





Manufactured in 5 geographically diverse factories across the US, reducing our carbon footprint by sourcing and shipping locally.

We are proud that our products:

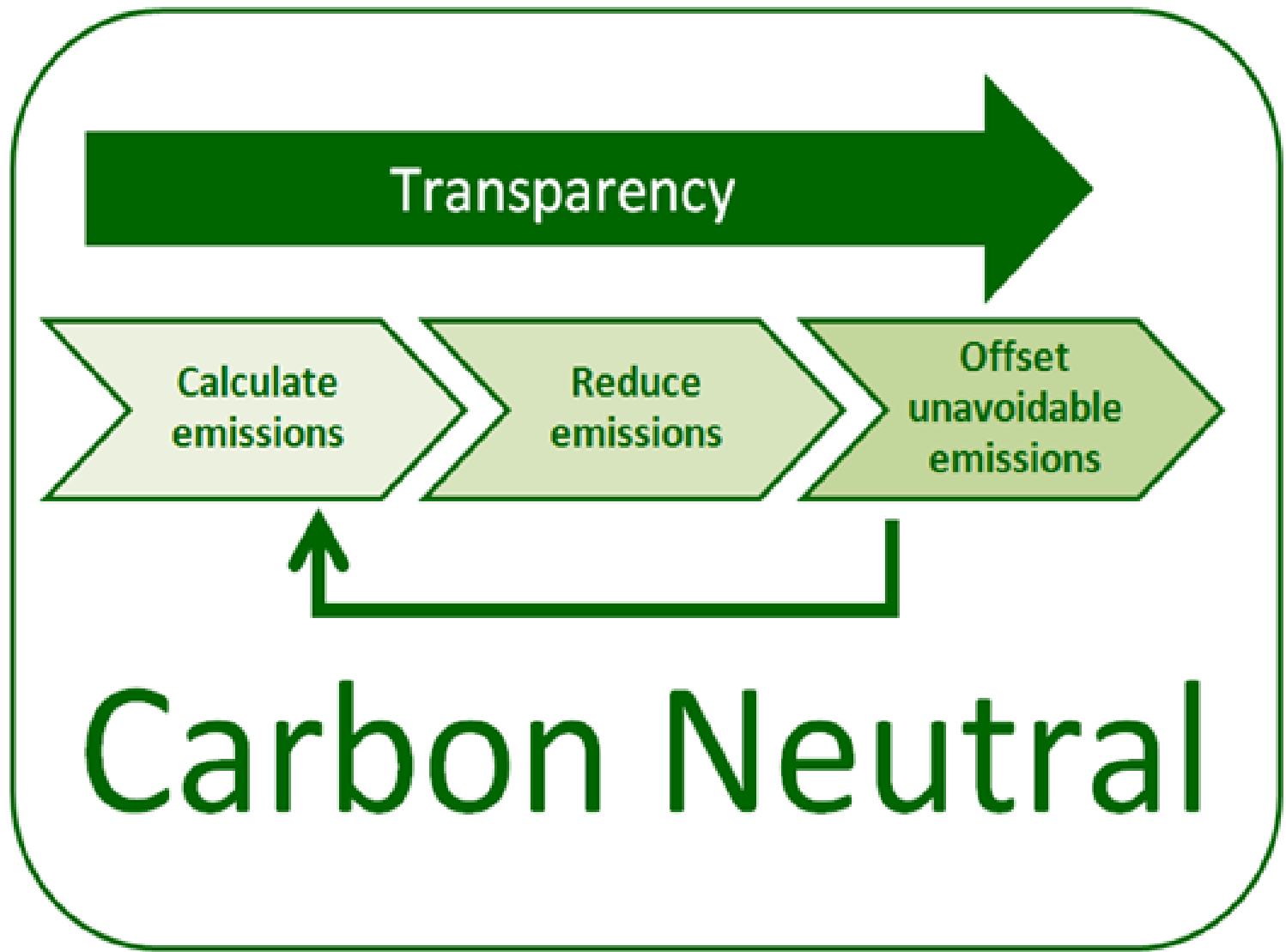
- Are naturally based raw materials
- Not made from petro-chemicals
- Grey water and septic tank safe
- Never tested on animals
- pH balanced

