

**How To Create A
CULTURE OF
EMPOWERMENT AROUND
YOUR CAMPUS 'ZERO-
WASTE PROGRAM'**

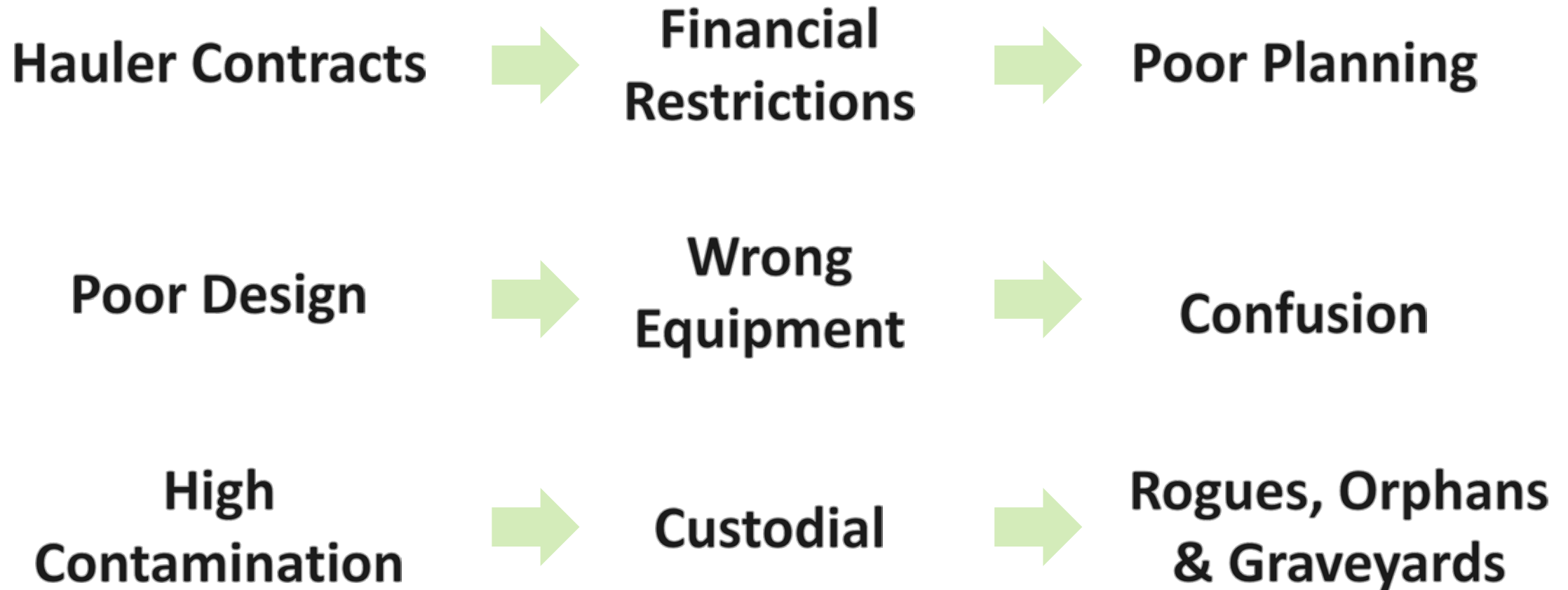
Reduce
Reuse
Recycle
3C
Sustainability
NWAM
ROI
Doing the right thing
Communication
Collection
Millennials
Social
Senior Management Buy In



Recycling is the Gateway Drug
to Sustainability and **Zero Waste**



ARE YOU SET UP FOR SUCCESS OR FAILURE?





