Are You Throwing Away Your Brand With The Trash?
Managing Waste Streams to Mitigate Risk and Uncover New Opportunities

Anthony DiIenno
President, HAVI Global Solutions
Recycling & Waste Solutions

FEBRUARY 16, 2014

Are YOU throwing your brand away with the trash?

Sustainable
Safe
Cost Effective
Lawful
Dependable

What is the waste stream?
What goes in?
Where does it go?
What goes out?
What is the waste stream?

What goes in?
- Food and ingredients
- Packaging
- Shipping materials and supplies

What goes out?
- Food waste
- Paper
- Corrugated
- Plastics
- Metals
- Cooking oil and grease

Where does it go?
- Recycle Center
- Commodities Market
- Composting Facility
- Waste to energy converters
- Landfill
- Back into the stream
Risks to your brand in the waste stream

Not seen as sustainable or sustainability is inconsistent with brand identity
Inconsistent process from brand manager to operating channel
Contributing to landfill’s and resulting environmental impacts
You could be breaking the law and don’t know it

Risk 1: Not seen as sustainable or sustainability is inconsistent with brand identity

• Employees, who are the first ambassadors of the brand, know the company’s commitment (or lack of) to recycling and sustainability by what has been implemented at the restaurant.
• Potential brand impact if material end-of-life is not measured. Chain-of-custody responsibility does not end with sourcing of packaging but the end-of-life of packaging.
• Is your packaging source certified?
• Is there an end-of-life chain-of-custody?

Risk 2: Inconsistent process from brand manager to operating channel

• Is the corporate sustainability message filtering down to restaurants?
• Do you have inconsistent operations across locations?
• Is your customer facing messaging consistent?
• Lack of national leverage.
• Liabilities that can come with with lack of protocol.
• Legislative Tracking.
FEBRUARY 16, 2014

Risk 3: Contributing to landfill’s and resulting environmental Impacts

- Find alternate recycling choices, organizations can reduce waste spend by using alternate recycling methods other than landfill.
  - Domestic and export reuse
  - Corrugated / Paper recycling
  - Plastic recycling facilities
  - Organic composting operations
  - Waste to-energy facilities

FEBRUARY 16, 2014

Risk 4: You could be breaking the law and don’t know it

- Through legislative tracking, brands can keep ahead of the changing laws.
  - Mandatory organics recycling that has been enacted in certain municipalities.
  - Regulatory requirements, including reporting.
  - New mandated local, state, and federal environmental regulations.
  - Be sensitive to regional / local expectations, these can be unwritten rules.

FEBRUARY 16, 2014

Project:

- A leading QSR chain needed to dispose of excess frozen lemon juice concentrate housed in several cold storage facilities throughout the country. Type of disposal, efficiency, and environmental compliance where all critical.
  - To protect the brand, tracking of each barrel and ensuring the proper disposal was a mandatory requirement.

Result:

- Brand protection - RWS knowledge of progressive alternate disposal methods, project and logistic management, the oversight, ensured all requirements when achieving ensuring brand protection.
  - Cost savings - Achieved 17 percent savings vs. conventional practices at local levels.
  - Energy savings - By diverting waste from half of the storage facilities to anaerobic digesters instead of landfills, the QSR saved 62,107 gallons of gas and reduced energy consumption by 963,000,000 and curbed incremental greenhouse gas emissions by 164 metric tons.
  - Operating efficiencies - The RWS managed process across all locations simultaneously, achieve the disposal program in just 23 days, vs 8 to 12 weeks it would have taken the QSR.

Here’s how to avoid getting squeezed
The future of waste management

End-to-end oversight of your waste stream can help ensure brand trust while also serving as a revenue generator.

- End-to-end begins with package design and product minimization practices.
- Analytical deep dive audits that compare like store sales, against drive thru and dine in percentages, and comparing against waste frequency of pick up across an entire national system can drive out over charging, and cut cost.
- Most importantly... You will help protect your brand!