

An underwater photograph showing a vibrant coral reef in the foreground with various colorful fish swimming around. The water is clear and blue, with sunlight filtering through from above, creating a bright and lively atmosphere. The text is overlaid in the center of the image.

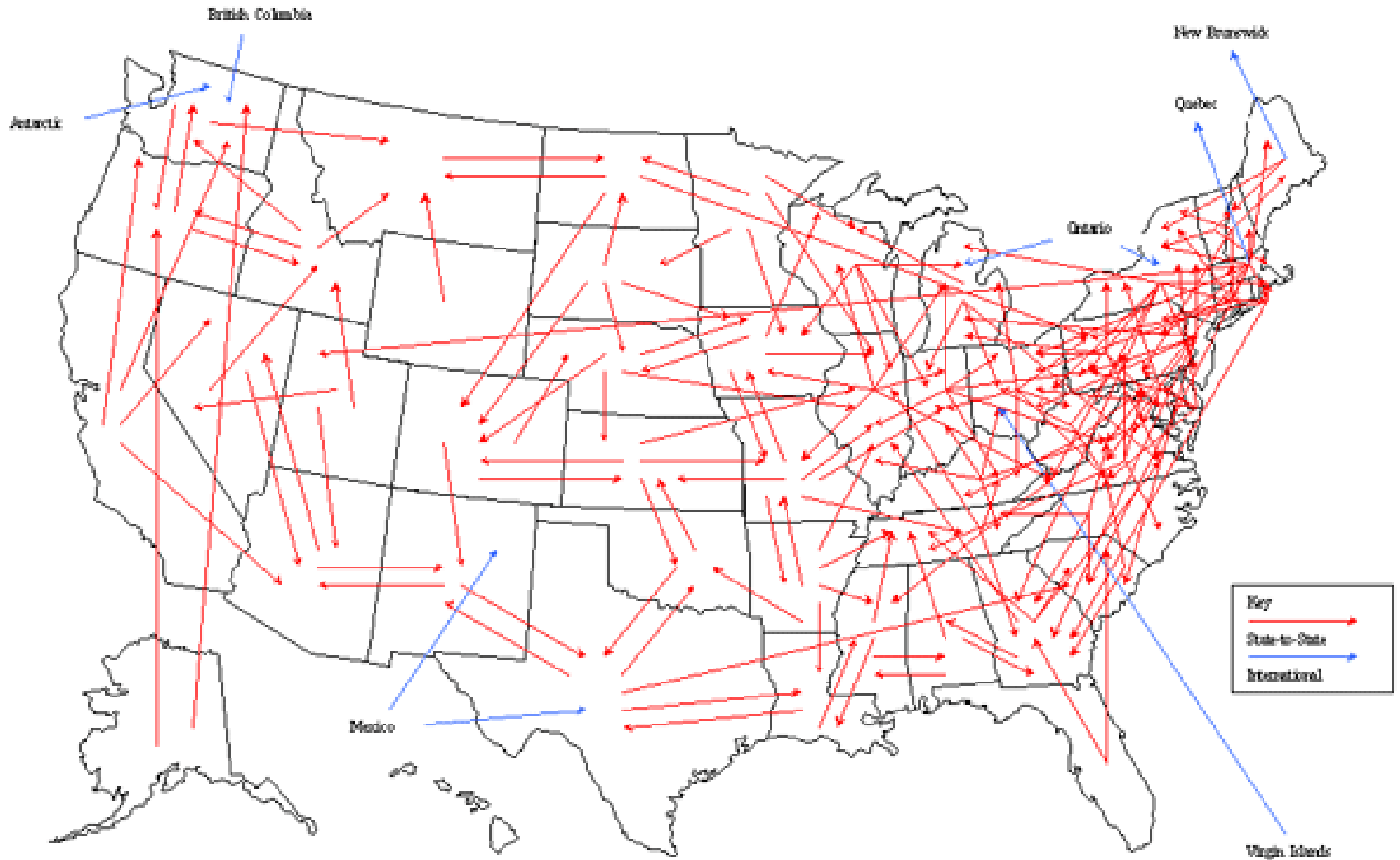
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**WE ARE HERE TODAY BECAUSE WE SEE
AN OPPORTUNITY TO SOLVE A PROBLEM.**

THE QUESTION IS?

HOW DO WE **MOTIVATE**
EVERYONE ELSE TO PARTICIPATE
IN SOLVING THE PROBLEM?

