



The idea that one person's trash can become another's treasure has been around for a long time.

Arrangements to trade these items have occurred in different forms for centuries, however most traditional methods require time and money. Often it is simply easier for people to throw the item away.

Like a dating service for junk

[2good2waste USA](#) allow you to set up your own local 'waste-fighting' website and join a growing network of community-based websites across the nation. There is a similar network in Canada called [Reuses.com](#).

A 2good2waste exchange works like the classified ad section of a newspaper but on a website. It allows people to create free listings for 'wanted' and 'available' items or materials that they would otherwise throw away. Other users browse listings, get in contact and make arrangements to collect the materials. The actual transaction takes place offline.

Every 2good2waste website includes a [Recyclopedia.org](#) section, which provides Recycling and Disposal information to your community. This 'what to do with it when you're done with it' website is organized for quick and easy access to information which is up to date, accurate and locally relevant.

Plus, you can use our email newsletter generator, news and information, events and green directory sections to make the whole website your outreach and education tool and promote reuse and recycling in your community.

What a great service the Exchange has been in Tacoma and Pierce County. We have a great group of users and I get positive feedback from them on a daily basis. I think this is the best program I have implemented in Tacoma.

Bill Smith Recycling Coordinator,
City of Tacoma, Washington
www.2good2toss.com/pierce

How does it work?

Each exchange website in this network appears and operates as an independent website with unique design, operation and rules and policies. You can think of it as your own 'instant' website.

Each community website is operated by a local sponsoring organization (our client). The sponsor pays for, supports, promotes and administers the exchange. The sponsor controls the exchange using a restricted-access control panel which they access over the internet.

In return for an annual subscription fee, iWasteNot Systems provides everything you need to set up and operate your website, including software, graphic design, I.T. and hosting, data security and support. This 'beginners welcome!' set-up lets you focus on getting the message out to the community, without worrying about the technical details. We also provide an online Communications Center where you can share ideas and best practices with our other clients and our monthly newsletter to help you get the most out of your website.





Our system

We don't 'build' websites. Instead, our system generates many websites, using a single piece of software which acts as a go-between with the user and the database. When the user clicks on a page, the software pulls the latest information and all the required graphics from the database and, within milliseconds, constructs and displays a complete web page.

Costs to operate the service are shared between a community of clients, like a 'software co-op'. Client feedback is used to continuously improve the software and service. On average, an improvement is released every two weeks. There is never any additional cost to receive these upgrades and they happen automatically, without any need for our clients to download or install anything.

Because the system is already built, we can focus on service. Our team of designers, programmers and support staff will be behind you, every step of the way.

It works

The Madison Stuff Exchange site www.madisonstuffexchange.com sees approximately 400 visitors per day and

- has gathered 10611 members
- who made 2597 successful exchanges last year
- posting listings for everything from a child's bedframe to a reed organ made in 1887
- saving their community \$6006.46 in disposal costs
- avoiding 17.35 tonnes of GHG emissions

Tens of thousands of users visit our sites each day. We currently have over 75 000 registered members using over 80 websites North America.

Software as a one-time product

software you buy or pay to have created
 you're on your own
 you manage the technical aspects
 runs on a server you own or rent
 you maintain the server and security
 upgrades at additional cost
 sporadic or no improvement
 pay separately for support and training
 high upfront and upgrade cost
 you own the software and database

Software as a continuous service

software is part of a full-service package
 you join a community of clients with similar goals
 we manage the technical aspects
 runs on our green server
 we maintain the server and security
 upgrades are part of the service
 continuous improvement
 support and training included
 low annual cost
 we own the software, you own the database



It does more

As part of your website we provide the Recyclopeda, an A-Z Reuse and Recycling Guide organized by type of material. Users select the item they want to get rid of from the list, and the Recyclopeda tells them whether it can go in the blue box, to a charity, a local drop off center, or whether it needs special attention. Each community customizes their site to accommodate local regulations, relevant charities and businesses.

An iWasteNot System also provides many other tools:

- ✓ Send email newsletters to members
- ✓ A News & Information section
- ✓ Green business and non-profit directories
- ✓ Directory of recycling links and resources
- ✓ Automatic listing expiry and renewal system
- ✓ Automated e-mail alerts for users
- ✓ Extensive data-tracking and reporting system

Ask for a complete list of features and options, or talk to us about your idea. We might be able to make it happen.

It's easy

There's nothing to install and no technical knowledge is required. Clients often express surprise at how easy it is. If you can browse the web or send an e-mail, you can manage a site. You make changes to the website using the 'administrator control panel', shown below.