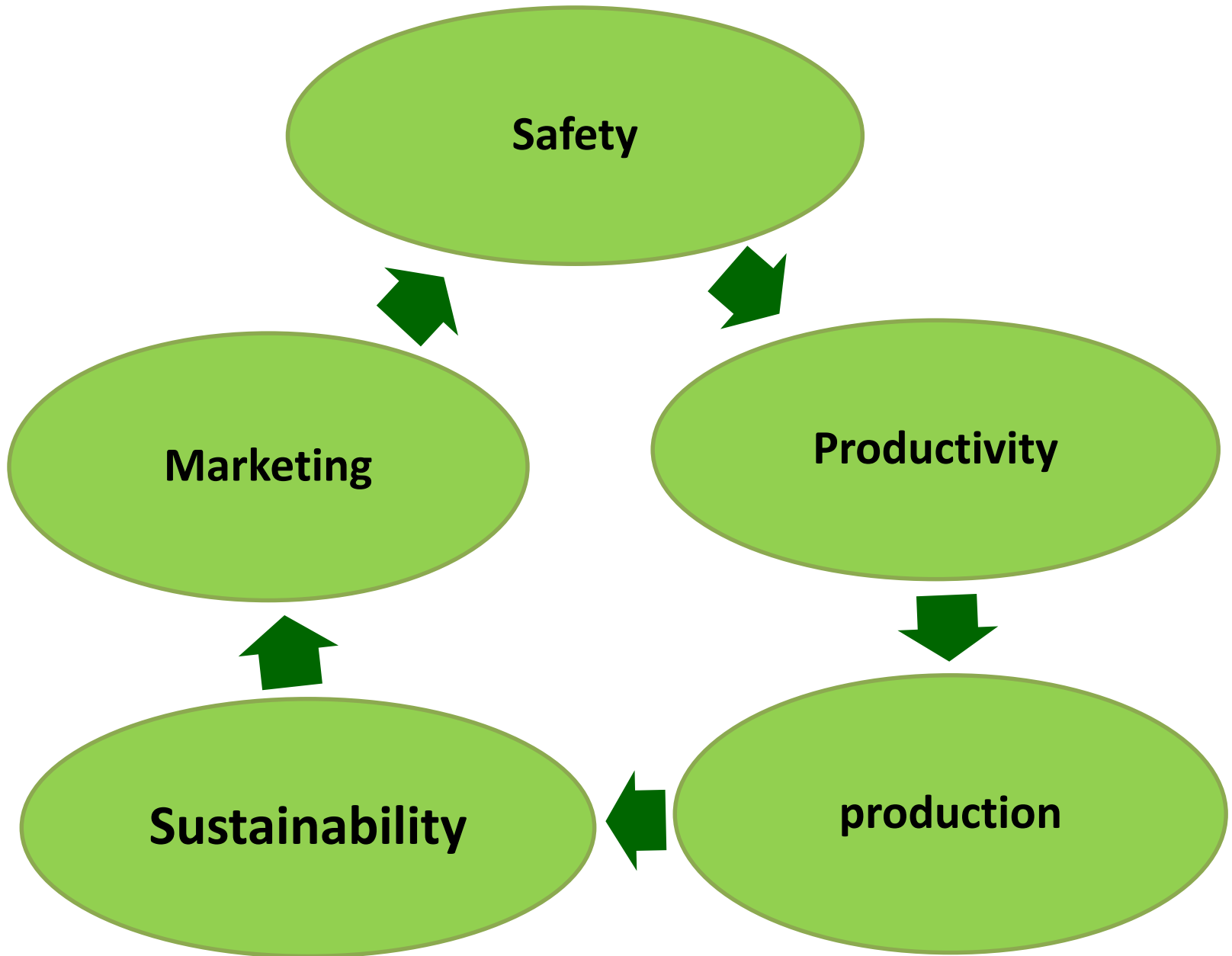
Achieving Platinum Zero Waste facility was part of our goal to become carbon neutral.