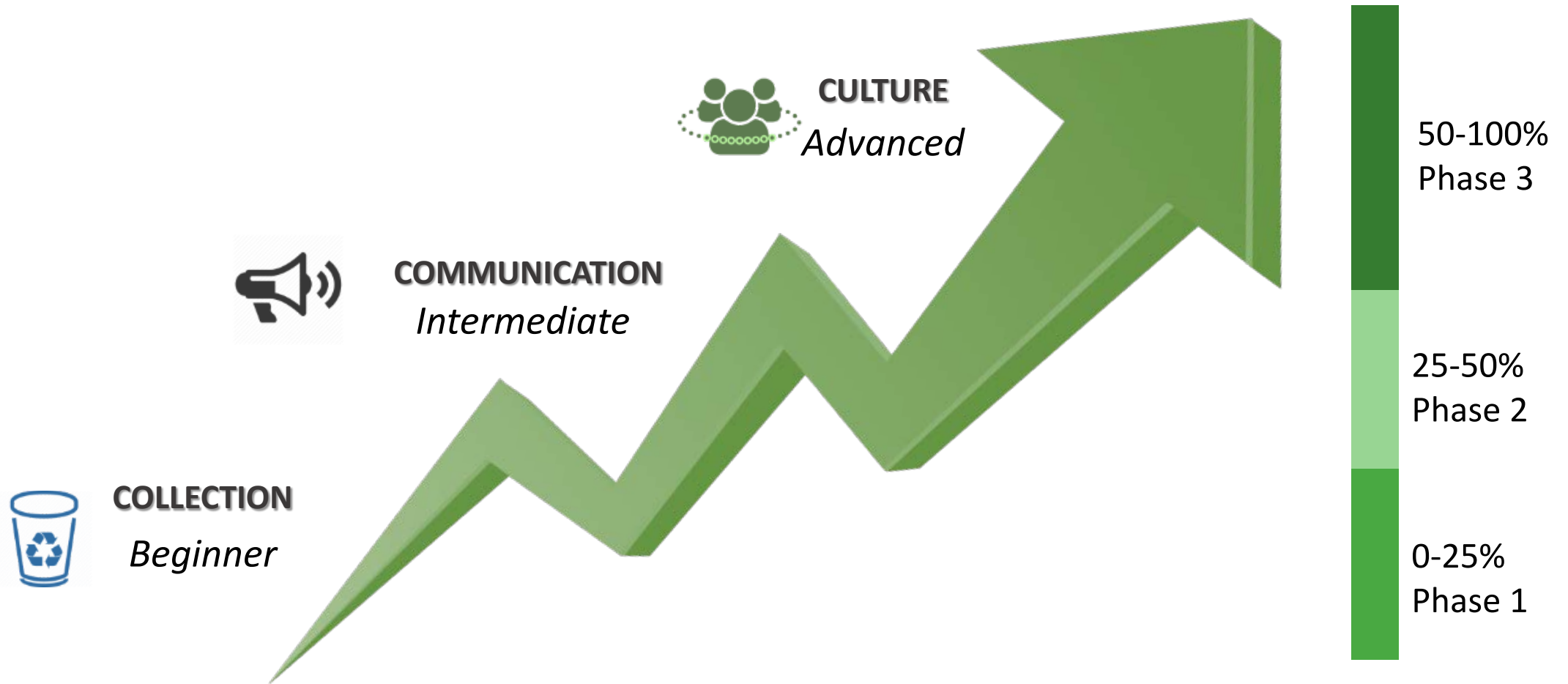
The Path to Zero Waste
requires a different approach:

THE 3Cs OF RECYCLING

CULTURE
COMMUNICATION
COLLECTION



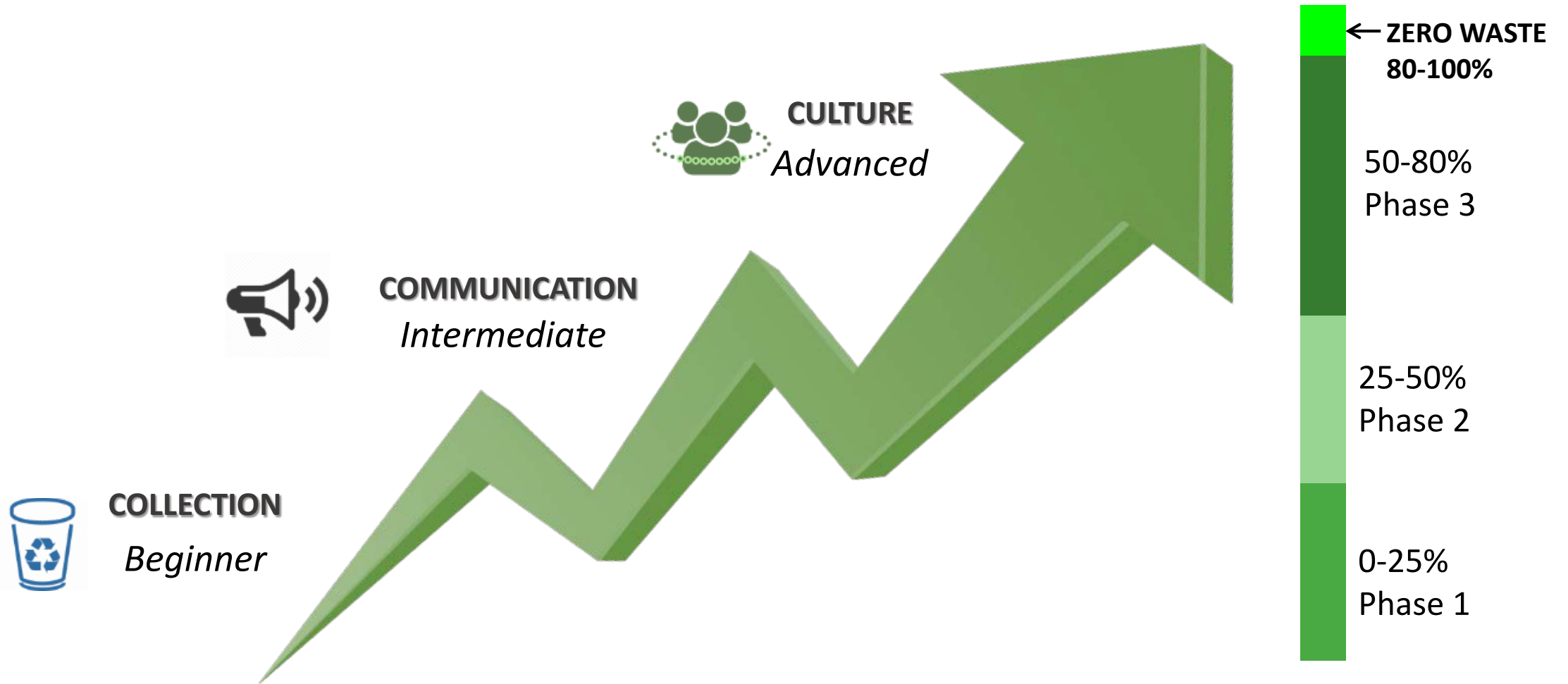
CURRENT STATE





FUTURE STATE

Environmental Stewardship



POLL #1:

- What phase is your organization in right now?
 - 1 Beginner - Collection Phase
 - 2 Intermediate – Communication Phase
 - 3 Advanced – Culture Phase





COLLECTION



- Flow FOH to BOH
- Hauler contract review
- Volumes and frequency
- Esthetic vs. practical





COLLECTION CONTINUED



- 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





OTHER ISSUES TO CONSIDER:

“GEE, I NEVER THOUGHT TO ASK THAT QUESTION”

- Extra Curricular Activities/ who is responsible?
 - Night Courses
 - Sporting events
- Flaps on containers
 - No one wants to touch anything
 - Trapped Alive
- Outdoor containers
 - Vermin and Insects
- Concrete
 - Round vs Square Design





CULTURAL IMPACT OF POOR PLANNING

- Bring all the key stakeholders together
- Fire Code Regulations – Hallways - Plastic vs. Metal
- Union Concerns – Weight & Extra work
- Space Restrictions
- Multiple collection streams i.e: Labs
- Hauler Contracts – Contamination penalties and changes to collection streams
- Location – High traffic area vs. Hidden away
- Time of year/season – Move-in vs. Move-out





POOR DESIGN

- Architects can be the # 1 killers of recycling programs
- H & S Factors (sharp edges)
- Assembly Time & Retrofit Costs
- Servicing Time – Liner Removal & Replacement
- Ergonomic issue – Front Load vs Top Load weight issues.
- ADA – height requirements
- Minimal Graphics - *Please Recycle or Thank You*
- Future Ready – Change is inevitable





FUTURE READY DESIGN CAPABILITIES

WHEN YOU KNOW CHANGE IS ON THE WAY

Recycling & Waste





FUTURE READY DESIGN CAPABILITIES

ORGANIC COLLECTION RETROFIT IN UNDER 15 MINUTES

Add Organics





FUTURE READY DESIGN CAPABILITIES

EXPECT THE UNEXPECTED

Convert organics for larger volume





CUSTODIAL

- Last line of defence
- Need to be a part decision making process for containers
- Language barrier is critical
- Support for language inside the bin
- Color coded instructions with bags
- Union Contracts – Collect waste, not recycling





REMOVE THE ROGUES CONTAINERS OFF PLAN OR LEFT BEHIND





ORPHANS

STAND ALONE CONTAINERS IN PUBLIC SPACES





GRAVEYARD

WHERE ROGUES AND ORPHANS Go To DIE.