Listing Settings

[Home](#) / [Admin](#) / Listing Settings

Unable to enter price
 Unlimited price

*Prices: Maximum price of Disallow negotiable prices

*New Listings: Consider listings "New" for days

New listings do not require approval
 *Approval: All new listings require approval
 Every new listing requires approval
 All photo listings require approval
 Modified listings require re-approval

*Notify: Notify me by email when listing requires approval
 Send only one notice when there are listings to approve, not one for each listing

Listings never expire
 Listings expire after days

Site Layout

[Home](#) / [Admin](#) / Site Layout

Home Page
[Home Page Control Panel](#)

Template

Show Sponsors Pane
 Enable Company Name Field in Member Profile
 Force Company Name to Always Display with Listings
 Enable Tell-a-Friend

News

Show News Ascending by Date (default Descending)

Listings

Show City with Listing
 Show Listing ID
 Hide Request Listing Review Link

Directories

Show Links Directory
 Show "Farmers' Markets" Directory
 Show "Food Charities" Directory
 Show Recyclopeda

Exchange Info Pane
(leave all options blank to disable this pane)



It looks good

Our design team works with you to give your site a look that fits your community's character.



It evolves

Our continuous improvement cycle avoids high costs when new developments require an adjustment or upgrade. The single-system approach means new features and improvements are provided to all clients automatically.

Shown below is an example of how one of our websites has evolved over a five year period.



People like it

Users can leave messages when removing their listings. Here's just a few of the comments we've received from exchange members.

"The phone call came before we signed off from 2good2toss – that's FAST!"

"I love this site. I've bought and sold things, and it's been simple and safe."

"We were bombarded with phone calls. Your system is great. It keeps usable items out of landfills. I hope that every city in the USA has a comparable free service. It's great! Thank you!"

"A delightful beginner golfer bought the set. She'll have a perfect start with lessons and great equipment that cost her practically nothing. Reusing sure beats tossing."

"Thank you for this great site. We love being able to connect with our community to recycle"

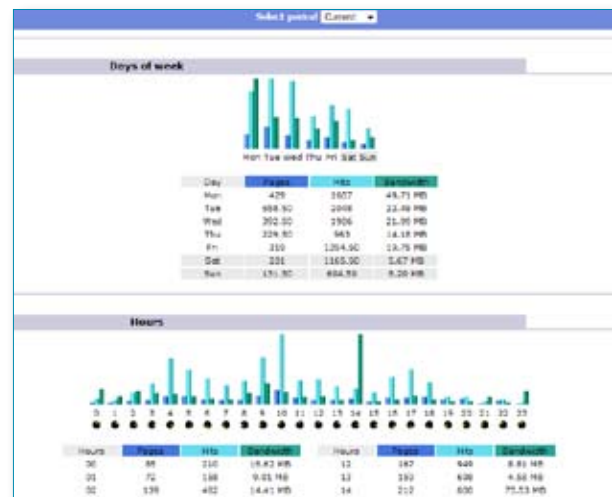




It reports

We track various metrics as the exchange is used and provide an extensive reporting system. Print-friendly reports are available to show:

- website traffic, including number of unique visitors, average visit time, etc.
- in-depth information on members and participating organizations
- the weight and nature of items and materials diverted or recaptured
- cost savings to the community in avoided disposal fees
- and much more



We've got experience

iWasteNot systems has been in business since 2003, and since, have launched over 80 exchanges across North America, including a bilingual English/Spanish service in Puerto Rico.

Our expertise allows us to take care of the technical side of things so that you can focus on managing your site and promoting your service.

Our Solid Waste Management Plan states that we need to support and facilitate reuse whenever possible. This is an excellent, low maintenance, low cost way to accomplish that goal. We only spend a small amount per year for this site! It takes 20 minutes or less a day to administer the site, and residents are constantly thanking us for the service.

From Grays Harbor County, Washington State
www.2good2toss.com/grays



What does it cost?

Our standard system is a sophisticated online residential materials exchange.

Based on population size of the area served

- i. 99,999 people or less \$2000
- ii. 100,001 to 200,000 \$2500
- iii. 200,001 to 300,000 \$3000
- iv. 300,001 to 400,000 \$3300
- v. 400,001 to 500,000 \$3500
- vi. 500,001 to 1,000,000 \$4500
- vii. 1,000,001 and up \$5000

Setup & Design: \$1500 first year only

Individual standalone modules (Recyclopedia, Directories, etc): 1/3 of costs above

Let's get started

Every situation is unique. Contact us for an initial consultation as to how we can best meet your goals and requirements and find out how easy it is to set up an exchange in your community.

We'll also be happy to provide you with a detailed proposal to help you make your decision.

When you're ready to set up your exchange, our team will walk you through the process, step-by-step, to help you understand the options you have, show you how to manage the system and provide assistance after you're set up.

Making contact

When you are ready, please contact:

Adam Schlachter
adam@2good2waste.org

Contact us by phone at
1-800-630-7864

