

ZERO WASTE – THE “3C” APPROACH

Transitioning from the 3R's to the 3C's

- *23 years experience*
- *5000+ installations worldwide*

Bruce Buchan

Founder and CEO



TEST / NEWS
00:07:06:10

00:03:16

Flashmob

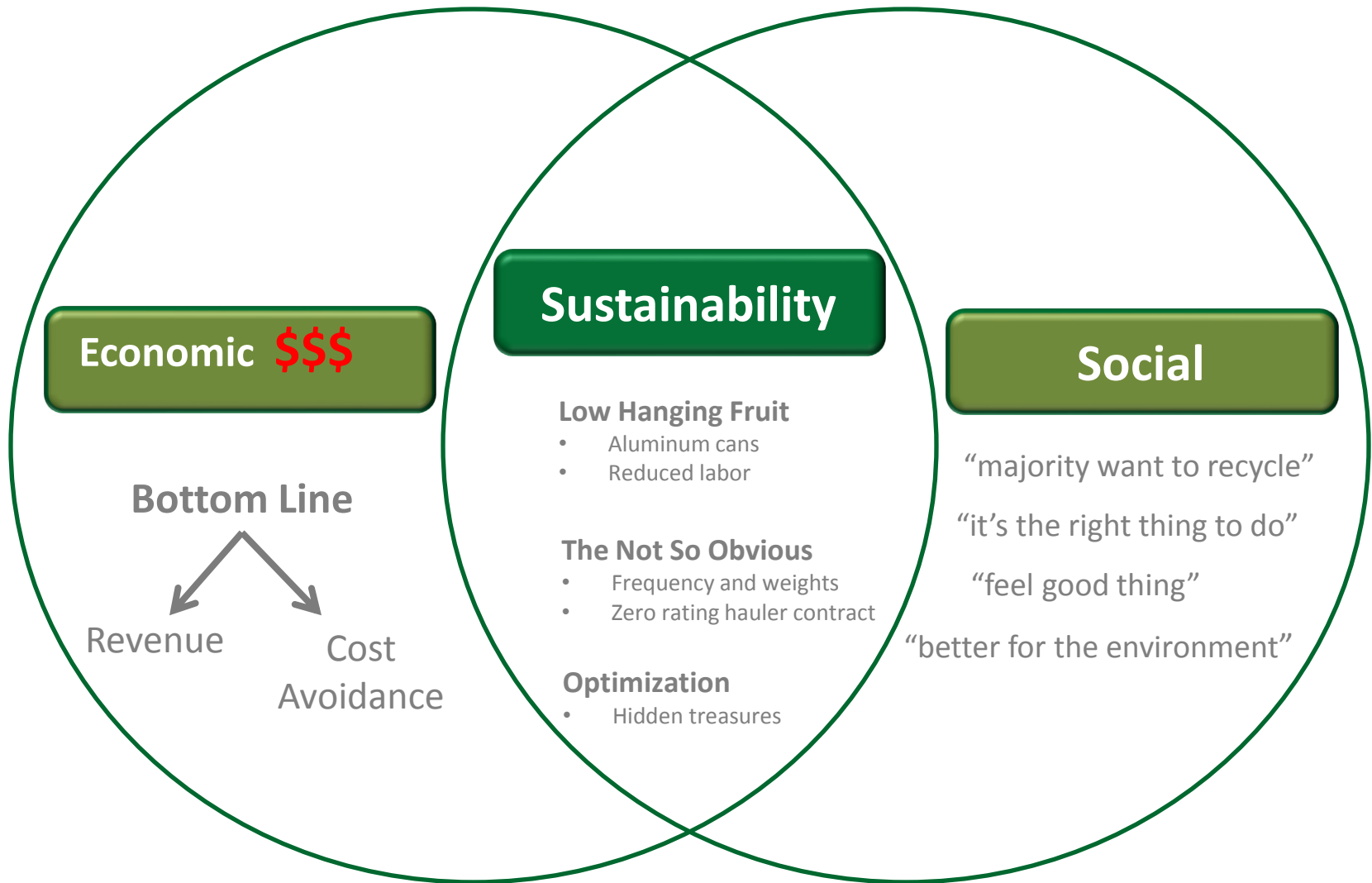
- It's the right thing to do!
- We are part of the solution!
- Everyone else is doing it!
- Customer Pressure!
- Government Pressure!
- We need to be green!
- We can make more money - Green Washing!