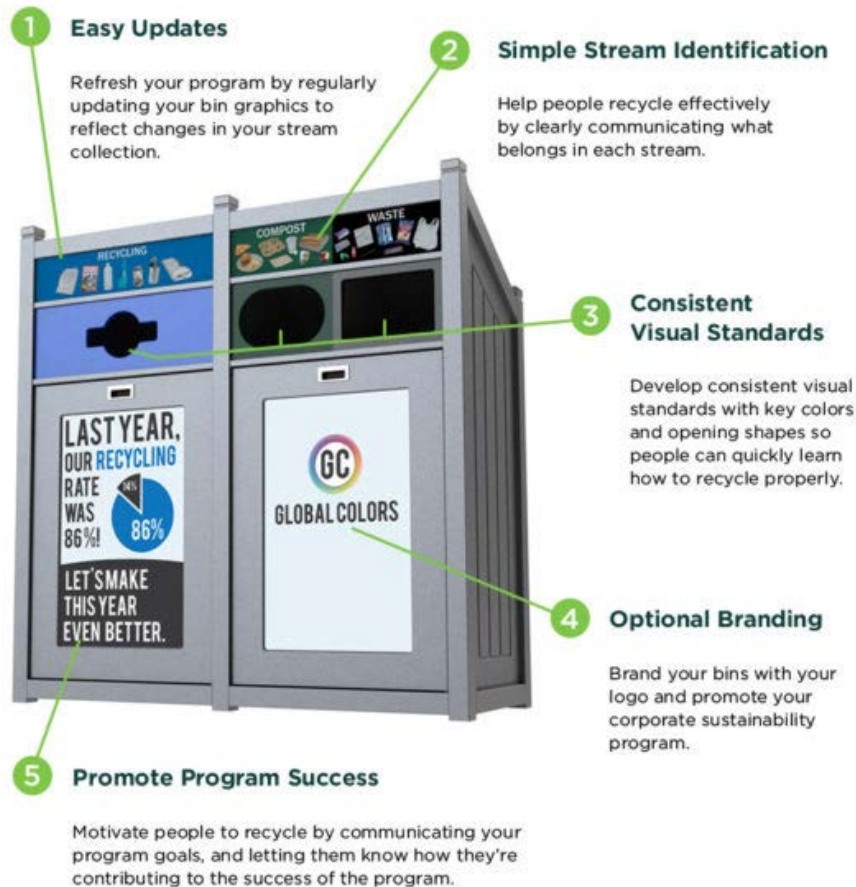




COMMUNICATION



- Green Team implementation
- Senior management goals
- Metrics and KPI's
- Collection stream accuracy



COMMUNICATION CONTINUED



- What message does your equipment convey
- Fresh and relevant updates
- Sharing best practices
- Education & training

COMMUNICATION: THE IMPORTANCE OF GRAPHICS





YOU HAVE ONLY 2-3 SECONDS TO DECIDE!



