



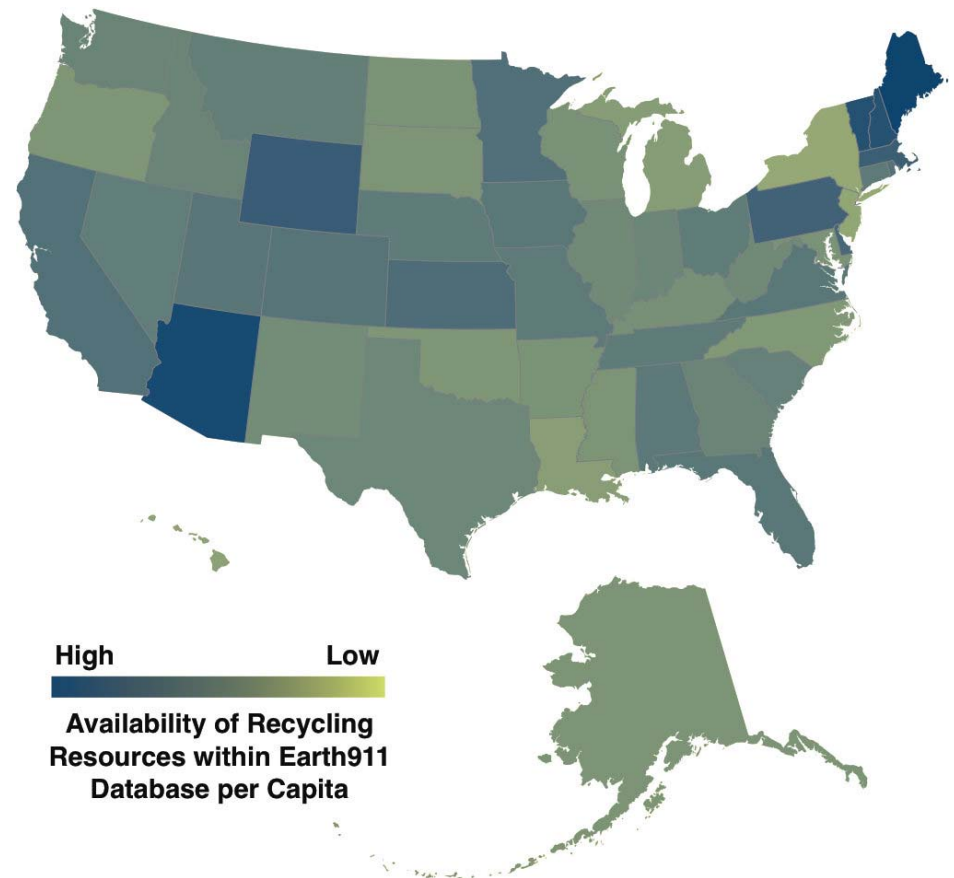
# ***Earth911***

***Household Hazardous Waste – Consumer Disposal Solutions***

Sandra Keil  
VP of Government & Industry Affairs  
[skeil@earth911.com](mailto:skeil@earth911.com)  
(202) 577 1290

## *Earth911 Overview*

- Founded in 1991
- Largest National Recycling & Proper Disposal Database
- More than 117,000 Recycling and Proper Disposal location for over 200 types of product
- Works with Industry Leaders, Governments, Associations, Organizations and Businesses