“REALITY OF RECYCLING”

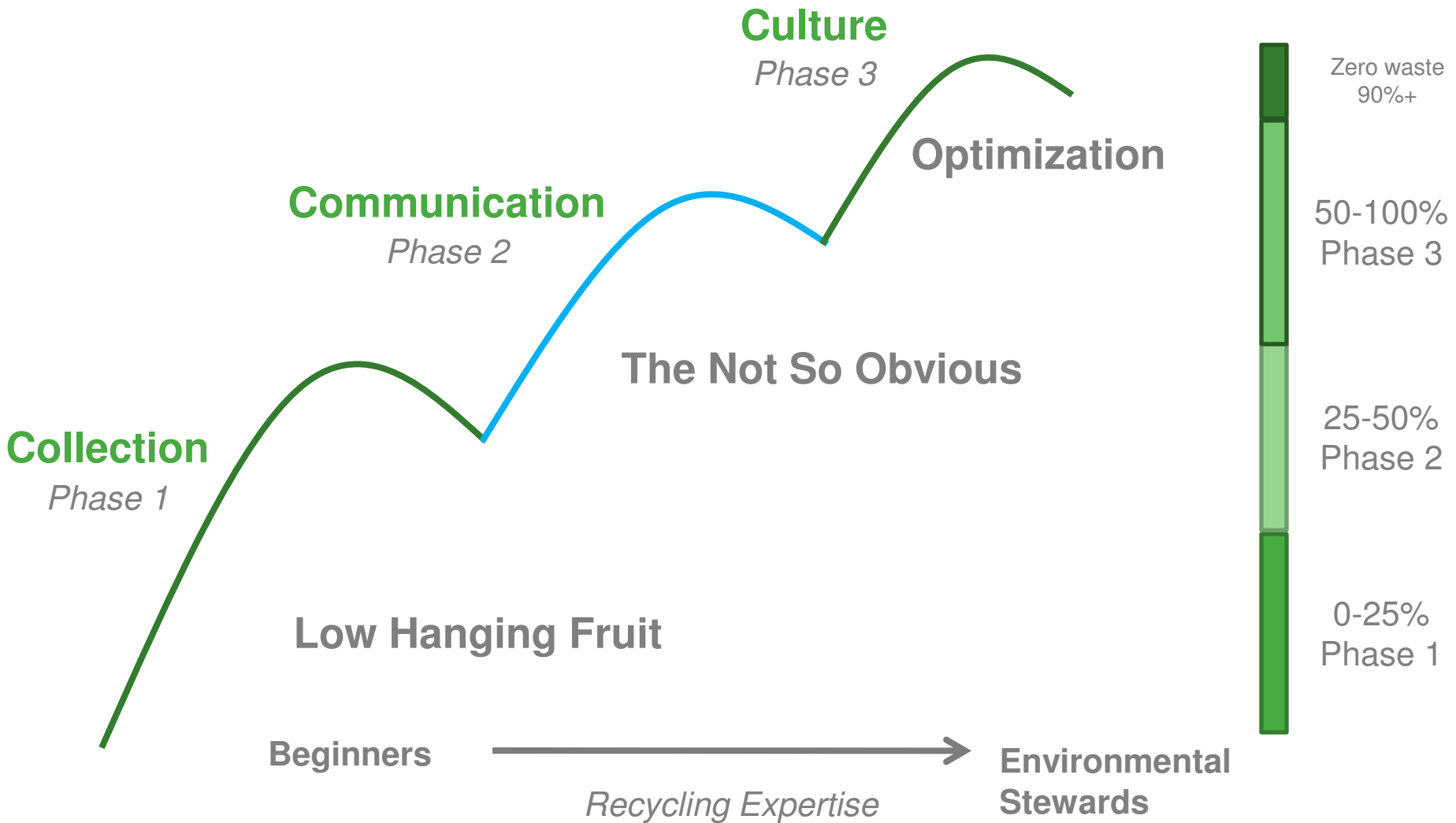


99% OF THE TIME

Where are we as a society?



