

Hefty[®]

ENERGYBAG[®]



Cobb County Sponsor Update

Your contributions are making a difference!

First...

Thank you



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**



COMMUNITY CUMULATIVE PROGRAM IMPACT THROUGH AUGUST 2019*



Proud Sponsors:

Dow

Reynolds Consumer Products

Printpack

Plastic Industry Association

Flexible Packaging Association

Ancor Ltd.

Bema Incorporated

Novolex™ Charlotte, NC

Sun Chemical Corporation

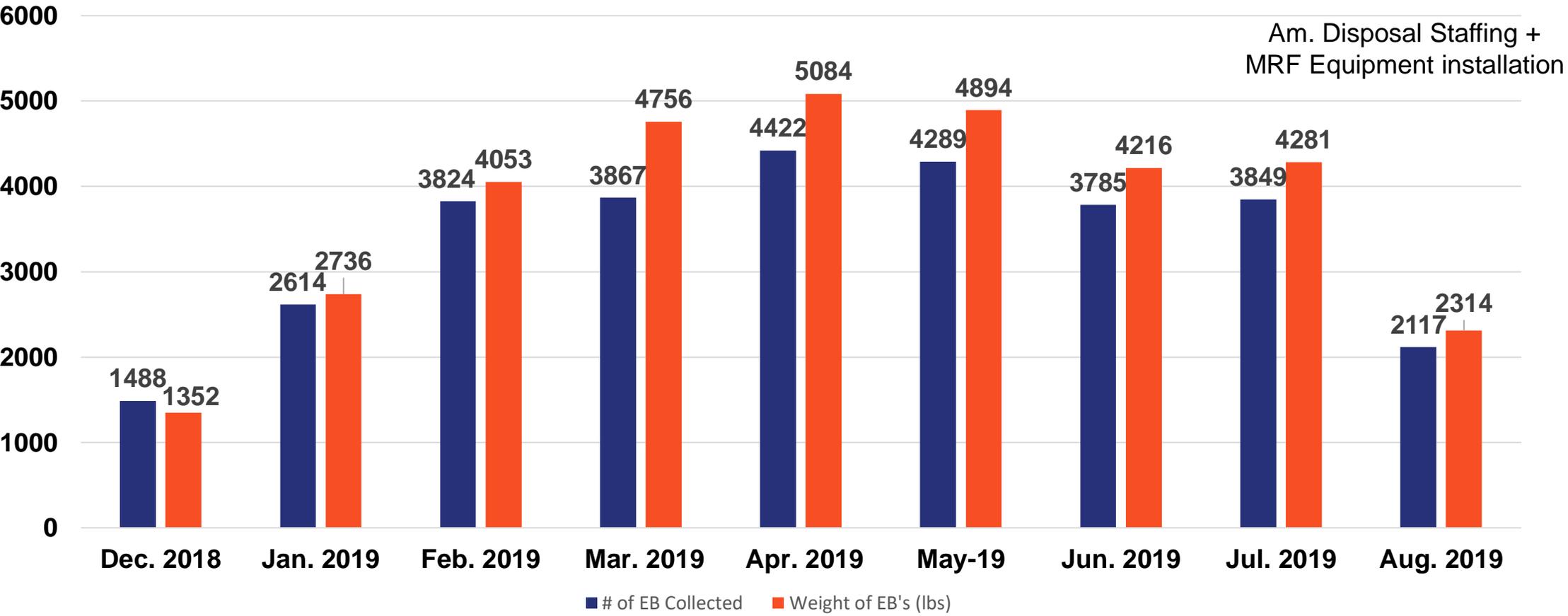


DIVERTED FROM
LANDFILLS

6.7 FULL
TRASH TRUCKS

*Cumulative results

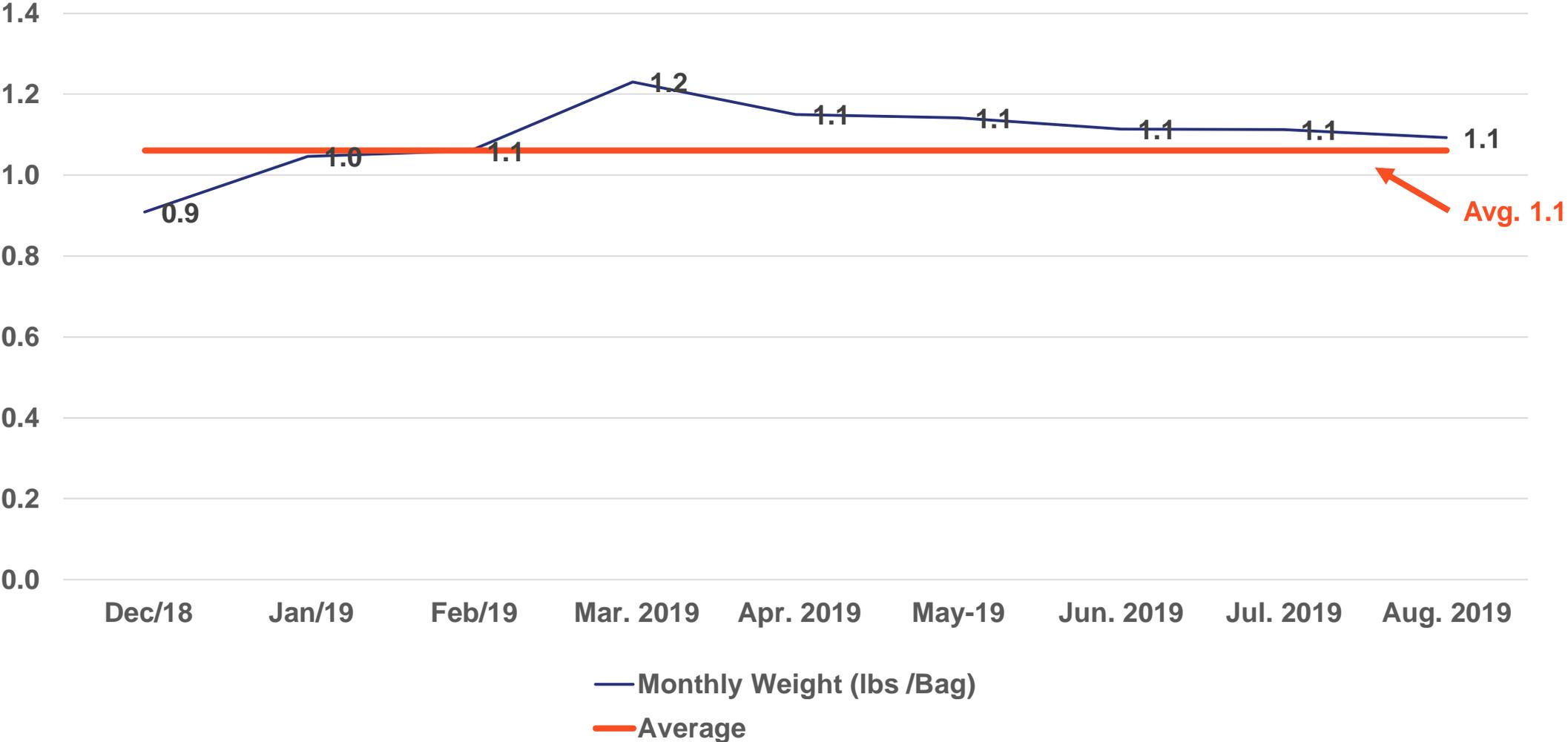
Cobb Monthly Curbside Collection Data



EnergyBag® Program



Cobb County, GA – Lbs. Per Bag

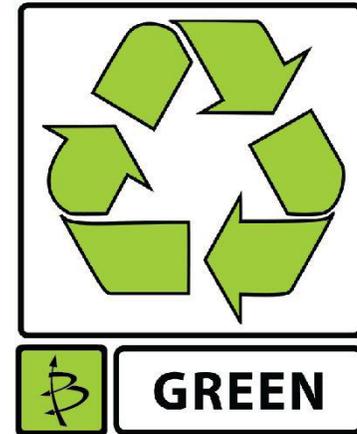


EnergyBag® Program



Learnings from Phase 1

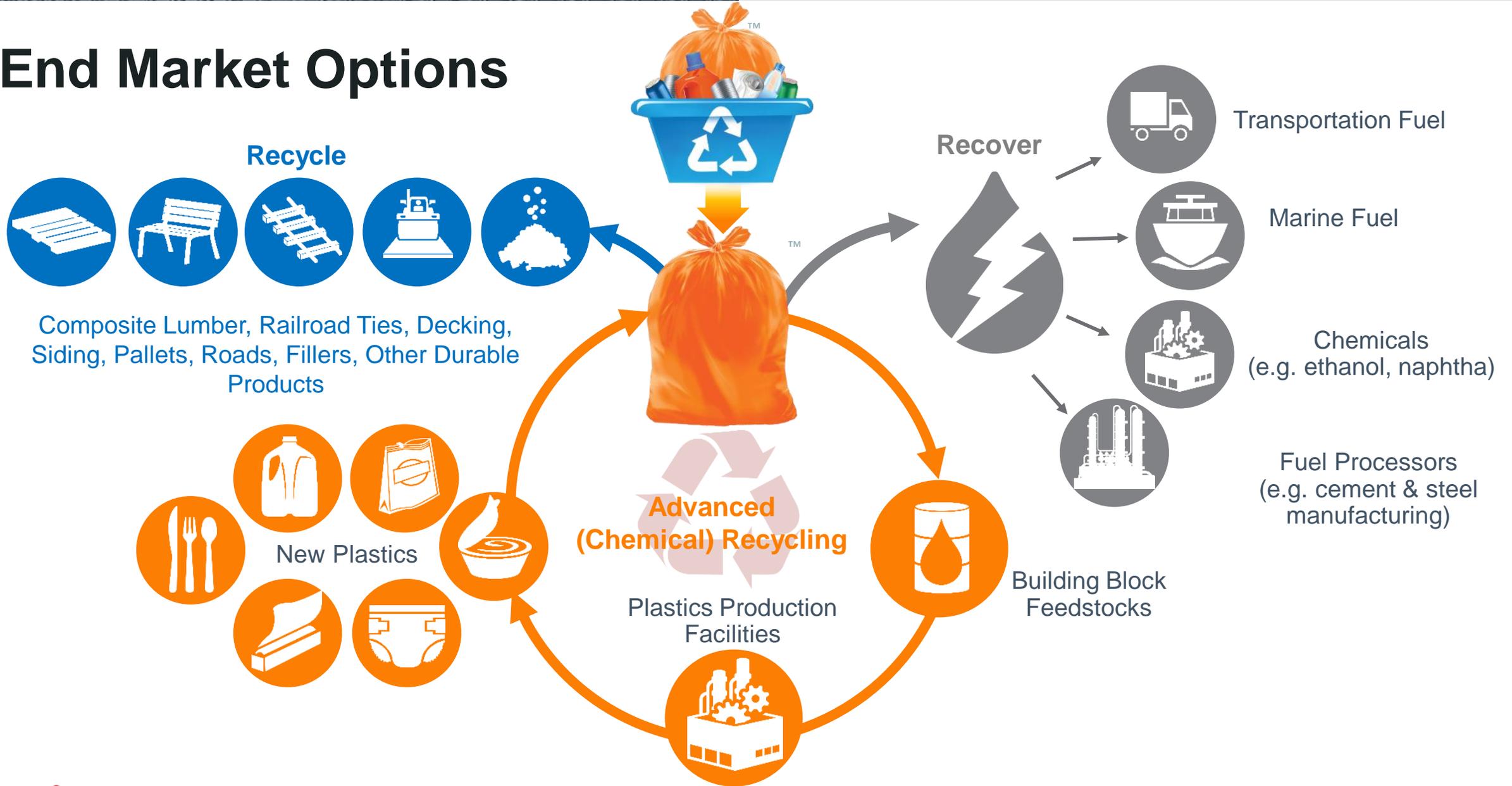