Earth Friendly Products has achieved carbon neutrality since 2013

The company now helps avoid up to 53,843,434 lbs of CO₂ annually.







Why?

“Waste = Resource”

Materials from source separated recycling are:

- Generally higher in quality and can be sold at a higher price than materials collected as a single stream.
- Less potential contamination of recyclables.
- Saves time, energy and manual labor.



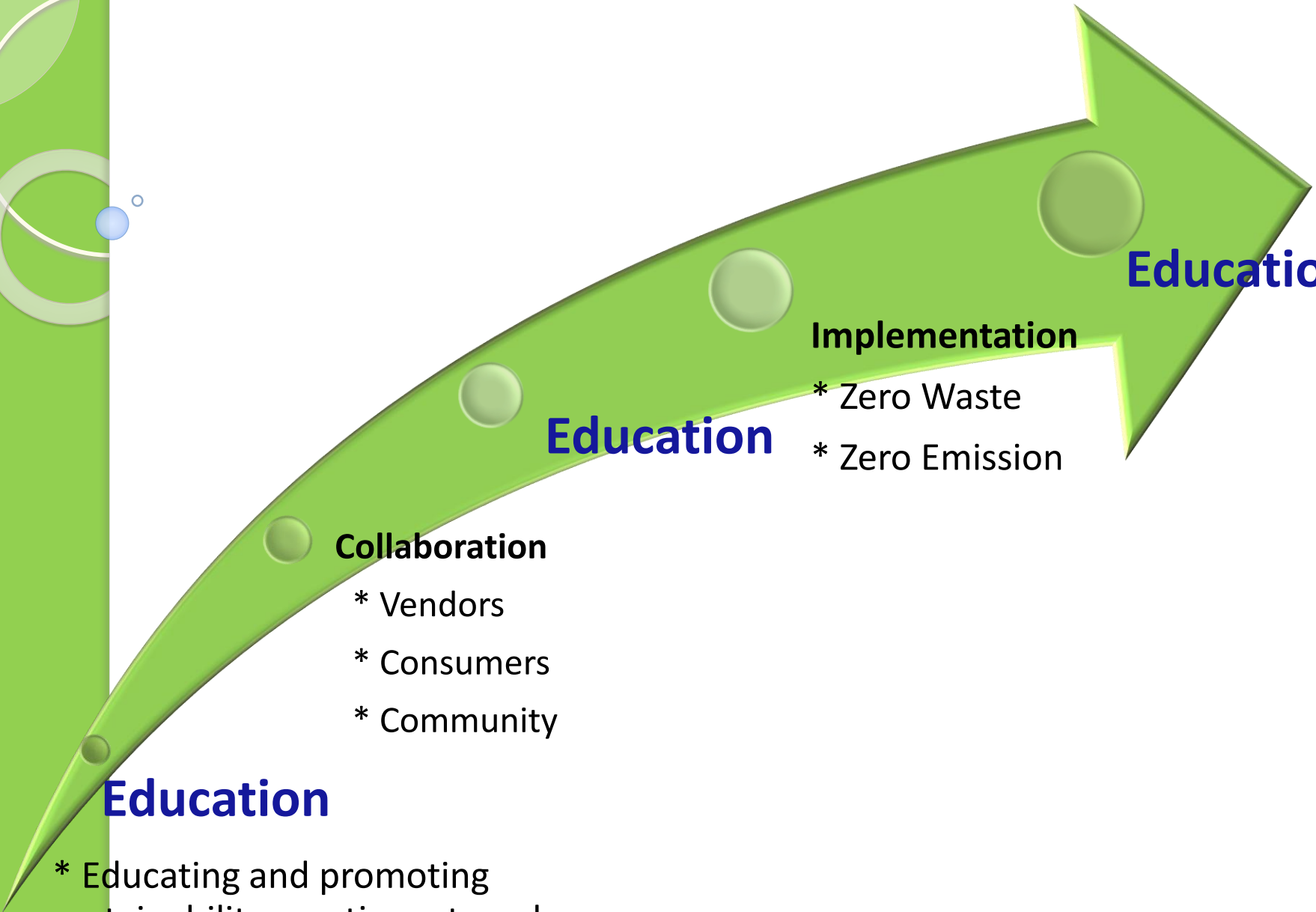
For a successful waste diversion program starts with:

“Know your waste streams”

“Connect with your waste streams”

“Love your waste streams”





Education

Implementation

- * Zero Waste
- * Zero Emission

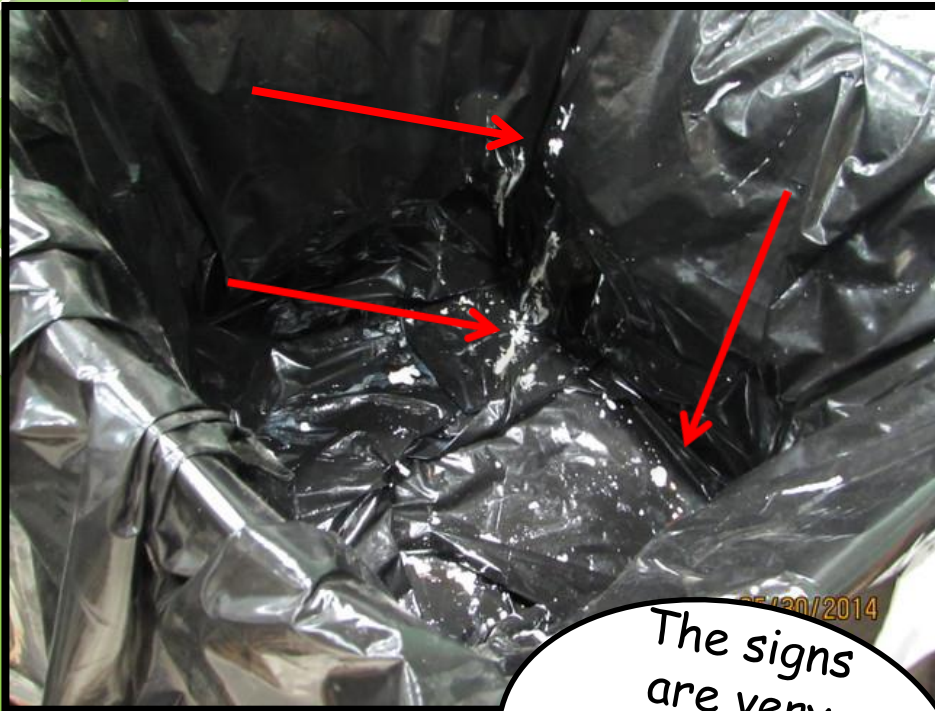
Education

Collaboration

- * Vendors
- * Consumers
- * Community

Education

* Educating and promoting sustainability practices at work and in the community.



