



Q: What is the difference between the **my-waste**® app and the **Recycle Coach**™ app?

A: Other than the name, there is no difference. Both contain identical functionality and information. Any changes or updates you make through the Admin Console are reflected in both apps.

Q: So then why was **Recycle Coach**™ launched – why does it exist?

A: In listening to our clients, we realized that our technology was more of a means to an end. What they wanted most was to connect with more residents and make it as easy as possible for residents to get the information they were seeking. There is also the hope that this can lead to residents being better recyclers.

The Recycle Coach website and app was launched to address these concerns and opportunities:

- Provides us with a platform to experiment with new methods of getting consumer engagement without the need for direct municipal involvement
- Leverage social media by allowing a resident in one municipality to share features and functionality with family and friends in another municipality
- It was felt a consumer-directed platform should have a more consumer-friendly name, and one that specifically identified recycling as opposed to the entire MSW category

Q: If we are recommending residents download the **my-waste**® app now, should we switch to recommending the **Recycle Coach**™ app?

A: New clients are opting to recommend the **Recycle Coach**™ app to their residents in order to tap into the synergies of aligning with the consumer brand. If you've been promoting the **my-waste**® app, there is no requirement to switch.

That said, already some clients who recently launched have opted to switch – which of course involves weighing the pros and cons. If you're wondering what to do, our president, Creighton Hooper, is keen to talk with you to discuss the issues and help you make a decision that is right for you. He can be reached at chooper@recyclecoach.com or 1.855.343.3363 ext.112.