REWARDING RECYCLING

→ Earn rewards for taking everyday green actions. An online game platform offers sweet deals and discounts on sustainable products in return for members reading educational green content or making eco-friendlier purchases.

ECONOMIC
More than 3,000 partners dispense rewards.

ENVIRONMENTAL
Rewarding recycling, biking, and walking encourages more sustainable behavior.

THE SOLUTION

! The idea is simple: instead of charging people for throwing out trash, RecycleBank offers rewards to those who recycle. So far, more than 3.6 million people have joined the website to collect tangible benefits for sustainable behavior.
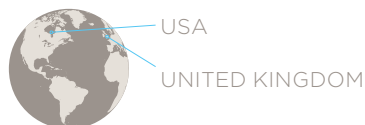
To earn rewards, people register at the RecycleBank website. There, they can play online games and quizzes, recycle product materials, purchase products, and much more to earn points.

It's the points that lead to rewards. They come in different flavors: products, discounts, or even donating points to support environmental education programs in schools.

Members can even earn points on the go. One app makes it possible to check in at selected trash bins and earn points for recycling. Another app introduces RecycleBank into urban transportation. Re:route encourages Londoners to walk and cycle by awarding points for each trip they re-route from conventional alternatives.

WHY A SUSTAINIA100 SOLUTION?

? RecycleBank is a matchmaker between large corporations, city governments, and everyday people. City governments save on waste, consumers earn rewards, and companies get exposure for their brand and products.

USA
UNITED KINGDOM

Celebrate Earth Month!
Don't miss out on the rest of the challenge. You can earn more than 500 points while you green your way around the world!

Earn Points Now

www.recyclebank.com

SMART METERS

→ These devices connect you to the smart grid while delivering cost savings and emissions reductions.

THE SOLUTION

! Electricity meters count the kilowatt-hours consumed by a building each month. A traditional meter is analogue, which means it doesn't have the ability to communicate with other devices. It merely counts. Every month, you pay whatever it says you consumed.

A smart meter is digital, which means it can communicate with other devices in your home, as well as your utility. The smart meter is the critical piece of technology in your home enabling you to become an active participant in the electricity grid of the future – the smart grid. According to the U.S. Energy information Administration, 20 million smart meters had been installed in the United States as of 2010. [1]

ECONOMIC
According to General Electric, smart meters can save utilities $1.50 per meter per month on average compared to traditional meters. [2]

SOCIAL
Smart meters enable consumers to participate in the smart grid.

ENVIRONMENTAL
General Electric estimates that a typical utility could reduce car fleet fuel consumption by 7,000 gallons annually by eliminating drive-by reading of meters. [3]

WHY A SUSTAINIA100 SOLUTION?

? Smart meters, by enabling the smart grid, deliver cost savings and productivity improvements for utilities and grid operators, which improves grid stability and reduces environmental impact.

1. EIA (2012): "FAQ: How many smart meters are installed in the U.S. and who has them?"
2. General Electric, Ecomagination: "Smart Meters". www.ecomagination.com
3. Ibid.

USA

www.ecomagination.com