



*Eliminating the Waste in Waste Collection*

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## **FOR IMMEDIATE RELEASE**

### **BigBelly Solar sells 10,000<sup>th</sup> waste & recycling station**

*Recipient Los Angeles Community College District expands intelligent waste collection system to 200 BigBelly waste & recycling stations across all nine campuses, freeing up labor for other tasks and beautifying the grounds District-wide*

**NEWTON, Mass. – May 11, 2011** – BigBelly Solar, Inc., the world’s first waste & recycling collection systems company that integrates renewable power and information technology to dramatically lower the operating costs, fuel consumption and greenhouse gas emissions associated with the waste collection process, today announced that it sold its 10,000th waste & recycling station to the Los Angeles Community College District (LACCD).

LACCD first introduced the BigBelly system in 2009 with 75 solar-powered waste and recycling kiosks, and with this latest order LACCD has expanded its deployment to more than 200 waste & recycling stations across nine campuses. The BigBelly system is the centerpiece of a campaign called, “Make a Deposit and Save,” designed to educate and engage the entire community around a major new recycling and waste reduction program. LACCD’s investment in the BigBelly system is saving money, reducing its carbon footprint, and beautifying all nine LACCD campuses.

“The BigBelly system has allowed Los Angeles Community College District to actively promote our sustainability plan and recycling efforts,” said Mona Field, LACCD Board Member. “We are in the midst of renovating all nine of our campuses with green technologies – much of these upgrades are not visible to the community. The BigBelly platform was the perfect fit to showcase all of our projects. Our student tour groups have

been using the *BigBelly* waste stations as the centerpiece talking point for all of our green initiatives.”

The BigBelly intelligent waste collection system combines onsite, solar-powered compaction, efficient recycling solutions and wireless monitoring and management capability to dramatically reduce waste collection requirements. That means fewer trips are needed to collect and transport the material – which reduces fuel consumption and greenhouse gas emissions – while allowing LACCD to re-deploy workers to other critical tasks. The solar compactors are equipped with a wireless monitoring and notification solution that provides real-time status updates to a cloud-based, web-accessible dashboard. That information allows facilities maintenance staff to optimize collections and maximize the savings benefits from the system.

“The BigBelly recycling kiosks have been a tremendous success, and have made a significant impact at all nine colleges in the District,” said Willie Richmond, Administrator of Maintenance and Operations Standards for LACCD. “With the California state budget cutbacks and consequent staffing shortages, the BigBelly system has made it possible for the custodial staff to spend their limited resources on other areas related to campus cleanliness, making us all more efficient and effective with our time. By holding about 5 times as much trash as standard receptacles, the waste & recycling stations are capable of reducing collection frequency on average by about 70-80 percent.”

The insights provided by the “CLEAN” wireless monitoring and notification system are key to realizing the BigBelly system’s benefits: “With nine campuses that are located far apart, the ‘CLEAN’ wireless feature allows our staff to monitor everything from one place,” said Mr. Richmond. “Best practices from one campus can be used to help the others.”

LACCD replaced about 400 traditional trash receptacles with 200 BigBelly recycling kiosks, working with BigBelly Solar distribution partner Waste Management, Inc. for service and sales support. The BigBelly system has reduced collection requirements from about five per week to less than one per week, boosting staff productivity for facilities maintenance at each campus.

"I am thrilled with the results," said Bruce Hicks, Operations Manager for Plant Facilities at West L.A. College, which replaced 40 trash cans with 20 BigBelly recycling kiosks. "The BigBelly system has transformed our recycling efforts. We've had indoor recycling for a while, but two years ago we launched a major education campaign and installed the BigBelly recycling kiosks around campus to rejuvenate our recycling program. It has been a great success in every way: students use and appreciate them, we get excellent recycling rates and the system helps keep the campus clean and beautiful."

BigBelly Solar's intelligent waste collection system has matriculated at about 150 higher-education institutions, in the United States, Canada and Europe. Examples include: MIT, Caltech, McGill, University of Pennsylvania, Harvard, Boston University, Trinity College Dublin, University of Texas, Virginia Commonwealth, Florida Gulf Coast, University of Georgia, Arizona State, Duke, Northeastern, Wake Forest, Brown, Case Western and Iowa State.

Jim Poss, President and Founder of BigBelly Solar, was delighted that LACCD's latest order included his company's 10,000<sup>th</sup> waste & recycling station. "I have been impressed with the vision, leadership, and comprehensive solution-based approach that the District has demonstrated with its recycling and waste reduction initiative. I am proud to have LACCD as such a shining example and look forward to our continued partnership to enhance sustainability on campus."

LACCD is in the process of expanding its successful program, which includes colorful "wrap" decal signage on each waste and recycling kiosk, an educational video, and web-based information. Ultimately, LACCD is working toward the goal of creating leaders in sustainability – from both academic and operational perspectives. The new District-wide recycling program is part of the LACCD's extensive sustainability program. For more information, please see the links below.

**Links:**

Web article on the recycling program:

<http://www.laccdbuildsgreen.org/mediacenter/index.php?item=66>

Video on recycling:

<http://www.laccdbuildsgreen.org/mediacenter/videogallery/videos/big-belly.php>

### **About BigBelly Solar, Inc.**

BigBelly Solar is a leading global provider of innovative and sustainable solutions for the management of waste and recycling, with more than 750 customers in every U.S. state and 30 countries. The BigBelly Solar intelligent waste collection system combines solar-powered trash compaction, efficient recycling solutions, and network monitoring & management software into a powerful approach that enables colleges & universities, as well as municipalities, park systems, government facilities and other institutional customers to reduce the operating costs associated with collection by up to 80 percent. In times when customers are looking for ways to maintain required levels of service while wrestling with tightening budgets, the patented BigBelly Solar intelligent waste collection system is a compelling answer. BigBelly Solar is also enabling its customers in becoming visible leaders in practices that are more environmentally sustainable – displacing fossil fuel usage through renewable energy, increasing recycling rates and reducing cross contamination, reducing litter and associated public health concerns, and creating a messaging platform to engage users and influence more environmentally-conscious behaviors. For more information visit [www.bigbellysolar.com](http://www.bigbellysolar.com).

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