Driving Business Value with Sustainability and Zero Waste

NACS

JOSH PRIGGE
SUSTRIDGE
2/27/19
BACKGROUND

Sustainability Coordinator - Hawaii Pacific University
President - Sustainability Association of Hawaii
Director of Regenerative Development - Fetzer Vineyards
Adjunct Professor - Mendocino College
Founder and CEO – Sustridge (www.Sustridge.com)
Producer and Host – Sustainable Nation Podcast
Corporate Responsibility is Evolving

1980’s: Corporate Philanthropy

1990’s: Corporate Social Responsibility

2000’s: Corporate Sustainability

2019+: Corporate Regenerative Development
We're proud to be a part of the B Corp Community

Leading a global movement to redefine success in business.
OVER 2,000 cities, states, universities and businesses are saying WE ARE STILL IN THE PARIS AGREEMENT.
Positive proof of global warming.

CONSUMER DEMAND

81% - extremely or very important that companies implement programs to improve the environment.

73% - definitely or probably change their consumption habits to reduce their impact on the environment.
“Within the next 5 years all investors will measure a company’s impact on society, government, and the environment to determine its worth. To prosper over time, every company must not only deliver financial performance, but also show how it makes a positive contribution to society. I do believe that the demand for ESG is going to transform all investing.”

BlackRock CEO, Larry Fink
FIGURE A
Sustainable and Responsible Investing in the United States
1995–2018

SOURCE: US SIF Foundation.
“There is a positive relationship between sustainability engagement and employee engagement.”

“Sustainability engagement positively impacts nearly all of the dimensions of traditional employee engagement. (alignment, pride, discretionary effort, and advocacy)”
REDUCE COSTS
“Companies that pursue sustainability significantly increase their chances of becoming innovative leaders in the process.”

“When we averaged across multiple lists... sustainability leaders are more than 400 percent more likely to be considered innovation leaders.”
90% of 200 studies concluded that good ESG standards lower the cost of capital.

88% show that good ESG practices result in better operational performance.

80% show that stock price performance is positively correlated with good sustainability practices.
ZERO WASTE
GETTING STARTED

1. Tracking
   - Waste to landfill
   - Materials being recycled
   - Materials being reused
   - Materials being returned to vendors
   - Materials being composted
   - All costs and revenue

2. Understand Diversion Rate
   - Total Materials Diverted From Landfill / Total Materials (diverted and landfilled) = Diversion Rate
   - Ex. Company A sent 30 tons to landfill and recycled, reused and composted 70 tons (70/100 = 70% diversion rate)

3. Use the TRUE Zero Waste Framework to Guide Strategy
TRUE ZERO WASTE CERTIFICATION PROGRAM

Administered by Green Building Certification Inc. (GBCI)

7 Program Requirements:

1. Zero Waste policy
2. 90% diversion rate
3. Meet all waste and recycling laws and regulations
4. Base year of waste data
5. Less than 10% contamination level for all materials
6. Submit 12 months of waste data annually to GBCI
7. Submit a case study to GBCI

81 Credits
## TRUE CATEGORIES AND POINTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redesign</td>
<td>4</td>
</tr>
<tr>
<td>Reduce</td>
<td>7</td>
</tr>
<tr>
<td>Reuse</td>
<td>7</td>
</tr>
<tr>
<td>Compost</td>
<td>7</td>
</tr>
<tr>
<td>Recycle</td>
<td>3</td>
</tr>
<tr>
<td>Zero Waste Reporting</td>
<td>4</td>
</tr>
<tr>
<td>Diversion</td>
<td>5</td>
</tr>
<tr>
<td>Zero Waste Purchasing</td>
<td>9</td>
</tr>
<tr>
<td>Leadership</td>
<td>6</td>
</tr>
<tr>
<td>Training</td>
<td>8</td>
</tr>
<tr>
<td>Zero Waste Analysis</td>
<td>5</td>
</tr>
<tr>
<td>Upstream Management</td>
<td>4</td>
</tr>
<tr>
<td>Hazardous Waste Prevention</td>
<td>5</td>
</tr>
<tr>
<td>Closed Loop System</td>
<td>4</td>
</tr>
<tr>
<td>Innovation</td>
<td>3</td>
</tr>
<tr>
<td>Total Points</td>
<td>81</td>
</tr>
</tbody>
</table>

### Certification Levels:

- **Certified**: 31-37 points
- **Silver**: 38-45 points
- **Gold**: 46-63 points
- **Platinum**: 64-81 points

Images: https://true.gbci.org/
Fetzer Wines – Hopland, CA

• First Zero Waste certified wine company in the world
• Diversion Rate: 97.3% in 2014 to 99.2% in 2017
• $600,000 in savings and revenue in 2017 alone
Tesla Factory – Fremont, CA

- Compost bins in all office and café areas
- Several sorting and separation areas
- 97 percent diversion from landfill and incineration
- Over $30 million in savings and recycling revenue in 2016
Case Study: Piazza Produce, LLC

The following items were found in their landfill waste:
- Old corrugated cardboard (OCC)
- Paper items
- Petro-coated or waxed cardboard
- Drink cans and bottles
- Packaging materials
- Spoiled produce and other compostable materials
Case Study: Piazza Produce, LLC

Spend and Rebate Summary by Year

Product Category Breakdown

Tons

2500.0
2000.0
1500.0
1000.0
500.0
0.0


Solid Waste Recycling Universal Waste

Images: https://true.gbciong/
The **TRUE Advisor** is a professional certificate program offered by GBCI. TRUE Advisors support the implementation of TRUE programs, prepare businesses for TRUE Zero Waste certification, and assist organizations through the certification process.
Thank You

josh@sustridge.com
www.Sustridge.com
Upcoming Webinars and Meetings

March 20 | 2:00pm – 3:00pm Eastern
  Doing Beautiful Things with Keep America Beautiful
  *Deb Wooley, Keep America Beautiful*

May 15 | 2:00pm – 3:00pm Eastern
  The New Plastics Economy
  *Victor Bell, Environmental Packaging International*

(tentative) June 18 | 2:00pm – 3:00pm Eastern
  Recycling the Unrecyclable
  *Speaker TBA, Terracycle*

October 2 or 3 | NACS Show in Atlanta
  In-person meeting