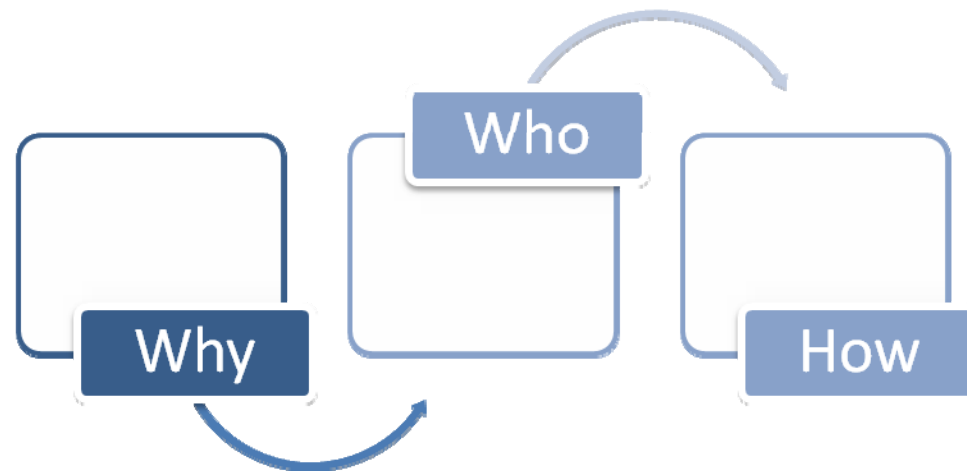


# ***Presentation Overview***

Part 1. Communicating Disposal

Part 2. Communicating Stewardship in HHW

Part 3. Tools for Governments to Communicate Stewardship





## ***Part One: Communicating Disposal***

Recycling and Disposal Database  
Earth911.com  
iRecycle  
1-800-CLEANUP  
'Find a Recycling Location' Tool  
Recycling & Proper Disposal Content



## *Recycling and Disposal Database*

- 110,345 LOCATIONS (Feb 2010)
- 6,705 PROGRAMS
  - 4013 Municipal and private curbside pick-up
  - 281 HHW
  - 139 Mail-in
  - Event listings and time sensitive locations

# Earth911.com

LISTINGS ARTICLES EVENTS

Find recycling centers for  Near

aluminum cans, computers, paint zip or address, city, state

Other Materials	Fluorescent Tubes	Lead Paint Chips	Pool Chemicals
Hazardous	Fungicides	Medical Sharps	Smoke Detectors
Adhesives	Gasoline and Unwanted Fuels	Mercury Thermostats	Solvents
Ammunition	HHW	Oil-Based Paint	Stains
Asbestos	Herbicides	Paint	Unwanted or Expired Medications
Compact Fluorescent Light Bulbs	Household Cleaners	Paint Strippers	Varnish
Degreasers	Insecticides	Paint Thinners	
Fertilizers	Items Containing Mercury	<b>Pesticides</b>	
Fire Extinguisher	Lacquer	Photographic Chemicals	

Recycling centers for "Pesticides" near "85202" Within

All Listings Map View Curbside Programs Mail-In

**A** **City of Tempe Household Products Collection Center**

**Pesticides** Adhesives Aerosol Cans Antifreeze Asbestos Brake Fluid Car Batteries [+39 more](#)

For residents of Guadalupe, Tempe only.

2.7 mi. Municipal Location  
**(480) 858-2223**  
1320 E University Dr  
Tempe, AZ 85281

Local Events provided by *upcoming*

**Saturday, April 10th**  
**Multi-purpose Recycling Day in Honor of Earth Month**  
City of Tempe - Household Products Collection Center, Tempe, AZ

[More events near "85202" »](#)  
[Add an event »](#)

**City of Chandler Household Hazardous Waste**

Municipal Program  
**(480) 782-3510**

Related Articles

Earth911.com News & Lifestyle Recycling 101 Business Solutions

LISTINGS ARTICLES EVENTS

Find recycling centers for  Near



What "Bio" Really Means  
Does growing plastic from plants really make a difference?

