



May 19, 2014

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Dear AASHE STARS Consideration Committee:

This letter is written as part of the STARS Innovation credit for Bentley University.

Greenbean's software and platform is a unique and patented process allowing Reverse Vending Machines to be paperless and cashless. This allows students to get their refund without a paper receipt or cash register and gives the user direct and instant feedback of their recycling impact.

Greenbean's goals are to make Reverse Vending Machines easily accessible and change behavior by showing a user in real time on their account that their small impact has larger repercussions. For example their account interface calculates measureable data such as material, energy savings and, weight diverted each month. This interface also shows detailed data about team performance during recycling challenges.

With the help of sponsors, Greenbean designs recycling challenges which encourages students to be one of the top 10 recyclers to win a prize or where colleges compete against each other to win prizes. These challenges have increased recycling rates and inspired students to become more engaged in recycling.

Bentley has taken Greenbean and been able to innovate further, becoming our most successful campus by volume in the first 6 months after installation. Bentley has students who manage the entire process. The students are not only responsible for emptying and maintenance on the machine but they also design marketing campaigns specific to their peers. For example, this past April the students proposed a 'Spring Day' challenge that was specifically tailored to Bentley. Students responded overwhelmingly recycling XX containers in 2 days. This opportunity has allowed students to build their skills in marketing and outreach.

Please let me know if you have any further questions or comments.

Thank you

Sincerely

A handwritten signature in black ink, appearing to read 'Shanker Sahai'.

Shanker Sahai  
(Founder and CEO)