



# Five steps to better recycling performance

DS Smith's guide to how sustainable recycling and waste management can improve both environmental and financial performance



The Power of Less®



## 1 What's going into your bins?

Adopting circular economy principles and keeping resources in use for as long as possible can make your business both economically and environmentally sustainable.

The first thing to consider is what goes in to your bin – and can you prevent it from becoming waste in the first place? Preventing waste can help to make you more efficient and reduce costs for your business.

So take a look at what's in your bin: how can you stop it from getting there? What purchasing decisions can you make to help prevent waste from being created, and also make sure that materials can be recycled when they reach the end of their life? Something that appears to be cheaper at the point of purchase can turn out to be more expensive when you consider its whole-of-life costs.

If you're simply throwing everything together in a bin, you could be losing out. You should be avoiding disposal costs through recycling, but by presenting good quality materials for recycling, you could even add a revenue stream to your business.

But it's not just about having the right bins for the right materials. Take a look at the way materials flow through your organisation. Where do they go? Ensuring that bins are in the right place will help make sure that they are used for the right material. You will also increase the quality of the material that you're collecting for recycling.

*Preventing waste can reduce costs for your business*





## 2 Set SMART recycling and waste management goals

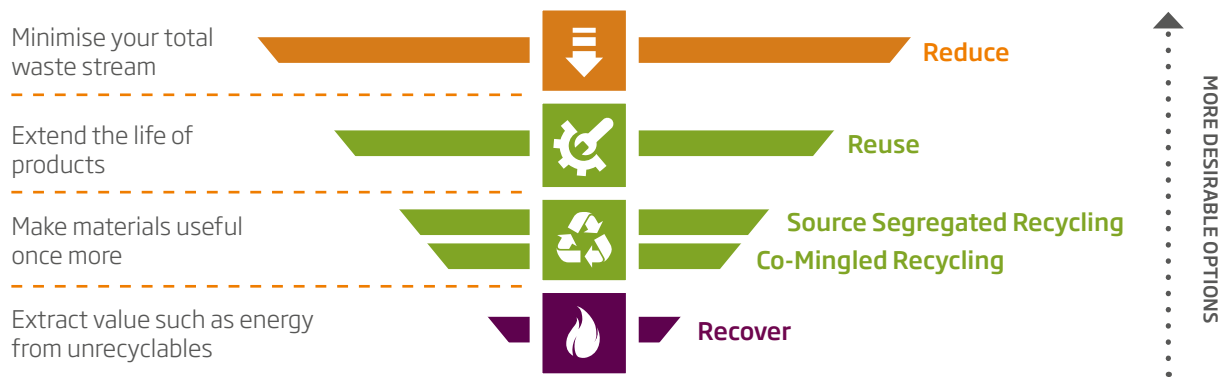
What do you want your recycling to do for you? Reduce your waste spend, divert material from landfill and incineration, boost your recycling rates, generate revenues – all of the above? Set objectives and goals, then define how you’re going to measure them. Focus on collecting high quality material to boost your recycling rate and increase the value you could be bringing to your business.

Benchmark against how you’re currently performing. Identify what’s achievable for your organisation, because no two organisations are the same. Finally, communicate your goals to all of your teams.

Then, what can you do to deliver on your objectives? Fully audit your waste and recycling practices, find the equipment and solution that is right for you, get buy-in from the boardroom to the shop floor, and engage everyone in what needs to be done. Plan to keep your teams updated on progress, too, to maintain the momentum on improving your recycling and waste management processes.

### The Waste Hierarchy

**Segregation and waste hierarchy principles are a legal requirement for recycling and waste management. Legal compliance is a minimum - best practice can bring far greater benefits to your business.**



*Identify what's achievable for your organisation, because no two organisations are the same*





### 3 Launch your new scheme

When you've set your goals, you need to launch your new recycling and waste management system. Will your teams need retraining, or any communications to update them on the change?

Posters, videos, training sessions – consider what will best communicate the new process across your business. Ensure that your teams understand the importance of separating material streams to increase the quality of your material. And when you have successes, share those good news stories with your employees.

Building recycling targets into employees' job roles, as well as into your business's values, will help to ensure that everyone in your organisation is helping to waste less and recycle more.

*Consider what will best communicate the new process across your business*



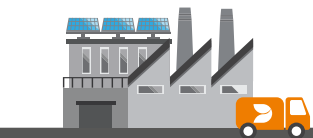
### 4 Measure and manage

Accept nothing less than full transparency to be sure that you're meeting your recycling goals.

Work with your recycling and waste management partner to review the data from your business. Collections, quality, waste composition, weights, miles travelled – you need to know what's happening to your waste streams. Understanding where your recycling and waste ends up is key to best environmental performance. Are there closed loop recycling opportunities in your business? Could you buy packaging back from the people who recycled it?

Your recycling should be easy, practical, and streamlined – and your recycling and waste management partner should be able to support you with updates in your services, as well as the latest developments and trends from around the industry.

*Understanding where your recycling and waste ends up is key to best environmental performance*



## 5 Build your reputation

Sustainable businesses perform better in the marketplace - not just because they're operating more efficiently.

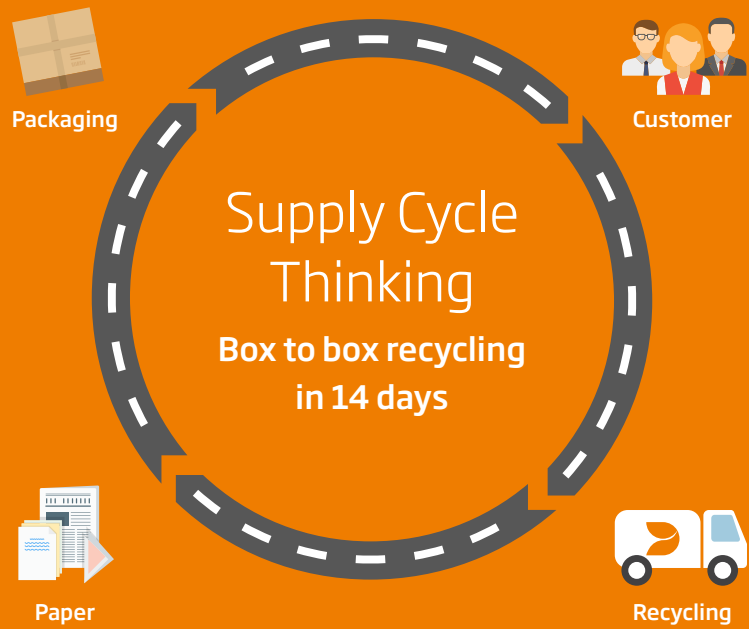
Reducing the waste you generate and improving your recycling systems can help reduce costs and even add value to your bottom line. There are also huge gains to be had in terms of brand reputation, especially when compared against businesses that can't show how they're working to improve their impact on the environment.

So if you're improving your sustainability credentials, shout about it. Awards entries, case studies, internal and external campaigns - make your corporate responsibility commitments part of your regular marketing communications to make the most of what you've achieved.

With the environment high on the agenda for consumers and organisations, people want to work for, and do business with, companies who can demonstrate great environmental stewardship.

*Make your corporate responsibility commitments part of your regular marketing communications*





Now that you know how to get the best from your recycling and waste management, why not talk to DS Smith about reviewing your operations?

[www.dssmith.com/recycling](http://www.dssmith.com/recycling)

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