



## **Cobb County Sponsor Update**

Your contributions are making a difference!

# *First...*



EnergyBag® Program

# Agenda

- Program Progress
- Phase 1 Learnings
- Phase 2 Next Steps
- Sponsor Impact (Revenue & Expenditures)
- Momentum Continues to Build



# Hefty® EnergyBag® Program

*An Innovative Way to Divert More Plastics from Landfills*

## Purpose:

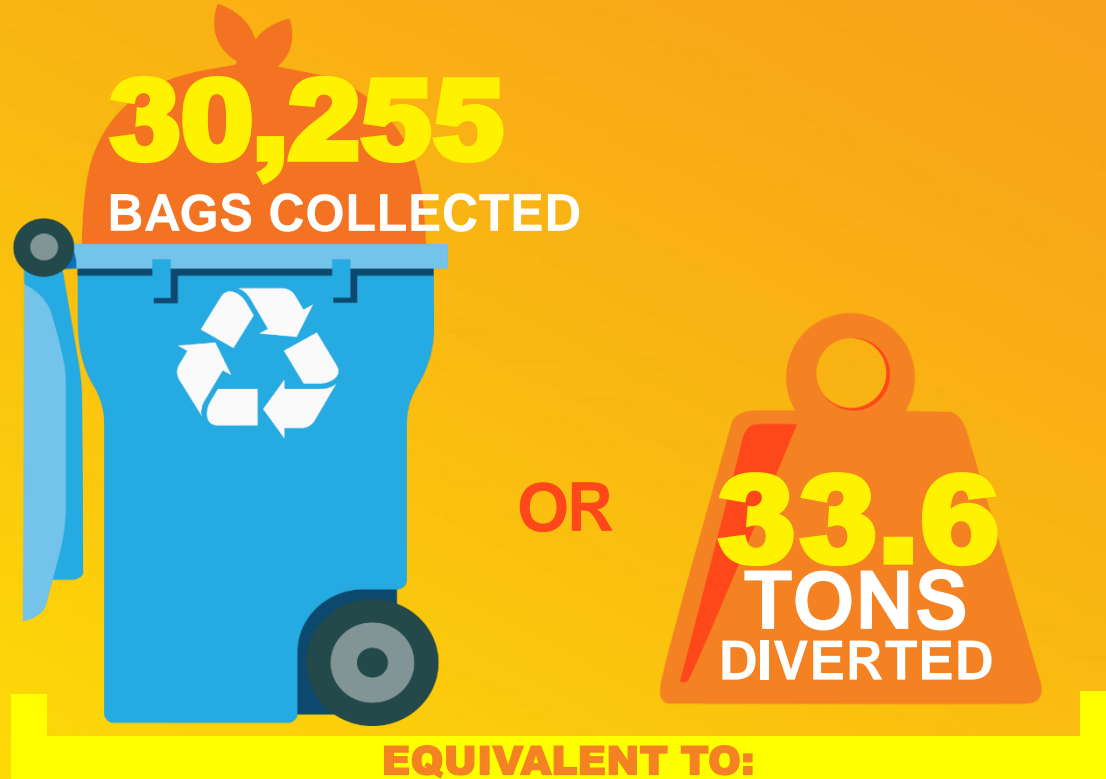
- Collect hard-to-recycle plastics at residential curbside
- Divert more plastics from landfills at a quality suitable for approved end markets (recycling or energy recovery)
- **Complement existing recycling programs**



EnergyBag® Program



# COMMUNITY CUMULATIVE PROGRAM IMPACT THROUGH AUGUST 2019\*



**6.7** FULL  
TRASH TRUCKS



## Proud Sponsors:

Dow

Reynolds Consumer Products

Printpack

Plastic Industry Association

Flexible Packaging Association

Amcor Ltd.