The signs
are very
clear!
**Please pay
attention**



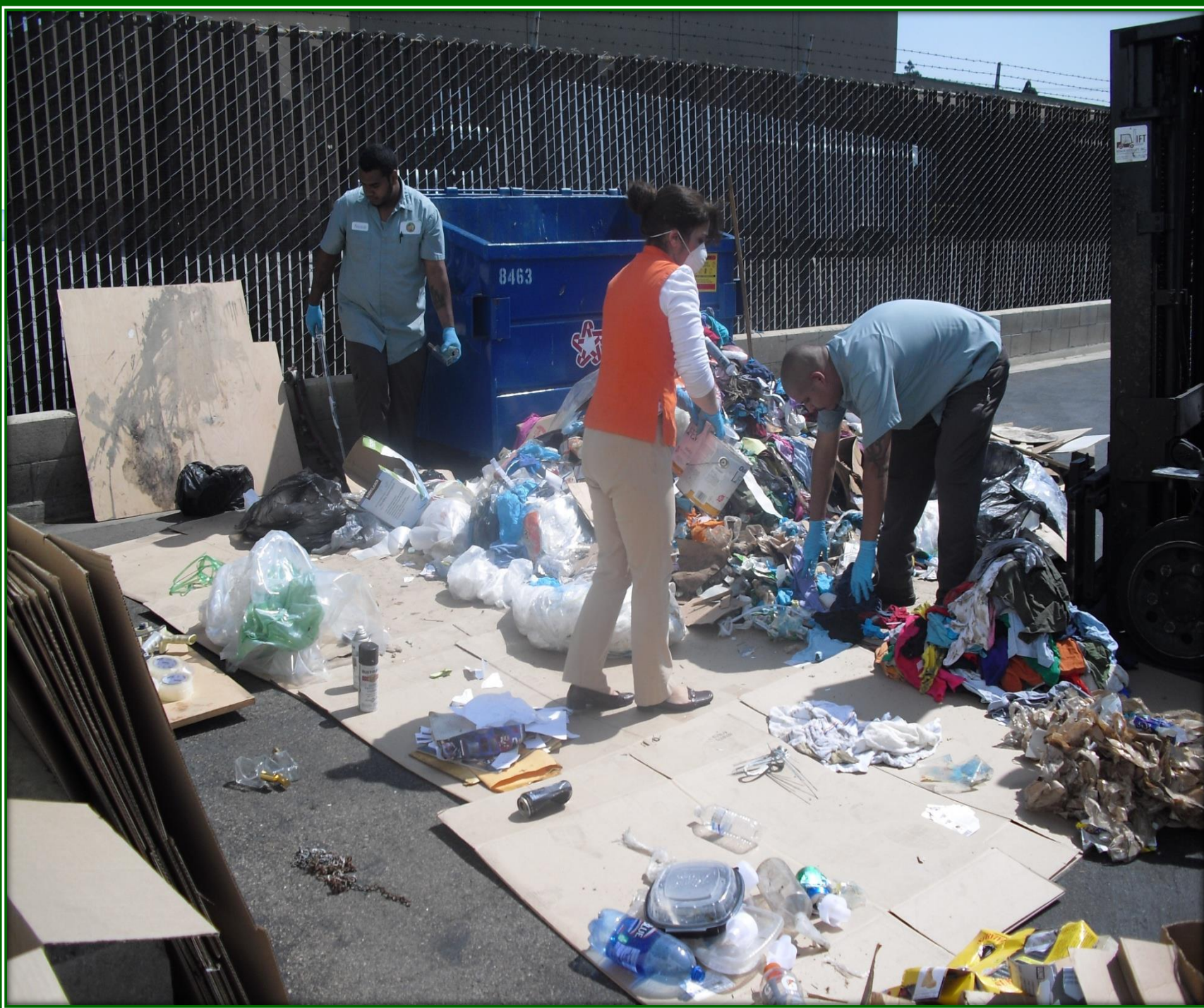
This is the result
of recycling
incorrectly:
**Unnecessary
extra work**


Recycling Zone

- Please-ALWAYS Read the signs first!









Our manufacturing system mimics nature, therefore we continually strive to fulfill the equation: **“Waste = Resource”**

- ❑ We see "waste" as a sign of inefficiency.
- ❑ Waste is considered as a “potential resource” through the life-cycle thinking.
- ❑ We were able to create opportunities such as reducing costs, increasing profits, and eliminating environmental impacts by returning these “resources” to the industrial systems.