- **Residents like the program**
 - Sign-ups and participation continue to grow
 - Phase 1 began with 1 hauler – American Disposal Services (ADS)
 - 10,000 (17%) customers signed up for a brand new program
 - # of bags being sold through KCB increasing – paying to continue participation
- **Additional 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		
Amcors		
Additional funds from Dow for promotions, mailers & additional bags	\$ 5,000.00	09/19/2018
Total Revenue:	\$ 124,975.00	-----

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
Firststar 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 (Firststar 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 (Amcors)	\$ 15.00	01/14/2019
Digital Rio (Water Bill Inserts)	\$ 1,494.00	02/26/2019
Minuteman Press (Banner)	\$ 76.00	04/29/2019
Total Expenditures:	\$ 104,821.32	-----

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!



EnergyBag® Program



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



ENERGYBAG®

2019 Goals:

Expand to 20 Programs

Add 130,000 Households

Develop End Markets



DIVERTED FROM
LANDFILLS

183

FULL

TRASH TRUCKS

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:

Diverting
50 ton/month
from landfills



*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

www.kab.org/heftyenergybag



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Appendix

COMMUNITY CUMULATIVE PROGRAM IMPACT THROUGH AUGUST 2019*



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

**Place
Your Name
or Logo Here**



DIVERTED FROM
LANDFILLS

6.7
FULL
TRASH TRUCKS

OR

80
BARRELS
OF DIESEL



OR



9.4
CARS POWERED
FOR A YEAR

*Cumulative results since inception