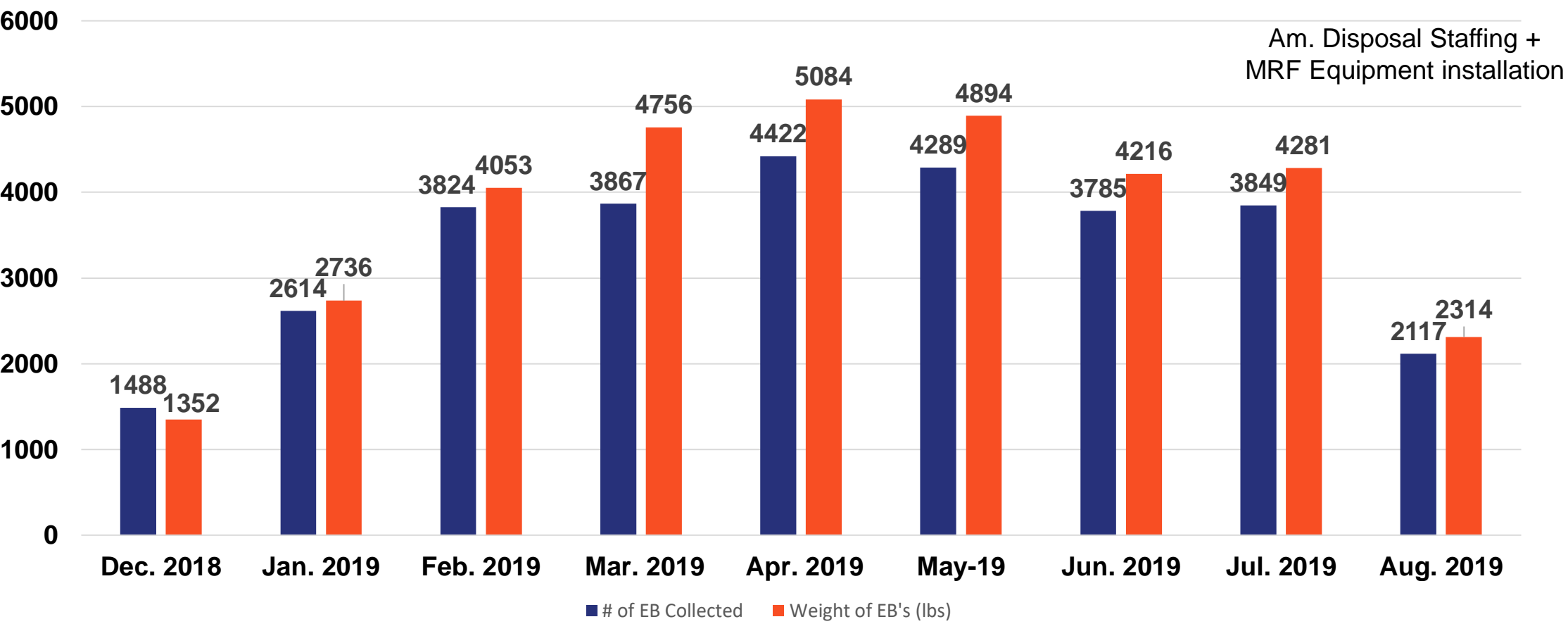
Bema Incorporated

Novolex™ Charlotte, NC

Sun Chemical Corporation

\*Cumulative results

# Cobb Monthly Curbside Collection Data

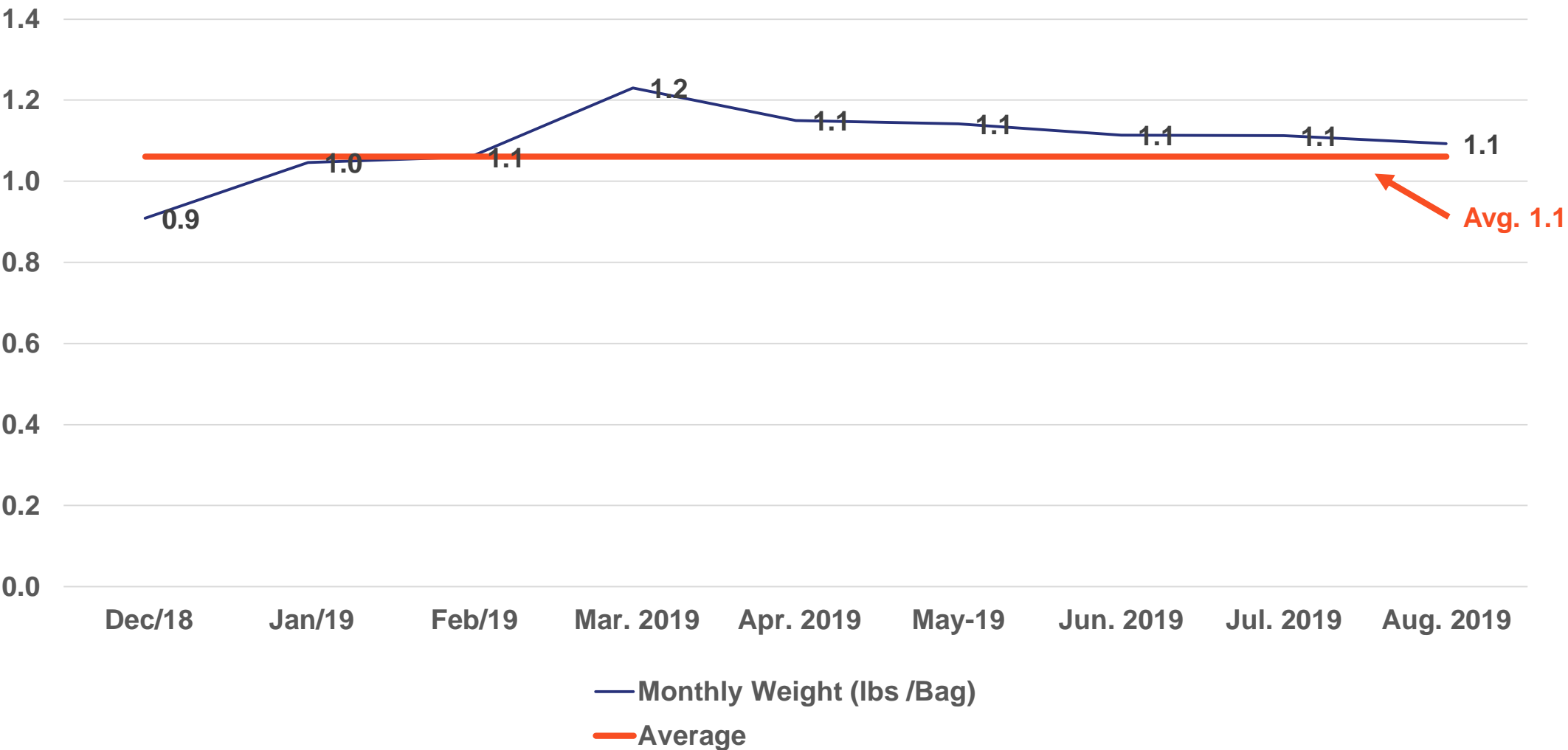


EnergyBag® Program





# Cobb County, GA – Lbs. Per Bag



# Learnings from Phase 1

- **Residents like the program**

- Sign-ups and participation continue to grow
- Phase 1 began with 1 hauler – American Disposal Services (ADS)
- 10,000 (17%) customers signed up for a brand new program
- # of bags being sold through KCB increasing – paying to continue participation

- **Additional haulers are eager to participate**

- B Green, Custom Disposal and Picker's Waste extending program availability
- Program access to 70,000 residents by end of 2019

- **Hauler involvement and support are vital; Refining expectations to be more workable**

- Delivery of starter kits is best done via mail and/or enabling residents to pick them up
- Down-sizing starter packs (4-bag) can make mail delivery and HH access more affordable
- Local retail sales of replenishment bags reduces workload on program partners