Zero Waste strategies:

Step 1. Monitor and analyze how much trash we were actually sending to the landfill.

Step 2. Reduce energy consumption: Electricity, Gas, Transportation, etc.

- Installing solar panels (Earth Friendly Products powered 100% by renewable energy).
- Purchasing Energy Efficient equipments and appliances
- Purchase locally (e.g. Raw materials, equipments, supplies, etc.)
- Reducing waste: Eliminating the use of Styrofoam cups, plates, etc.
- ❖ Simple strategies such as sharing printers and double sided printing



Step 3. Engage employees and build a Sustainability Culture.

Step 4. Get those bins in order.

We have provided multiple designated recycling bins across the production and office areas to separate plastics, papers, metals, electronic appliances etc.

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To communicate effectively, it was critical to:

- Investigate and understand the audience
- Find ways to encourage them to ask themselves questions:
 - *Do I really need this?*
- Help people form teams or networks to implement new behaviors together.
- Provide direct evidence.
- If necessary, create different messages or campaigns tailored to the different audience segments you are working with.



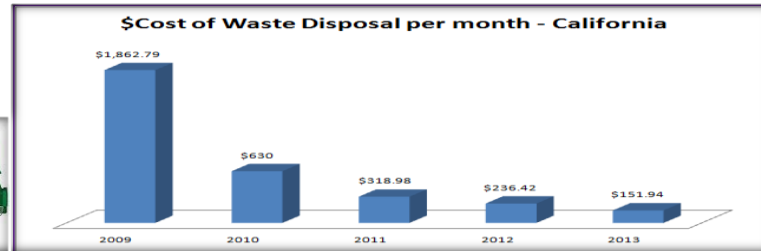
To: Garden Grove Team

Sustainability Update

- In 2009, we used 20 trash containers per week. Now we are using 1 container per week.



- In 2009, the trash pick-up cost was \$1,862.79 per month. Now the cost is \$151.42 per month.
(Note: Unit trash pick-up cost was increased 10% over same time period.)



- Shipment volume increased 57% over same time period.



- Sales of recyclables for period were \$28,750.
- Our labor cost to handle recyclables is less than the labor to handle trash.



Congratulations to the Garden Grove team!

Your hard work and thoughtful participation is getting us closer to our goal of **ZERO WASTE!**

