

Solar powered waste bins create unique advertising opportunity

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Recycling and safety go hand in hand

You may have noticed the solar recycling kiosks around the Downtown Brooklyn area with National Grid's gas safety messages. Referred to as Bigbelly smart waste and recycling systems, they are designed to reduce pollution and public waste, lower the on-going operating costs of waste management, and increase recycling. Also, these environmentally friendly fixtures offer innovative, street-level advertising opportunities in high traffic areas as they are visible to both pedestrian and vehicular traffic.

Rocky DiChiara and the Customer Communications team saw the solar recycling kiosks as a great opportunity for National Grid to remind the public about gas safety while promoting the company's commitment to the environment. Using the sun's energy, these kiosks automatically compact trash upon disposal, neatly holding five times as much as ordinary receptacles. Increased capacity reduces collection trips and can cut related fuel use and greenhouse gas emissions by 80 percent.

Renee McClure, Community and Customer Management, joined the Downtown Brooklyn Partnership, elected officials and others for a ribbon cutting event to announce the expansion of the solar waste recycling kiosks throughout Downtown Brooklyn. In her remarks Renee said, "As one of the first companies to take part in the solar recycling kiosk initiative, National Grid has been able to expand its outreach efforts to provide important gas safety messages for our customers and our communities. These environmentally friendly fixtures support National Grid's commitment to the environment and align with our goals to create 21st century energy systems."

National Grid has gas safety messages on 25 solar waste recycling kiosks in Brooklyn around Atlantic Terminal/Barclays Center, MetroTech and the Court Street Complex. For more on the ribbon cutting event, see coverage in the [Brooklyn Daily Eagle](#)

National Grid participates in ribbon cutting event for expansion of solar recycling kiosks.

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