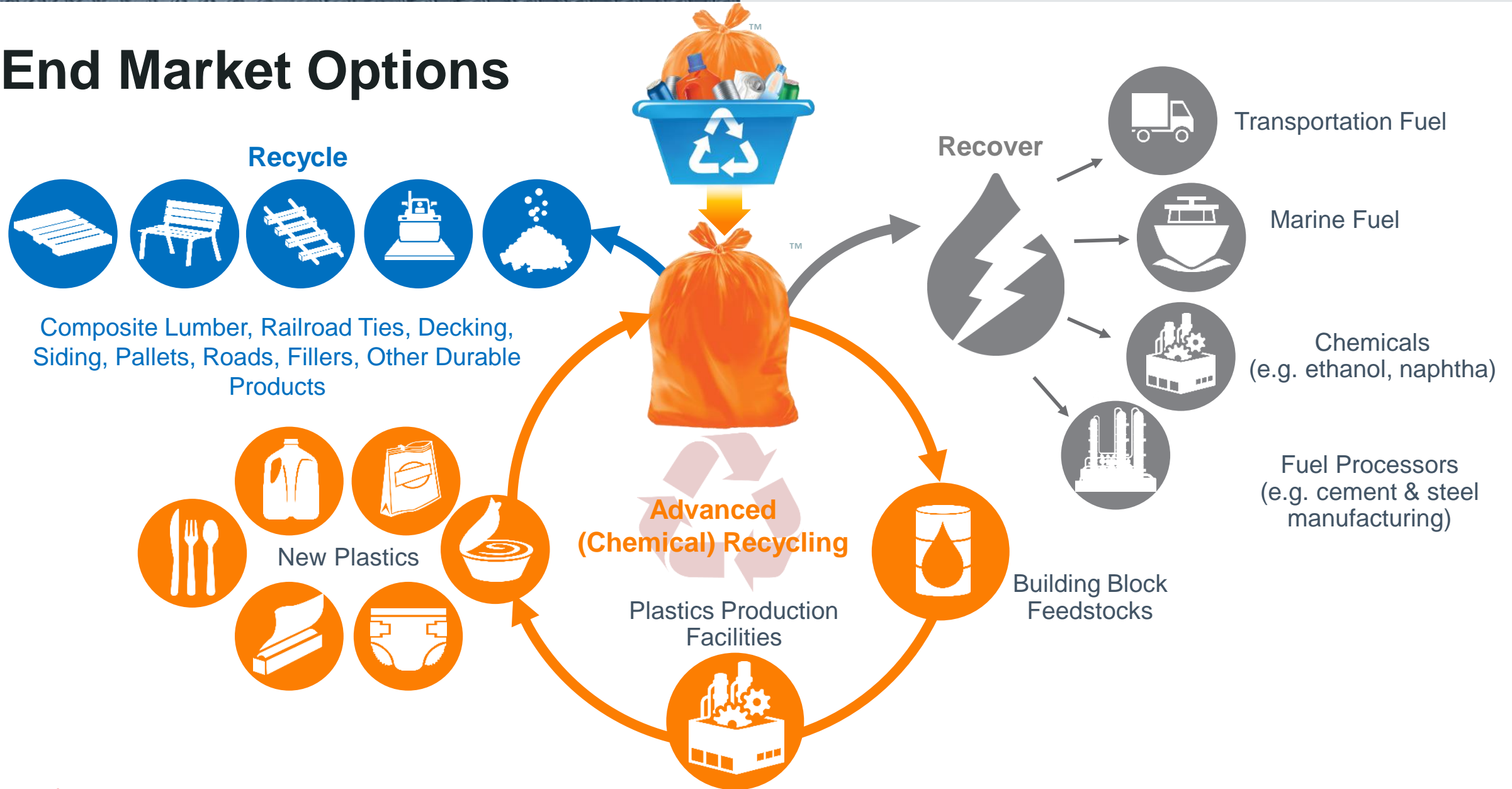




# Gearing up for Phase 2 – Nov. 2019

- **WestRock supports the expansion**
  - No difficulties removing bags at front of the sorting line
  - Experience has been positive
  - Can accommodate growth
- **Grant funding from Dow/KAB and additional sponsorship funds will open access to at least 29,000 additional HH by YE**
  - 15K HH in Smyrna
  - Kennesaw and more with additional haulers
- **Retail expands access, supports participation growth**
  - Kroger will sell bags in 16 Cobb County grocery stores beginning in Quarter 4 (2019)
- **Ongoing communication and education are vital**
  - Increases awareness and participation (scale)
  - Improves material quality and end market acceptance
  - Sponsor contributions make this possible
  - Retail replenishment / bag access make broader communications feasible
- **End market progress is being made**

# End Market Options



# Revenue Phase 1 – 20,000 Starter Rolls

REVENUE		
Description	Amount	Date Received
Approved Amount of Original Award (Dow Chemical):	\$ 50,000.00	-----
First Installment of Grant	\$ 25,000.00	01/26/2018