Dr. Nadereh Afsharmanesh
Director of Sustainability

Earth Friendly Products - January 2013



2009



2013

Financial benefits of Recycling since 2010 : \$183,682.55

■ 2010 ■ 2011 ■ 2012 ■ 2013 ■ 2014

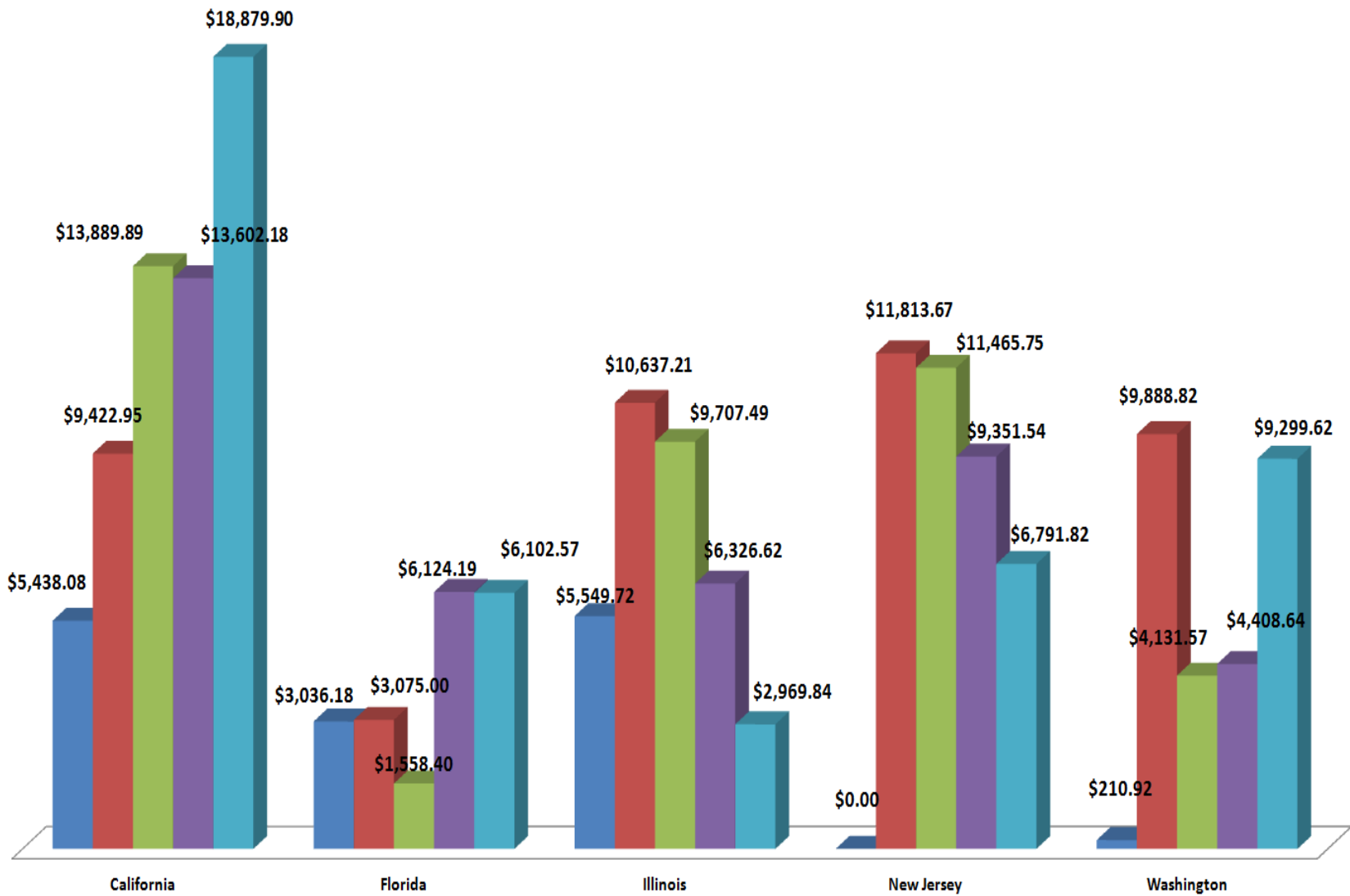


Figure 1: Total amount received through recycling services (\$183,682)