Where is your organization?



■ The 3C approach



**Culture
Communication
Collection**

Culture

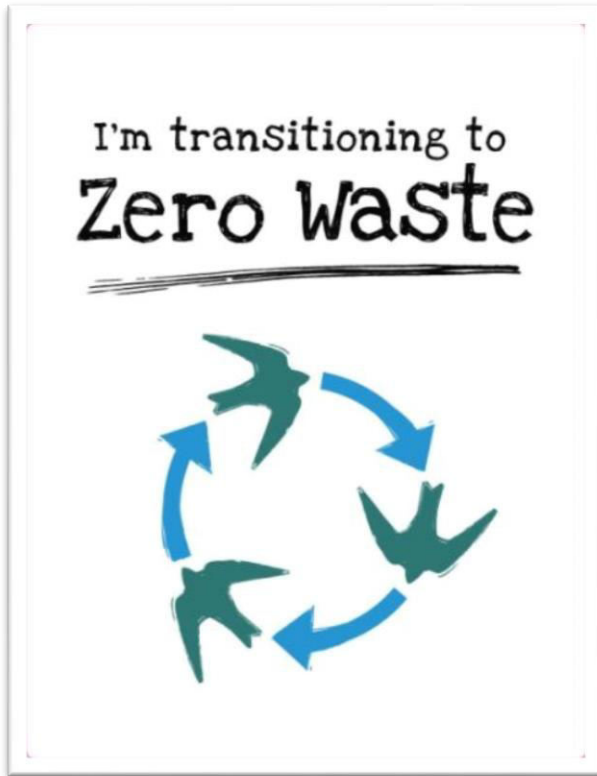
Communication

Collection

- Leadership “Stake in the Ground”
- Innovation
- Transparency
- Engagement
- EPP – Extended Producer Policy
- F.O.T.M. (Flavor of the month)
- C.A.V.E (Citizens Against Virtually Everything)
- How is your culture

Cultural shift

FOTM (Flavor of the Month)



Cultural Statement



Culture

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Communication

- **Green Team implementation**
- **Senior management goals**
- **Metrics and KPI’s**
- **Collection stream accuracy**
- **What message does your equipment convey**
- **Fresh and relevant updates**
- **Sharing best practices**
- **Education & training**

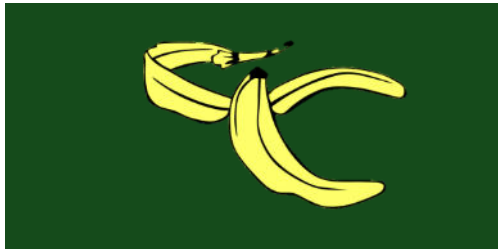
Collection

What would you do?



Importance of graphics

Symbol



Text



Pictorial



Cluster



Custom Cluster



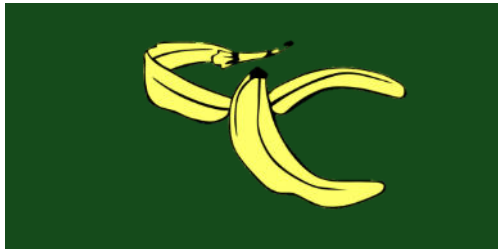
Brand Specific



Importance of graphics

You have 2-3 seconds to decide

Symbol



Text



Pictorial



Cluster



Custom Cluster



Brand Specific



Graphics

Information overload

Less is more!



