



**For Immediate Release:**

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**Tech Startup Celebrates One-Year Anniversary of Online Recycling Platform**

*Anniversary Marks Spread of Innovative Recycling Education in California*

**TRUCKEE, California**—February marks the one-year anniversary of the launch of Recyclist, a green tech startup that builds cloud-based solutions to help communities move toward zero waste. Recyclist's products are currently used in cities and counties across California, with a total population reach of over 2 million.

Recent recycling studies indicate a growing preference among residents for recycling information provided by local governments.<sup>1</sup> When information is not readily available, residents tend to rely on local government sources or online searches.<sup>2</sup> Recyclist targets these behaviors head-on with its Public Education Platform, a web-based service that simplifies recycling outreach in a way that's never been done before. Each municipality using Recyclist's mobile-friendly platform offers residents a searchable recycling guide of over 250 items, tips for reusing and reducing materials, information on nearby recycling and donation centers, and promotion of local collection events. Recyclist's platform also provides customers with weekly pickup reminders, e-newsletters, and social media and blog content.

In building an online hub for local recycling information, Recyclist founder Emily Coven has successfully tapped into the demand for standardized yet highly localized recycling information. However, her motivation was personal: "Before starting Recyclist I moved around a lot, and I could never figure out the local recycling systems. On the rare occasions when I could find recycling information it was at best unclear and out-of-date, and at worst downright wrong. I knew there had to be a better way, so that's what we've created."

"All of us in the waste management world want better websites to help get accurate information out to our customers," said Gretchen Olsen, Solid Waste Program Manager for

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<sup>1</sup> Carton Council, Carton Recycling Survey Results, April 2016. <http://www.cartonopportunities.org/survey>

<sup>2</sup> Institute of Scrap Recycling Industries, Nearly Half of U.S. Adults, January 2017. <http://www.isri.org/news-publications/article/2017/01/04/nearly-half-of-u.s.-adults-do-not-have-information-on-recycling-available-to-them>

the City of Stockton. “Recyclist created a new product that is exactly what we need. With a minimum of clicks, our customers can find out quickly whether to throw a particular item into the trash, recycling, or green waste carts.”

A Recyclist customer since mid-2016, Patti Toews, Program Director of the San Luis Obispo County Integrated Waste Management Authority, stated, “We were amazed to find that nearly half our traffic was from users on mobile devices. Given that our previous site was not mobile friendly, I think [we’ve] really opened the door to a lot more users by switching to the Recyclist platform.”

The Recyclist platform is Software as a Service (SaaS), which mitigates the traditional upfront cost of a new website, and also allows the company to pool the resources of multiple cities to offer a higher quality product. “The more cities that sign on, the more resources we allocate to improving the platform,” Coven explains. “We get lots of great feedback and suggestions from our customers, and as we develop new content and features in response, all of our customers benefit.”

Now in its second year, Recyclist recently launched a second product, a database-driven Commercial Outreach App designed to help municipalities and haulers conduct and track outreach to businesses and multi-family properties, generate waste assessments and cost estimates, and facilitate compliance with commercial recycling and organics laws. Four municipalities, including Sacramento County, have already signed on in the first few months since its release.

### **About Recyclist:**

Recyclist is a green tech startup that creates cloud-based communications and technology solutions to help communities move toward zero waste. A triple-bottom-line company, Recyclist is based in Truckee, California.

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### **Potential Tweets:**

- Green tech startup @RecyclistCo's reach extends to over 2M after one year in business, using #technology to scale #outreach.
- How one company is changing #recycling outreach in California with cloud-based technology.
- @RecyclistCo is using #technology to improve #recycling outreach, already reaching over 2M after one year.
- More good news about technology boosting recycling. Check out what @RecyclistCo is doing in California.

**Images and logos are available at [recyclist.co/press-kit/](https://recyclist.co/press-kit/).**