(\$ Cost of waste disposal per month: 2009-2014

Total saving since 2009: \$110,764.72

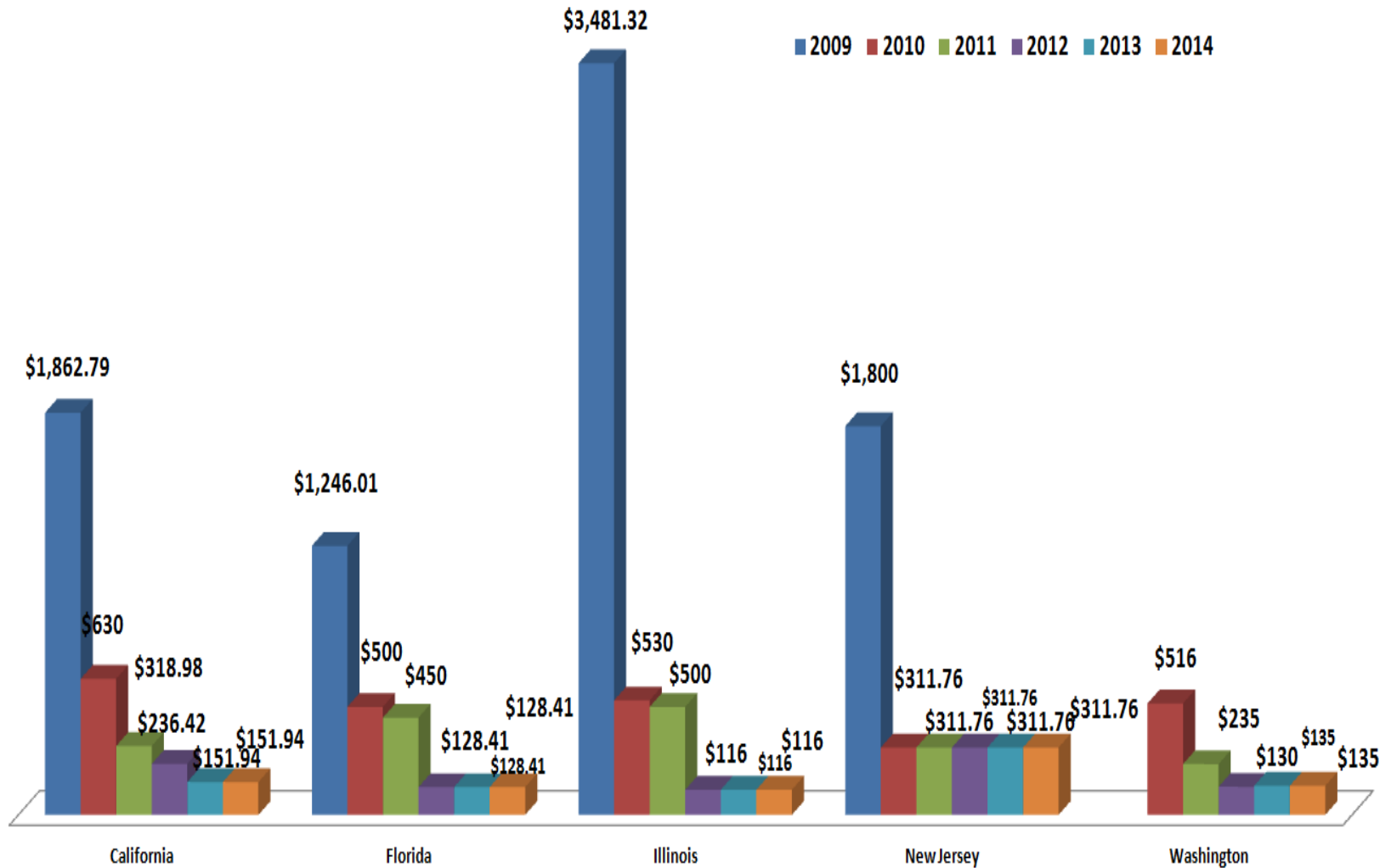


Figure 2: Average cost reduction of waste disposal (\$110,764)

WA – Hands On Children's Museum



CA – Discovery Science Center



IL – Chicago Children's Museum

NJ – The Garden State Discovery Museum



FL- Miami Museum of Science and Boca Raton Children Museum





A laptop t-shirt case





Ongoing Sustainability Programs

The following programs are up and running unless otherwise advised:

- **\$2000 - Eco Friendly Car Incentives**
- **\$2000 - Solar energy incentives**
- **\$1000 – Relocation incentive**
- **Waste reduction strategies**
- **Energy reduction strategies**
- **Meatless Monday**
- **Health Friendly Days**
- **Earth Friendly Products Cool Campaign to save energy**
- **Health Friendly snacks (One apple a day for all employees)**
- **Healthy snacks in Vending Machines**
- **Friend of the Earth nomination**
- **Non Smoking Policy**
- **Eliminating the use of Styrofoam cups, plates, etc.**



Q & A?

Nadereh Afsharmanesh
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