



Ridwell

Send less to landfills

Established:
2018

Operates:
United States

Industry:
Waste Management

Business Concept

- Provides waste-reduction services that help households divert hard-to-recycle materials away from landfills
- Offers convenient, subscription-based pickups for items like plastic and batteries
- Partners with local recycling processors and reuse organizations to ensure materials are responsibly handled

Sustainability

- Maintains a mission centered on landfill diversion and healthy recycling pathways
- Prioritizes responsible material handling by using vetted partners who meet environmental compliance standards
- Regularly evaluates impact metrics so members can see progress over time



B-Impact Score: Strengths

*80 qualifies for B Corp Certification, average is 50.9

- **Governance:** Mission Locked ✓
- **Workers:** Financial security ✓
- **Community:** Diversity, Equity, and Inclusion ✓
- **Environment:** Resource Conservation ✓
- **Customers:** Customer Stewardship ✓



Brand Value and Economic Benefits

"For Ridwell, it's a natural extension of our mission—to empower communities to waste less by making it easy to sustainably recycle and reuse more stuff."

- Builds loyalty through transparent reporting
- Strengthens local circular economies by supporting reuse partners



Learn More

[Ridwell: A Certified B-Corporation](#)

[Ridwell Website](#)

[B-Score Full Breakdown: Ridwell](#)

SUSTAINABILITY
AMBASSADORS



Student-created (Matthew Fischer)