 users

18,164 product scans/searches

Very minimal promotion

Are people using it?

RUST BELT RIDERS



Food Cycle KC

DATA

Continued

Wausau, WI



Post- waste audits



Is it
changing
behavior?

WHAT WE'VE LEARNED

Users come back

6-10% month-by-month return rate

People really do have questions and want answers

Ongoing conversations with users

Users are recycling/composting better

Wausau waste audit

Rewards are a mixed bag

Not sure if it's an incentive

Not a Field of Dreams situation...



So, what's next?



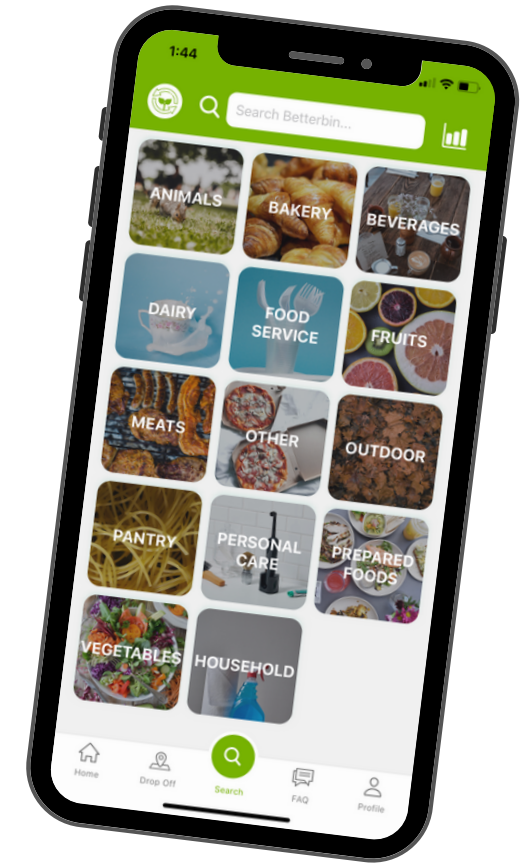
01

For some communities/programs ...YES

Private compost programs

Smaller communities

Communities with
consistent digital outreach



02

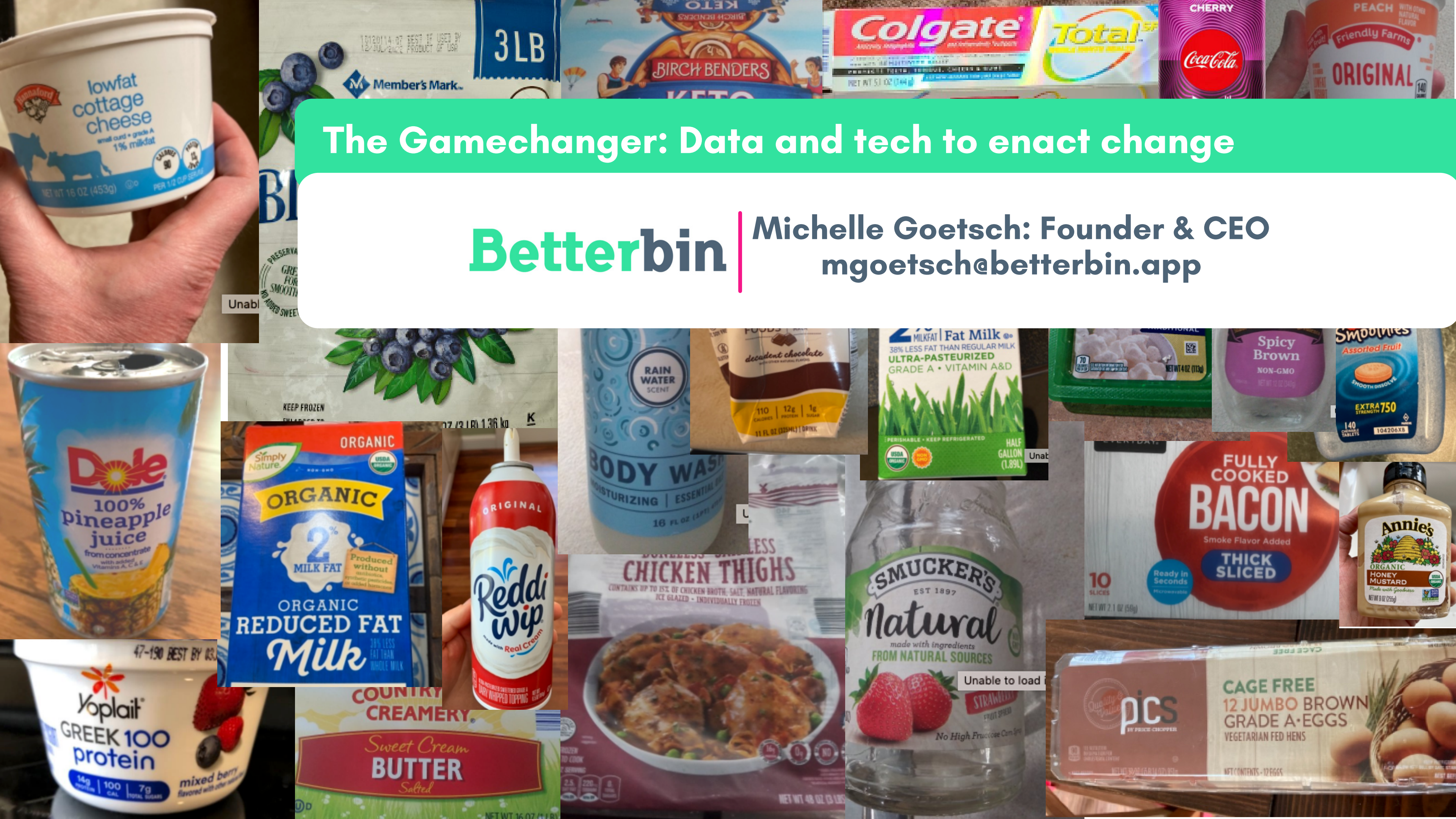
Adoption significantly increases with scaled implementations

Regional/statewide implementation

Alongside medium-large
scale haulers/processors

Alongside consumer product brands

Alongside major players in the space



The Gamechanger: Data and tech to enact change

Betterbin

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