[FULL STORY »](#)

Available on the iPhone App Store



Join Today  
Get Our Weekly Newsletter  
E-Mail Address

FEATURED ARTICLES

- True Life Trash Audit
- Fun Crafts With Used Plastic
- Major Green Tax Deductions
- What "Bio" Really Means
- Wow, You Can Recycle That?
- Hottest in Green: 2010 Winter Olympics

RIGHT NOW WHAT'S HOT GET LOCAL

In The News

- Toyota Says Recall Plan Will Include Recycling
- Who's Taking Care of the 8,000 Tons of Trash From Mardi Gras?
- Fine Electronics Recycling Certification to Regulate Toxic Exporting
- Cleveland Waste-to-Energy Power Plant Could Make Eco History
- The Upside to the Snowstorm: Saved Money, Energy, More
- Jobs Expected to Increase by 95,000 Each Month
- Olympic Competitors Score in Sustainability
- Expanding Composting in Portland Comes With a Stench
- New Heinz Ketchup Packet May Be Convenient, But is it Recyclable?
- The Hottest Trend in Eco Housing

More News

Highlight on Paint



READ ABOUT PAINT

- We've Found the Most Recycled Material of 2009
- 10-Minute Green Home Makeovers
- A Fresh Coat of Paint Fights the Winter Blues
- 2010 Will Be a Big Year for Environmental Legislation
- I Didn't Know That Was Recyclable!

Highest Rated

- The Hottest Trend in Eco Housing
- DOE Optimistic About Future of Wind Power in U.S.
- SEC Ruling Requires Companies to Report Climate Impacts
- Green is the Next Big Thing in the Music Industry
- What Can I Do To Help Prevent Climate Change?

Quick Vote

When it comes to batteries...

- I always recycle them
- I would like to, but I don't know how
- I didn't know you could recycle batteries

[View Results](#)

Earth911 News & Lifestyle Recycling 101 Business Solutions

Earth911 is an environmental services company that addresses solutions for products' end-of-life for both businesses and consumers.



News & Lifestyle: Features, News, Weekly Newsletter, Editorial Policy, RSS, iRecycle

Recycling 101: The Basics, Electronics, Metal, Paper, Plastic, More Materials

Business Solutions: Our Clients, On-product Labeling, Content Syndication, Search Syndication, Advertising, Manage Your Listings

Copyright ©2010 Earth911.com Terms of Use Site Map Help

# 'Find A Recycling Location' Tool



DO SOMETHING BEAUTIFUL.

**SIGN IN**

User Name:

Password:

Remember me

Not registered yet?  
Click Here to join our mailing list.

[eCARDS](#)

[KIDS' ZONE](#)

[TELL A FRIEND](#)

[DONATE NOW](#)

[WHO WE ARE](#) [WHAT WE DO](#) [GET INVOLVED](#) [TOOLS & RESOURCES](#) [MEDIA CENTER](#) [SHOP KAB](#) [SUPPORT US](#)

## KEEP AMERICA BEAUTIFUL BELIEVES

that each of us holds an obligation to preserve and protect our environment. Through our everyday choices and actions, we collectively have a huge impact on our world. It's really a simple concept, but one with far reaching effects.

Keep America Beautiful follows a practical approach that unites citizens, businesses and government to find solutions that advance our core issues of preventing litter, reducing waste, and beautifying communities.


The diverse American landscape consists of many different "community environments," each with their own interconnected needs and challenges. With a national network of nearly 1000 local affiliates and participating organizations, we combine education with hands-on stewardship to address the needs of communities on an intensely local and effective level.

Powered by Earth911.com

### Find a recycling location

*What? motor oil, batteries, newspapers, etc.*

*Where? zip or city, state*

In partnership with  **Earth911.com**  
Making Every Day Earth Day<sup>™</sup>

## ***iRecycle: Earth911 iPhone Application***

- Featured by Apple as a top “Green Essentials” Application
- Ranked as a top 10 green application by Yahoo!
- Feature in numerous articles including:
  - Mother Nature Network
  - Tree Hugger