Graphics

Unclear graphics



Confusion leads to high contamination levels



Graphics

Clear, concise graphics reduces contamination

Recycling

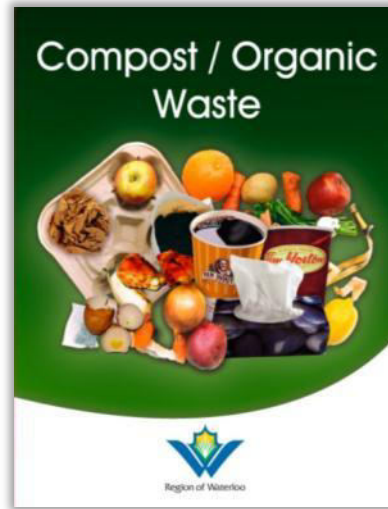


Recycling



Graphics

Tailored graphics to your region and environment



Graphics

Product specific graphics reinforces brand awareness and message



Graphics

Educate



Communicate



Update



Signage to Educate & Promote Environmental & Safety Best Practices

Since
January 1st 2014
This recycling container
has diverted
18,254 lbs
of recycling from landfill
**Keep up the
good work!**


NO PARKING



**VEHICLES PARKED IN FRONT
OF THESE DUMPSTERS
WILL BE TOWED**

NOTICE



**DO NOT DUMP CHEMICALS
DOWN THIS DRAIN!**

SECURITY NOTICE



**IF YOU ARE
DUMPING ILLEGALLY
SMILE FOR THE CAMERA!**

GREEN NOTICE



**PLEASE REMEMBER
TO TURN OFF DOCK LIGHTS
WHEN NOT IN USE**

Back-of-the-house Communication

KNOW WHERE TO THROW!



Recycle
Cardboard (flattened) - Office Paper - Plastic Film (must be bundled & bagged)
NO Trash - NO Styrofoam - NO Lightbulbs

Reciclaje
Cartón (aplanado) - Papel de oficina - Película de plástico transparente (debe estar en bolsas)
NO Basura - NO Poliestireno - NO Bombillas

Trash ONLY
NO Cardboard - NO Office Paper - NO Recyclables - NO Lightbulbs

Basura SOLAMENTE
NO Cartón - NO Papel de oficina - NO Reciclaje - NO Bombillas

Thank you for helping to keep our planet clean.
For bulk item disposal (eg. Store Fixtures, Construction Waste) please call Waste Management™ at 833-726-8800
For fluorescent light bulb disposal please call Waste Management™ LampTrack® at 800-866-1526

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Trash ONLY
NO Cardboard - NO Office Paper - NO Recyclables - NO Medical waste

Basura SOLAMENTE
No incluye cartón - No incluye papel de oficina - No incluye reciclaje
No incluye basura médicas

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Collection

- **Flow FOH to BOH**
- **Hauler contract review**
- **Volumes and frequency**
- **Esthetic vs. practical**
- **Financial restraints (lipstick on a pig)**
- **Color-coordination**
- **Servicing of equipment (time and labor)**
- **Future-ready equipment**

The bolt-on approach to recycling



Minimal Design & Esthetics



Minimal Communication & Maximum Contamination

Future Ready Philosophy

9-8-7-6-5-4-3-2-3-4-?

Future Ready Philosophy

Start with waste



Future Ready Philosophy

Same Foot Print
Same Capacity
Need to right size
Add Recycling



Future Ready Philosophy

Same Foot Print
Same Capacity
Need to right size
Add Food Waste



Future Ready Philosophy

Same Foot Print
Same Capacity
Need to right size
Add Paper – High
Value



Future Ready Philosophy

Same Foot Print

Same Capacity

Need to right size

Remove waste stream

Zero Waste system



CleanRiver's Value Equation

How to make your waste diversion plan successful in the front of the house.

$$\text{Success} = \frac{\text{Moment of Diversion}}{(\uparrow \text{Adoption}) + (\downarrow \text{Contamination})}$$

Engage around program design.

School Board Pilot

Purpose: Will the combination of culture, communication, and collection make an impact?

School #1

- Successful existing program including recycling and organics collection
- Green Team support
- Senior level buy-in
- School received right-sized containers with proper labeling and branding, and 1 month pre-launch communication blitz

School #2

- Struggling program – random containers and no communication support
- School received right-sized containers with proper labeling and branding
- Containers were changed out on a weekend with zero advance communication

CleanRiver® incurred all costs associated with this pilot project – containers, graphics, posters, transportation, labor, miscellaneous costs associated with audits, etc.