Symbol



Text



Pictorial



Cluster



Custom Cluster



Brand Specific



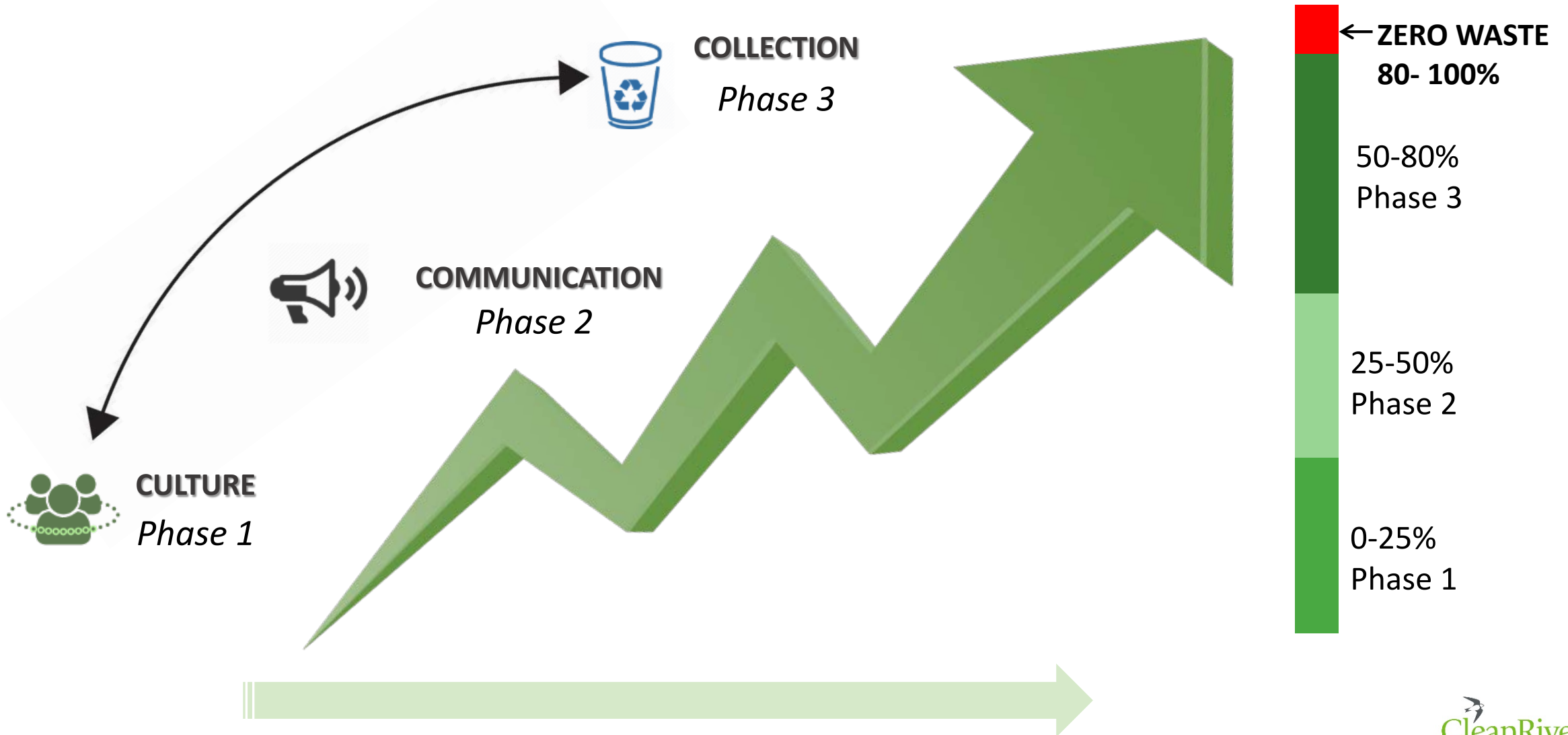
POLL #2: HOW IS YOUR ORGANIZATION'S CULTURE?

- 1 Culture is a challenge (Flavour of the month attitude)
- 2 Culture is good (I would recommend this place to work)
- 3 Culture is best in Class – (Senior Management understands and supports)





CURRENT PROCESS IS BACKWARDS





CULTURE



- 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)





Is CULTURE A FACTOR?





IMPACT OF CULTURE

- BRAND
- SOCIAL
- FINANCIAL





BRAND IMPACT





SOCIAL IMPACT





SOCIAL COST

Love you for trying

Hate you for lying





FINANCIAL IMPACT

- Financial Cost-
12K Shares

Whole Foods in deep financial trouble; sales plummet following deceptive anti- labeling position with Monsanto

Friday, October 21, 2016 by: David Gutierrez, staff writer
Tags: [Whole Foods](#), [GMO labeling](#), [Dark Act](#)



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[Diana Kamenel Trettin](#) I was deeply disappointed in Whole Foods following the Monsanto GMO labeling issue. I have not gone back, and with the many truly good options we have in Boulder, I don't see myself ever going back. I believe you reap what you sow.

[Like](#) · [Reply](#) · [3](#) · [Yesterday at 2:39pm](#)



SOCIAL AND FINANCIAL IMPACT





FINANCIAL AND SOCIAL R.O.I

ELON MUSK TAKES CUSTOMER COMPLAINT ON TWITTER FROM IDEA TO EXECUTION IN 6 DAYS



Loic Le Meur  @loic

10 Dec

@elonmusk the San Mateo supercharger is always full with idiots who leave their tesla for hours even if already charged.



Elon Musk 

@elonmusk

 Follow

@loic You're right, this is becoming an issue. Supercharger spots are meant for charging, not parking. Will take action.

10:20 PM - 10 Dec 2016

  261  2,236



CULTURAL SHIFT





50% WASTE DIVERSION





66% WASTE DIVERSION





CONVERTING TO ZERO WASTE





UNIVERSITY OF CALGARY





CULTURE WE LIVE IN

Recycling is like voting... Most people don't think that they can make a difference.



THANK YOU
FOR LISTENING

Q & A