THIS IS WHAT THE PROBLEM LOOKS LIKE



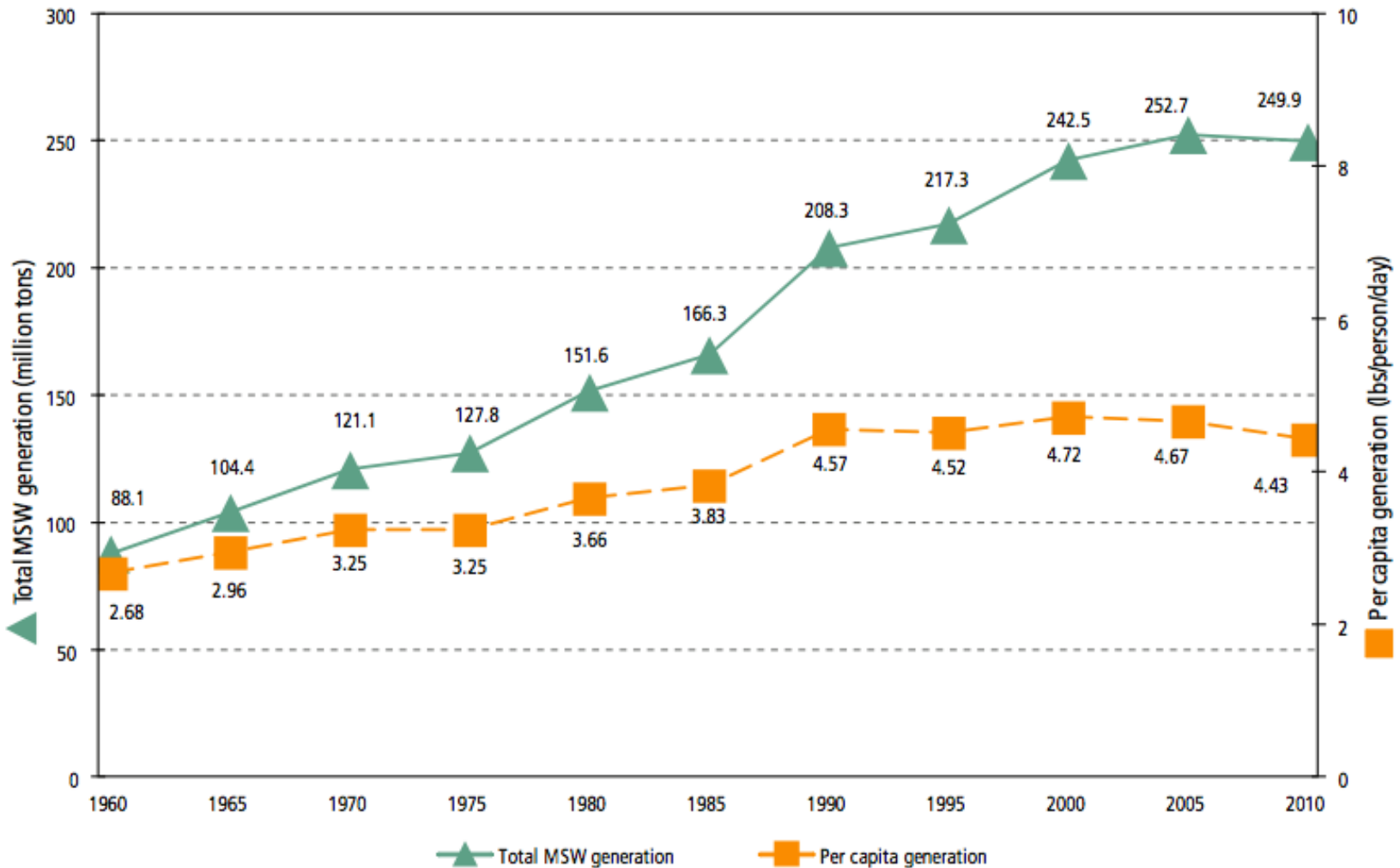
THE NUMBERS? *THEY ARE ALSO A MESS.*

1. 100m homes x 1 ton per home waste per year = 100m tons per year.
2. Amount of waste that goes to landfill per year = 70m tons.
3. Average cost per ton at landfill = \$50 (range is \$10-\$100).
- 4. Total annual costs of landfilling residential waste in the U.S. = \$3.5b**
5. Additional financial losses from recycling (landfilling)
 - I. loss of revenue from not selling recyclables.
 - II. loss of local jobs (recycling facilities employ people locally)

* numbers are for demonstration purposes. Vary widely city by city and state by state.