## *1-800-CLEANUP*

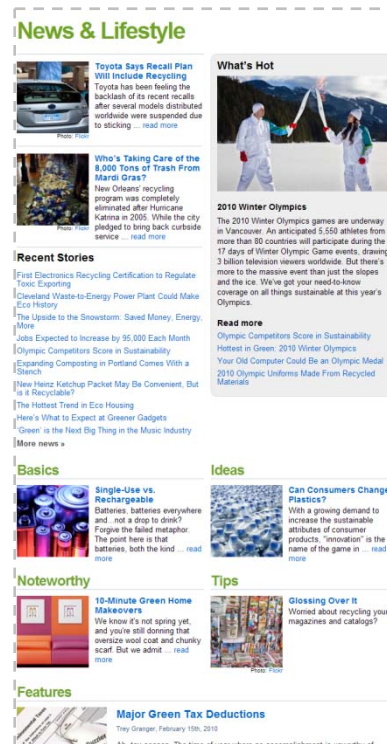
Earth911's **bilingual**  
hotline powered by  
the Earth911  
Recycling  
Database



# Recycling & Proper Disposal Content

Politically neutral and on-point, our content reflects the ideas and innovations at work in the recycling, proper disposal and composting arenas

- Feature Stories: Profiling the people, ideas & companies at the forefront of sustainability
- News: Taking the politics out of “green,” covering the issues
- Resource: White paper-level information written for an everyday audience
- Tips: Simple tips to help consumers make a difference



**News & Lifestyle**

**Toyota Says Recall Plan Will Include Recycling**  
Toyota has been feeling the backlash of its recent recalls after several models distributed worldwide were suspended due to sticking... [read more](#)

**Who's Taking Care of the 8,000 Tons of Trash From Mardi Gras?**  
New Orleans' recycling program was completely eliminated after Hurricane Katrina in 2005. While the city pledged to bring back curbside service... [read more](#)

**Recent Stories**

First Electronics Recycling Certification to Regulate Toxic Exporting

Advanced Waste-to-Energy Power Plant Could Make Eco History

The Upside to the Snowstorm: Saved Money, Energy, More

Jobs Expected to Increase by 35,000 Each Month

Olympic Competitors Score in Sustainability

Expanding Composting in Portland Comes With a Stench

New Heinz Ketchup Packet May Be Convenient, But Is it Recyclable?

The Hottest Trend in Eco-Housing

Here's What to Expect at Greener Gadgets

'Green' is the Next Big Thing in the Music Industry

[More news >](#)

**Basics**

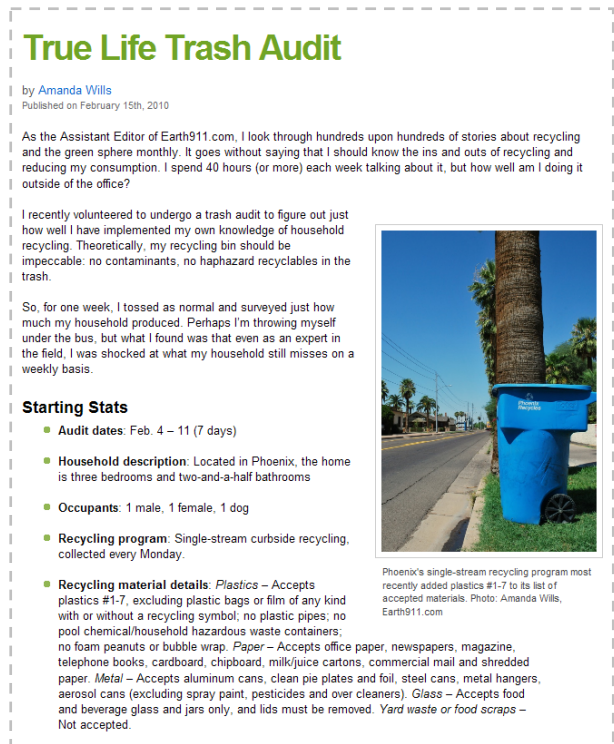
**Single-Use vs. Rechargeable**  
Batteries, batteries everywhere and... not a drop to drink? Forgive the failed metaphor. The point here is that batteries, both the kind... [read more](#)

**Noteworthy**

**10-Minute Green Home Makeovers**  
We know it's not spring yet, and you're still donning that oversized wool coat and chunky scarf. But we admit... [read more](#)

**Features**

**Major Green Tax Deductions**  
Tony Gagner / February 15th, 2010



**True Life Trash Audit**

by Amanda Wills  
Published on February 15th, 2010


As the Assistant Editor of Earth911.com, I look through hundreds upon hundreds of stories about recycling and the green sphere monthly. It goes without saying that I should know the ins and outs of recycling and reducing my consumption. I spend 40 hours (or more) each week talking about it, but how well am I doing it outside of the office?

