

# WHY START A RECYCLING PROGRAM FOR YOUR BUSINESS?

It's easier than you think.



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 **CleanRiver**  
RECYCLING SOLUTIONS



# WHY START A RECYCLING PROGRAM?

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# INCREASE YOUR WASTE DIVERSION

Your waste diversion rate represents how much waste you divert from your facility without burn (incineration) or buy (landfill). When you are looking to start a recycling program it is critical to know your current waste diversion rate as a benchmark.



## HOW TO CALCULATE YOUR WASTE DIVERSION RATE

The first step in finding out your current rate is to conduct a WASTE AUDIT. Once you have conducted a thorough waste audit, it's time to calculate your waste diversion rate.

Collect all the data from your waste audit. Having labeled each bag, you will get a very detailed picture of what is happening within different areas of your business. This can be used for analysis later. You now have the total weight of recycling, compost and garbage collected by your organization.

Use this formula to calculate your waste diversion rate:

$$\frac{\text{Weight of Recycling}}{\text{Weight of Recycling} + \text{Weight of Garbage}} \times 100 = \text{DIVERSION RATE}$$

# WHAT IS A GOOD WASTE DIVERSION RATE & WHAT SHOULD YOU AIM FOR?

If your facility is just starting from scratch when it comes to implementing a recycling program, we recommend a good goal to aim for is to increase your waste diversion rate from 0 to 50% within the first year.

After you have successfully diverted 50% of your waste by just separating recyclables, the next step to continue to improve your diversion rate would be to consider the value of organics collection and add a third stream to your program to further divert all compostable items from landfill. Just by adding organics collection your recycling program can begin to divert as much as 75% from landfill. To learn more about the value of organics check out [Organics Collection – How Saving the Planet Can Save You Money.](#)



## RECYCLING GRAPHICS



Easily increase your waste diversion by using clear recycling graphics and messaging to show people exactly what goes where. A study at U of T found that Recycling Labels increased waste diversion by **164%!!**



## REDUCE WASTE PRODUCED

The best thing your facility can do to increase waste diversion is REDUCE. Focus on your supply stream and what you bring in. Work with vendors to bring in only items that are recyclable or compostable.





# SO WHY RECYCLE?

If your business isn't recycling, you could be missing out on a lot of unseen benefits. Not only is recycling good for the planet, **but it's also good for your bottom line.**

We all know the saying "One man's trash is another man's treasure" but when it comes to recycling many businesses are completely missing the boat in terms of the money that can be made in recyclable materials. Recycling and diverting waste from landfill not only has a positive impact on the environment but it can provide huge financial benefits.

**When companies make sustainable choices and implement recycling programs, they have the potential to sell their recyclable waste for alternative uses thus earning back money that was used to finance the program and in most cases generate even more.** As recycling technology continues to make advancements; our metals, plastics and glass only become more precious as the cost of materials go up. Couple that with the fact that millennials and modern-day consumers are demanding green and sustainable products, getting a recycling program started for your business becomes a no-brainer.

## ATTRACT QUALITY RECRUITS

Workplace sustainability and recycling is more important to millennials than previous generations. Employees are motivated to work for a company that recycles.

## HELPS BUILD COMMUNITY

People want to do the right thing and implementing a recycling program in your organization is one way that people can feel their participation is making a positive impact.

## PROTECTS THE ENVIRONMENT

- Saves energy
- Diverts more waste from landfill
- Protects natural resources
- Reduces green house gas emissions

# HOW DO RECYCLING PROGRAMS SAVE YOU MONEY?

## Cost avoidance combined with revenue generation.

The biggest barrier for implementing an effective recycling program is often the capital investment required. Because recycling programs are often thought of as a “nice to do” rather than a financial investment, they are often not given priority for budget allocation.

In reality effective recycling programs can generate revenue for an organization and payback the initial investment in as little as 2 years.

Check out this example from one of our Facility Management clients:

### Proposed Payback Period for Recycling Program Investment

Organization has 1,800 employees

Equipment Cost \$ 48,500.00

BREAK DOWN OF COSTS	PROJECT ANNUAL SAVINGS
CUSTODIAL SAVINGS	\$12,000.00
WASTE CONTRACT SAVINGS	\$12,264.00
PAPER REBATE	\$1,800.00
OLD CORRUGATED CARDBOARD (OCC)	\$28,064.00
TOTAL PAYBACK	<b>1.7 years*</b>



# SAVE MONEY ON WASTE HAULING FEES

Your waste hauling contract is often the last thing on your mind – you already have enough to do! The fact is not many people take the time to really examine the terms of their contract which is a big mistake as you may be missing out on some real savings that could impact your bottom line. It only takes a few minutes to look over your waste hauling contract and identify key areas where you can reduce your waste hauling costs and increase your program ROI.

