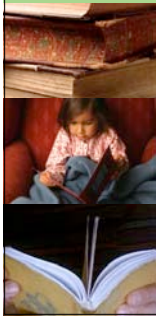


## ReUse First Program

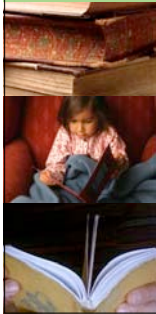
It has always been the philosophy of Better World Books to never throw a book away.



## Better World Books

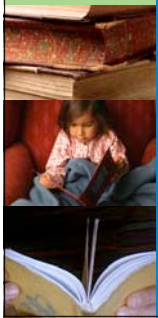
Better World Books seeks to make an impact economically, socially, and environmentally with the value of a used book. Focusing on the environment for this partnership, Better World Books aims to re-use or recycle books that would otherwise end up in the waste stream.

- BetterWorld.com ships every order carbon neutral with offsets from the Carbon Fund.”
- Every purchase from BetterWorld.com includes a few cents that cover the cost of that shipment being CarbonFree.
- Many shipments from BetterWorld.com are actually carbon negative



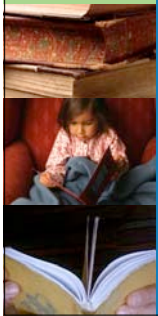
## Social Impact

- **Social Impact:**
- Collected over **11.4 million** books through active book drives at over 1200 colleges and universities and collections from over 900 libraries\_nationwide.
- Raised over **\$4.4 million** for Global organizations, including:
- Directly sent more than **854,800 books** to Books for Africa, the National Center for Family Literacy, and Feed the Children.



## Environmental Impact

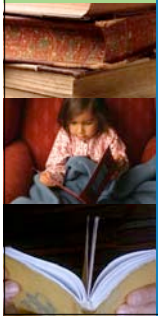
- Saved over **6,200 tons of books from landfills**
- Reclaimed more than **680,000 pounds of metal shelving from libraries across the United States**
- **1,725 tons** of carbon offset (through Carbonfund.org) from Betterworld.com sales
- **Materials:** Our shipping boxes are somewhere between
  - 20% and 45% recycled material, which varies by batch.
  - Of that, up to half can be post-consumer (most is post-production).  
The biggest environmental impact comes from our reusing the shipping cartons 2 or 3 times.
  - Starting last January (2007), all marketing materials for the campus division have been printed on recycled paper with soy-based, low-VOC (Volatile Organic Compound) eco-ink.



## Program Overview



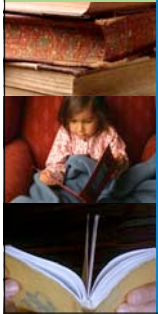
- ReUse First is a **NO COST** program designed to offer counties, libraries and collegiate recyclers a profitable way to reuse books. Better World Books will purchase books from recyclers for reuse in the online marketplace.

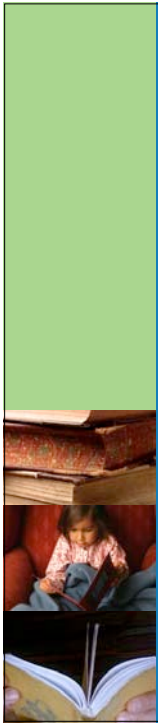


## Who What Why?



- Counties, Libraries, Campus Recycling Centers
- Prescreened Books
- \$/ton of books received





## Program Details



1. Libraries and Campus Recyclers collect books from around the Campus and Community
2. Books are sorted based on prescreening\* or agreed upon guidelines
3. BWB will provide boxes to pack the books, possibly drop boxes if books are collected campus wide\*
4. Books are shipped to BWB warehouse, at NO COST to the Recycler
5. Books are weighed upon receipt and payments are made within 30 days of receipt by BWB
6. Salable books are listed online for resale

\*Scan gun provided to prescreen all books



## Acceptance Guidelines



### ACCEPTABLE

- Books that are in saleable condition
  - no water damage, mildew/mold, missing pages, spine damage, etc.
- hardcover fiction/non-fiction
- Textbooks (2000 or newer)
- travel books (2003 or newer)
- dictionaries
- trade paperbacks
- DVDs & Books on CD
- Mass Market Paperbacks
- rare/collectible books

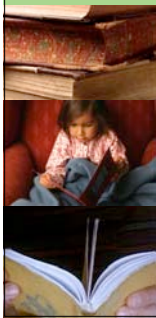


## Acceptance Guidelines



### ACCEPTABLE

- Ex-Library Books
  - Markings on the Spine
  - Stickers
  - Labels
  - Due Date Cards
  - Stamps
  - Plates
  - Etc.

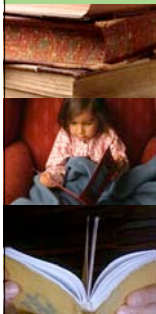


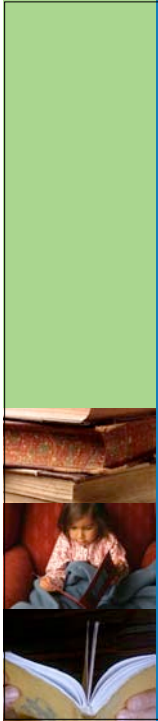
## Acceptance Guidelines



### NOT ACCEPTABLE

- Encyclopedia Sets
- Magazines/Periodicals/Academic Journals
- Catalogs/Directories/Desk Reference Books
- Tax Documents/ Government Documents
- Volume Serials
- Reader's Digest Books
- LP Records, VHS, Cassettes, or CDs
- The Following Series:
  - Book Club Editions
  - Harlequin Romance Novels
  - The Modern Library Series
  - Reader's Digest Condensed
  - Marquis Who's Who

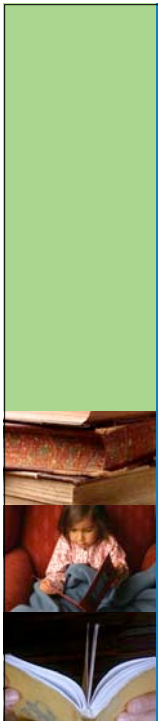




## How Does This Work?



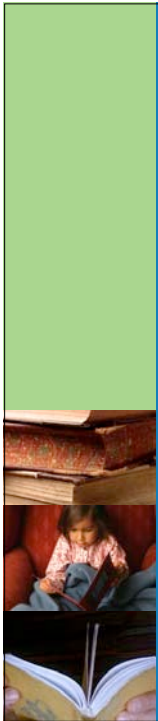
1. County Coordinator, Library or Campus Recycler contacts Better World Books to initiate process.
2. Coordinator is provided with a scan gun or current acceptable book guidelines.
3. Books are scanned and boxed.
4. Call your account representative to arrange a pickup paid for by Better World Books.
5. Based on the books provided, a check is issued to the library, county or campus recycler based on the weight of the shipment of acceptable books.



## What Do I Need?



1. A ready supply of books!
2. A volunteer/staff person to coordinate recycling efforts
3. Temporary storage space for boxed books/pallets
4. Loading zone for large shipments



## Why Recycle Books?



1. Less waste and reduced disposal costs for county/library
2. Increased recycling tonnage!
3. Revenue!
4. New program to invigorate patrons and volunteers.



## Bottom Line



Rates are based on weight of acceptable books

Per shipment basis:

- On average from \$100 - \$300/ton

Huge Opportunity to:

- Reduce Waste
- Improve worldwide literacy
- Receive a consistent stream of revenue!