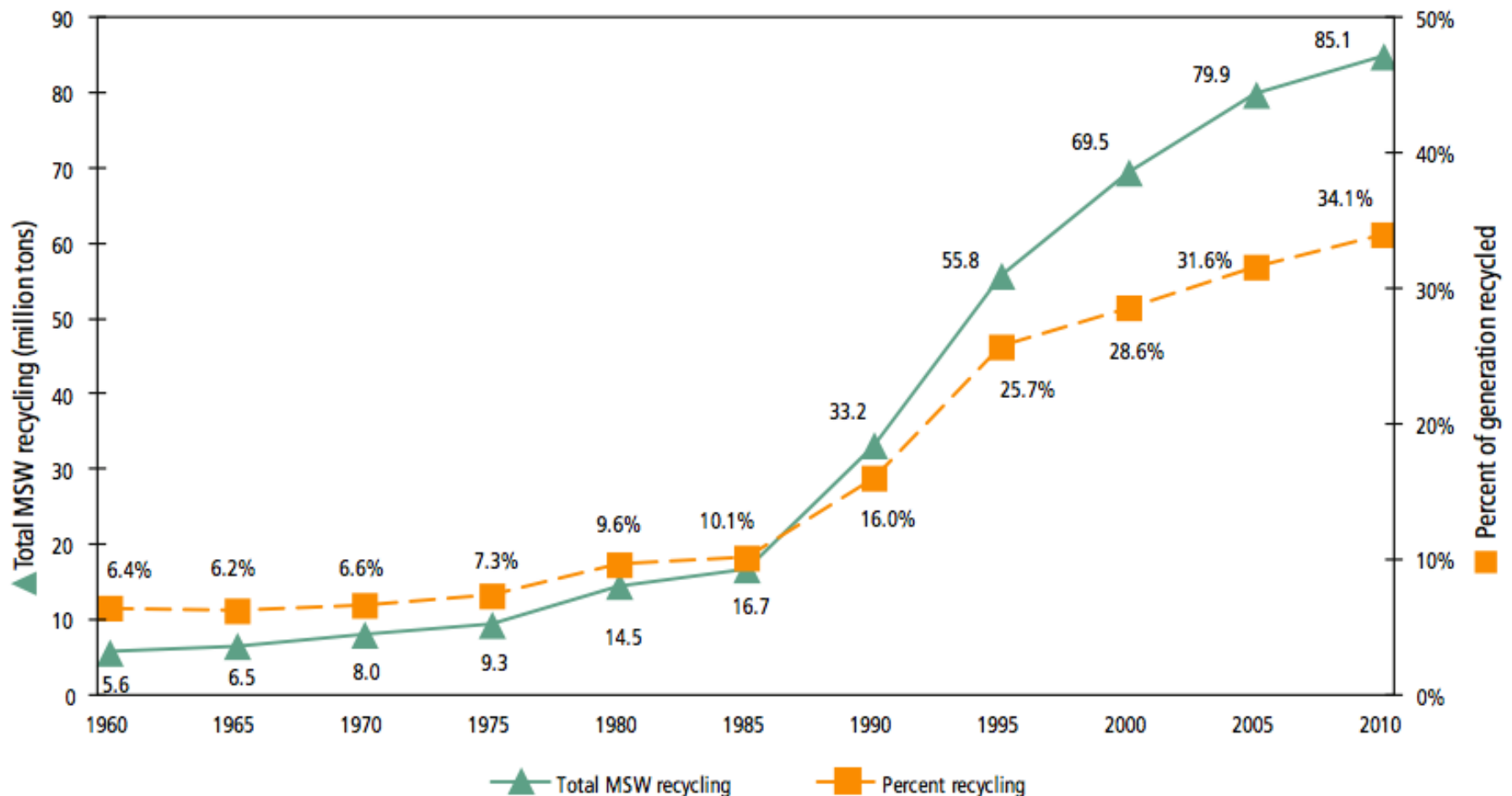
THE HISTORICALS: *TOTAL WASTE GENERATION, INCREASING! THAT'S BAD NEWS!*

Figure 1. MSW Generation Rates, 1960 to 2010



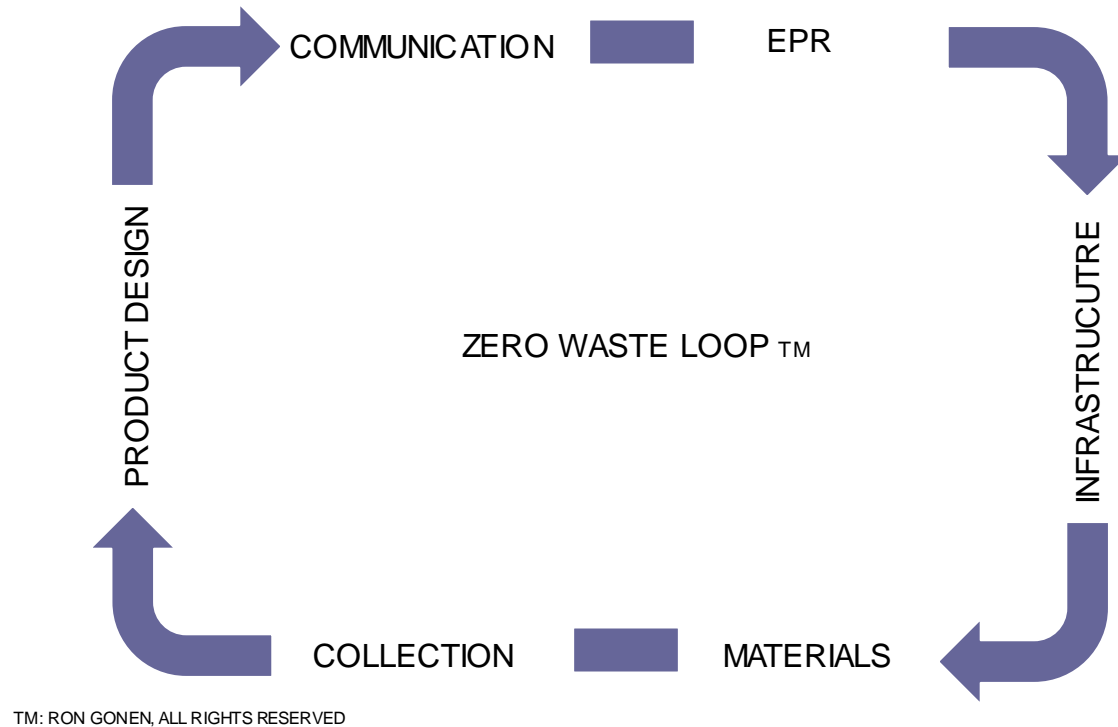
HEY, BUT SO IS RECYCLING! THAT'S GREAT NEWS!

Figure 2. MSW Recycling Rates, 1960 to 2010



Q. HOW DO WE CONTINUE TO INCREASE RECYCLING?

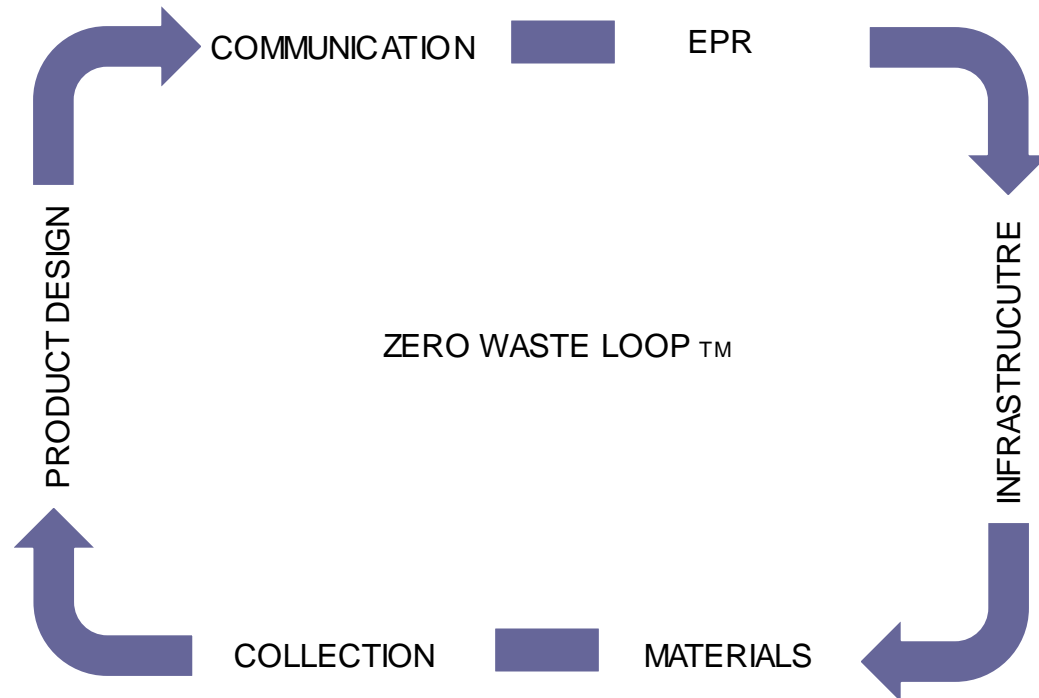
A. SUPPORT ENTREPRENEURS PROVIDING SOLUTIONS IN 6 KEYS AREAS.



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THE SOLUTIONS EXIST!

1. COMMUNICATION: RECYCLING IS VALUABLE-RECYCLEBANK
2. EPR: TRASH TRACK- MIT
3. INFRASTRUCTURE: RFID IN CONTAINERS-CASCADE ENGINEERING
1. MATERIALS: NON CURBSIDE MATERIALS-TERRACYCLE & PLASTIC CONVERSAION-MBA POLYMERS
* <http://www.bloomberg.com/news/2012-04-03/trash-saved-by-waste-management-worth-up-to-40-billion.html>
4. COLLECTION: SOLAR COMPACTORS-BIG BELLY
5. PRODUCT DESIGN: PATAGONIA



thank you

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