School Board Pilot

Pilot School #1 – Before and After

Population: Approx. 1,250 students



Stream	Pre-Pilot Contamination	Post-Pilot Contamination	% Improvement
Organics	8.1%	4.4%	46%
Recyclables	22.4%	7.1%	68.4%
Waste	83.7%	21.7%	74.1%

Pilot School #2 – Before and After

Population: Approx. 1,000 students

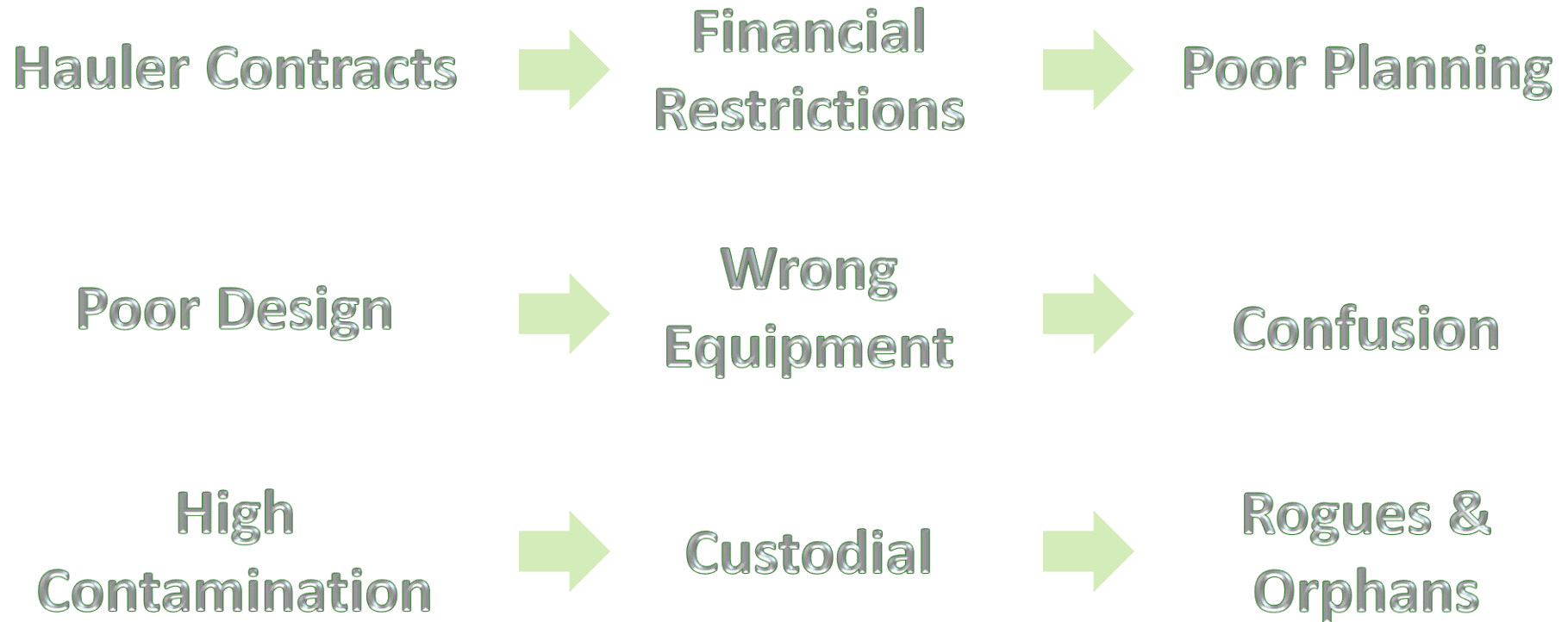


Stream	Pre-Pilot Contamination	Post-Pilot Contamination	% Improvement
Recyclables	35.7%	9.8%	72.5%
*Waste	25.4%	11.4%	55.1%

Note: Organics was included in waste.

Are you set up for success or failure?

Low Priority - Over Committed



■ Rogue & orphan containers

Standalone, single-stream containers that exist apart from other streams in the program.

- Rogue – Design is off-program
- Orphan – Design may be on-program but acts as a catch-all

Smarter recycling solutions

Future Ready

Engagement





Questions and Answers