I recently volunteered to undergo a trash audit to figure out just how well I have implemented my own knowledge of household recycling. Theoretically, my recycling bin should be impeccable: no contaminants, no haphazard recyclables in the trash.

So, for one week, I tossed as normal and surveyed just how much my household produced. Perhaps I'm throwing myself under the bus, but what I found was that even as an expert in the field, I was shocked at what my household still misses on a weekly basis.

**Starting Stats**

- **Audit dates:** Feb. 4 – 11 (7 days)
- **Household description:** Located in Phoenix, the home is three bedrooms and two-and-a-half bathrooms
- **Occupants:** 1 male, 1 female, 1 dog
- **Recycling program:** Single-stream curbside recycling, collected every Monday.
- **Recycling material details:** **Plastics** – Accepts plastics #1-7, excluding plastic bags or film of any kind with or without a recycling symbol, no plastic pipes; no pool chemical/household hazardous waste containers; no foam peanuts or bubble wrap. **Paper** – Accepts office paper, newspapers, magazine, telephone books, cardboard, chipboard, milk/juice cartons, commercial mail and shredded paper. **Metal** – Accepts aluminum cans, clean pie plates and foil, steel cans, metal hangers, aerosol cans (excluding spray paint, pesticides and over cleaners). **Glass** – Accepts food and beverage glass and jars only, and lids must be removed. **Yard waste or food scraps** – Not accepted.



Phoenix's single-stream recycling program most recently added plastics #1-7 to its list of accepted materials. Photo: Amanda Wills, Earth911.com



## ***Part Two: Communicating Stewardship in HHW***

Pesticides  
Herbicides  
Fertilizer  
Insecticides  
Fungicides  
Pesticide Containers  
HHW Labels



**Pesticides:**

859 Locations  
281 Programs

**Fertilizer:**

748 Locations  
204 Programs

**Fungicides:**

740 Locations  
214 Programs

**Herbicides:**

810 Locations  
239 Programs

**Insecticides:**

781 Locations  
246 Programs

**Pesticide Containers:**

70 Locations  
6 Programs





## *1-800-CLEANUP on HHW Labels*

321 Companies | 1,723 Products | 2,716 Labels

Apply often than once every 4 weeks. **For dogs weighing 61 lbs. and over:** Apply from the back of the neck to a point midway between the neck and tail.

### **STORAGE AND DISPOSAL**

Do not store or feed by storage or disposal. **STORAGE:** Do not remove tube from the pack. Store in a cool, dry place (below 25°C) inaccessible to children and pets. Do not refrigerate.

**DISPOSAL: If empty:** Do not reuse this container. Place in trash or offer for recycling.

**For disposal:** Call your local solid waste agency or **1-800-CLEANUP** for disposal instructions. Do not pour product down any indoor or outdoor drain.

For certain products, SENTRYPRO XFC Flea and Tick Squeeze-On for Dogs should be



## ***Part Three: Tools for Local Experts***

Working Together  
Manager  
*Event Listings*  
*For your Web site*



# Working Together

Our brand is built on our commitment to the local experts that actually operate local disposal solutions

Consumers look to Earth911 for local resource information because our directory is maintained by experts providing local disposal solutions

## City of Tempe Household Products Collection Center

Services are restricted to residents of **Guadalupe, Tempe** only.