The first step is to find your waste hauling contract and look at the following:

- **How often is your waste is collected?**
- **Are you separating or comingling recycling (if recycling at all)?**
- **Are you getting weight tickets?**
- **Will your waste hauler collect compost?**

Once you have this information you can then delve a little deeper into your current situation and identify areas of potential cost reduction.

## FREQUENCY OF COLLECTION

It is important to find out how often your bins are collected and if they are full when they are collected. You may discover for example, that your garbage is currently collected every 2 days, and when you take a look at the bin before it is emptied you may find that it is only half-full. If you were to change the frequency of collection to twice a week when your bins are full, this would instantly reduce your collection costs.

## SEPARATED OR COMINGLE

Depending on the recycling guidelines in your city/region your waste hauler will tell you whether you can mix your recycling or separate it. If they will collect separate stream recycling i.e. separating cardboard, cans, bottles, and paper they may be willing to charge less for collecting these items than commingled recycling or garbage because they have a higher commodity value.

## WEIGHT TICKETS

Your waste hauler will provide weight tickets when they collect your garbage, make sure you always receive these tickets so that you can monitor your collections and see if there is a trend in the weights. If the first collection of the week is typically light for example maybe it could be combined with the mid-week pick-up to reduce your collection costs.

## COMPOST

If composting is available in your region then your waste hauler may be willing to collect compostable waste, or there may be a local private company that will collect your organic waste. Again this is a commodity so you may be charged less for the collection of compost than you would for regular garbage.

## REDUCE YOUR CUSTODIAL COSTS

You can save money on custodial costs by implementing a central recycling station in an area that's easy for people to access. Each employee has a small desk side waste and recycling bin and they're responsible for emptying their bins into the central waste and recycling collection stations. This reduces the number of bins that your custodial team has to service so you save on labour costs.



### CENTRALIZED RECYCLING STATIONS

Also, when people sort their own waste it makes them accountable for the waste they generate and helps reduce contamination levels. Not only does this result in lower custodial labour costs, but it also reduces material costs. By reducing the number of bins needed, it reduces the number of liners used which further decreases your costs.

### CULTURE & AWARENESS

### COST REDUCTION





# HOW TO CONVINCE YOUR BOSS

## Having A Commercial Recycling Program Improves Your Company's Social ROI Which Could Lead To Higher Profit Margins

Recycling is a very visual component in your sustainability efforts. A recent global study by Nielson found that 55% of consumers are willing to pay more for products and services provided by companies that are committed to a positive social and environmental impact.

*“Consumers around the world are saying loud and clear that a brand’s social purpose is among the factors that influence purchasing decisions”*

said Amy Fenton, global leader of public development and sustainability, Nielson.

The study also reported that millennials (age 21-34) represent 51% of the respondents who are willing to pay extra for sustainable products. And that millennials are three times more agreeable to sustainability actions than Generation X (age 35-49) and twelve times more than Baby Boomers (age 50-64).

This data was summarized in a powerful statement by the National Restaurant Association’s Hudson Riehle at the NRA conference in 2014 who stated that if businesses didn’t address sustainability they’d be out of business within 10 years.



People like to feel good about their choices. Let customers know that you are serious about your program by branding your containers and promoting your program in-house and publicly on your social media channels. Customers are quick to praise retailers and restaurants via social media for having a good recycling program in place.

Employees like to feel that they work for a company that is doing the right thing, by communicating the program and your diversion results it helps motivate them to keep sorting their waste effectively. If your employees are motivated to participate in the recycling program it helps decrease recycling stream contamination and increase the amount of waste diverted from landfill.

## DRIVE IT FROM THE TOP DOWN

Without a good commercial recycling program in place, your business could be throwing away thousands of dollars every year.

Often recycling programs fail because no-one makes them a priority, however if senior management are seen to be actively involved in the new recycling program and taking it seriously, then everyone else in the organization is going to take recycling seriously too. CleanRiver's CEO Bruce Buchan says "If senior management takes a position, it makes it easier to execute than when you hand the task off to other stakeholders. Transparency, advocacy and policy can make a huge impact on the success of a recycling program."

Set organizational goals for the amount of waste you are going to divert from landfill and then communicate those goals to everyone. Have your diversion rate goal posted near the bins and on company noticeboards so everyone knows what they are working towards, people need to know what is expected of them so they can deliver. If the goals are being set by senior management and are given a priority in company communications, it encourages everyone to get on board with the program.



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Chat With An Expert To Get Your Recycling Program Started Today: [1-888-646-4246](tel:1-888-646-4246)