Second Installment of Grant	\$ 25,000.00	08/22/2018
Total Amount Received from Additional Sponsors:	\$ 74,975.00	-----
Print Pack		
Flexible Packaging Association		
Bema Inc.		
Novolex		
Sun Chemical		
Amcor		
Additional funds from Dow for promotions, mailers & additional bags	\$ 5,000.00	09/19/2018
<b>Total Revenue:</b>	<b>\$ 124,975.00</b>	<b>-----</b>

# Phase 1 Expenditures

EXPENDITURES		
Description	Amount	Date Processed
Travel/Tour of Hefty® EnergyBag® Program in Omaha, NE	\$ 1,049.07	3/20/18–3/22/18
Dow Meetings in Atlanta (Breakfast/Lunch)	\$ 132.97	2/13, 4/10, 6/26
Firstar Fiber Inc. (Bag Purchase)	\$ 99,600.00	10/17/2018
SunTrust Bank (over-the-counter cashier check)	\$ 8.00	10/17/2018
USPS Certified Postage (Firstar Fiber Inc.)	\$ 9.70	10/25/2018
Minuteman Press (Marketing Flyers)	\$ 372.20	11/13/2018
Ecoimprint (Cart Stickers)	\$ 1,995.00	11/28/2018
Deluxe Business Systems (Checks)	\$ 69.38	12/26/2018
Incoming Wire Transfer Fee (Amcor)	\$ 15.00	01/14/2019
Digital Rio (Water Bill Inserts)	\$ 1,494.00	02/26/2019
Minuteman Press (Banner)	\$ 76.00	04/29/2019
<b>Total Expenditures:</b>	<b>\$ 104,821.32</b>	-----