Please call for hours of operation.  
<http://www.tempe.gov/HHW/>

This site is located on University Drive between McClintock and Rural, in front of the Tempe Fire Training Center. Please call the Collection Center or check out the web site for information on HHW disposal. The facility accepts unwanted household and automotive items including e-waste from the residents of Tempe and Guadalupe.

This service is provided to the community throughout the year. Proof of residency is required to drop off items at the facility such as a Tempe water bill and Arizona driver license. Commercial products, radioactive materials, infectious/bio-hazardous materials, and explosives are not accepted.

(480) 858-2223

1320 E University Dr  
Tempe, AZ 85281

Updated Nov 4, 2009

Materials Accepted	Services		
Material	Residential	Business	Note
Adhesives	● ○	○ ○	
Aerosol Cans	● ○	○ ○	
Antifreeze	● ○	○ ○	



## Manager

- Allows local HHW recycling program staff to promote their program through Earth911
- Easy to use and moderated for accuracy and relevance
- Supported by real people at Earth911: 480-337-3025, [clientrelations@earth911.com](mailto:clientrelations@earth911.com)
- Signup at [manage.earth911.com](http://manage.earth911.com)

The top screenshot shows the 'Earth 911 Manager' interface with a user logged in as Larry Cummings. It features a navigation menu with 'Submit Location', 'Submit Program', 'Submit an Event', and 'Manage'. The 'Manage' section includes links for 'Manage Locations and Programs', 'Where's my data?', and 'Is a listing incorrect?'. The bottom screenshot shows a search results table for 'hhw' with the following data:

ID	Name	Address	Date Updated (MST)	Action
301428	Nassau County HHW Collection Event	463785 State Road 200 Yulee, FL 32031	February 05, 2010, 3:06 pm	<a href="#">Edit</a>   <a href="#">Remove</a>
301416	Lafayette County HHW Collection Event	Mayo Community Center, SR 27 Mayo, FL 32066	January 29, 2010, 2:52 pm	<a href="#">Edit</a>   <a href="#">Remove</a>
300831	Orange County HHW Program	Goulsen, NY 10924	January 29, 2010, 11:34 am	<a href="#">Edit</a>   <a href="#">Remove</a>
45951	City of Peoria HHW Program Information	Peoria, AZ 85345	January 27, 2010, 8:47 am	<a href="#">Edit</a>   <a href="#">Remove</a>

## *Event listings*

### Short Term

We have partnered with Yahoo!  
to utilize their event listings  
tool.



### Long Term

**Earth911 is developing a  
customized event listings  
system that will focus  
specifically on better  
displaying HHW events.**



## For your Web site

Powered by Earth911.com    Get this widget

**Find a recycling location**

what? aluminum cans, motor oil

where? zip or city, state

**Quest** RECYCLING SERVICES, LLC.    Encourages you to recycle

Search Form

---

Powered by Earth911.com    Get this widget

**Recycle aluminum near Phoenix**

2.9 mi. [City of Phoenix Curbside Recycl...](#)

2.5 mi. [Arizona Scrap Iron & Metals Comp...](#)

2.6 mi. [Davis Salvage Company](#)

2.8 mi. [EZ Recycling LLC](#)

2.9 mi. [Hudson-Baylor West Drop-off Site...](#)

« Change location      View all results »

**Quest** RECYCLING SERVICES, LLC.    Encourages you to recycle

Search Results

When you become an Earth911 Manager, we give you the “Find a Recycling Location” tool. Your constituents can find recycling information right on your Web site.



## *Presentation Review*

- Earth911 is a powerful Recycling & Disposal Resource to communicate stewardship
- Broad HHW coverage
- Tools for governments





Sandra Keil  
VP of Government & Industry Affairs  
[skeil@earth911.com](mailto:skeil@earth911.com)  
(202) 577 1290

Follow us at: [www.twitter.com/Earth911](https://www.twitter.com/Earth911)  
Become a Facebook Fan at: [www.facebook.com/Earth911](https://www.facebook.com/Earth911)