## Financial Summary

\$20,153.68  
Remaining earmarked for  
communications

### Dow/KAB Phase 2 Grant Funding

\$40,000  
Coming in Oct. to cover  
15K starter kits for new  
haulers

### Addn'l Funding Needed

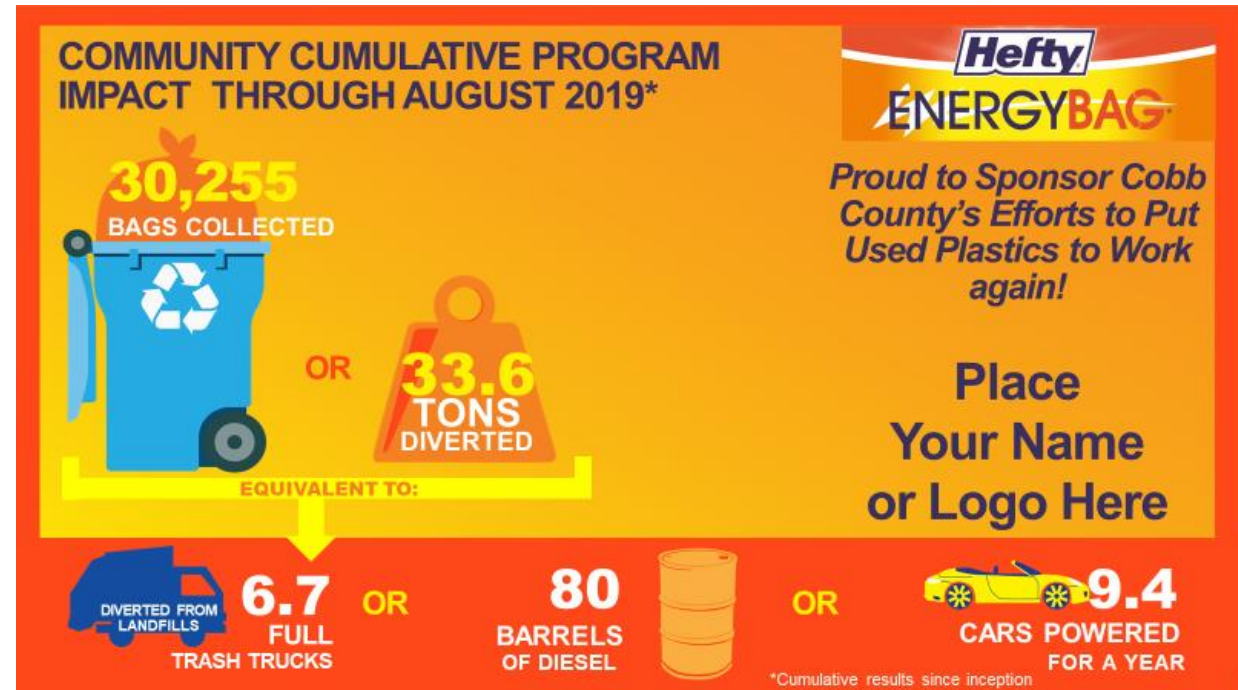
More communication/  
education to support  
program growth

# Sponsorship Opportunities

## *We Applaud & Support your Impact*

KCB and Cobb County ask for your continued support and want to help you...

- Showcase your support for plastics circularity (KCB website)
- Support your sustainability story on Twitter and LinkedIn (assets to share)
- Speaking to your employees about your leadership and support for a program that diverts used plastics from landfills by putting them to good use again!



# National Program News

## *Momentum Continues to Grow*

- New programs will enable access to ~530,000 HH by end of 2019
  - Lincoln, NE (July 2019)
  - Cobb County, GA Phase 2 (4Q2019)
  - Ada County, ID (4Q2019)
- First-ever program in Canada by year end
  - London, ON (4Q2019)
- New Reynolds Heftyenergybag.com website this fall





## 2019 Goals:

Expand to 20 Programs

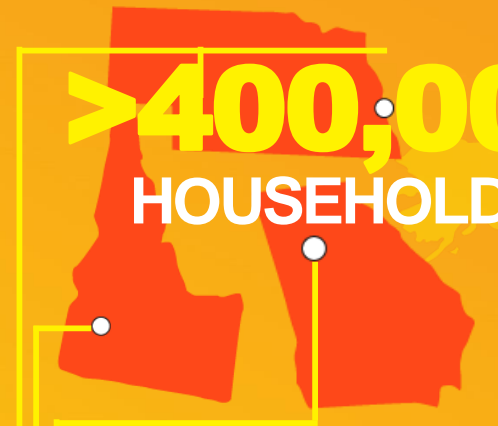
Add 130,000 Households

Develop End Markets



# CUMULATIVE PROGRAM IMPACT THROUGH 6/30/2019\*

**>400,000**  
HOUSEHOLDS



### CORE PROGRAMS

- Cobb County, Georgia
- Boise, Idaho
- Omaha, Nebraska

**458**  
TONS

DIVERTED FROM  
LANDFILLS

EQUIVALENT TO:



\*Cumulative results since inception

# Thank you! Questions?

**For more information, email:**

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Keep Cobb Beautiful

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**Or visit:**

[www.heftyenergybag.com](http://www.heftyenergybag.com)

[www.kab.org/heftyenergybag](http://www.kab.org/heftyenergybag)

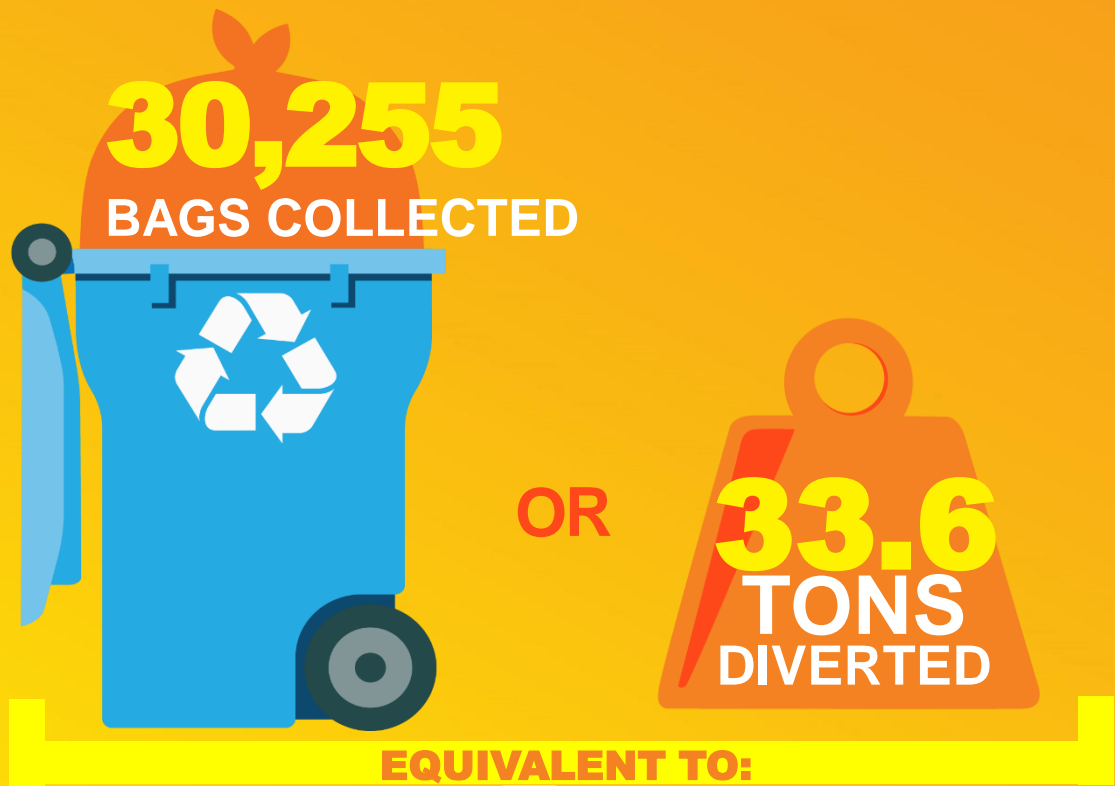


# **Hefty** **ENERGYBAG®**



**Appendix**

# COMMUNITY CUMULATIVE PROGRAM IMPACT THROUGH AUGUST 2019\*



**6.7**  
FULL  
TRASH TRUCKS

OR

**80**  
BARRELS  
OF DIESEL



OR



**9.4**  
CARS POWERED  
FOR A YEAR

\*Cumulative results since inception



*Proud to Sponsor Cobb  
County's Efforts to Put  
Used Plastics to Work  
again!*

**Place  
Your Name  
or Logo Here**