Rubbermaid®
Commercial Products

HOW TO TRACK AND SHARE YOUR RECYCLING SUCCESS AND WHY IT MATTERS



Why do the numbers matter?

Your new waste and recycling bins are in place, which means you're already on the way to reaping the cost, sustainability and reputational benefits of better recycling.

While sustainability is high on the consumer agenda, it's not just your customers you'll want to communicate your progress to.

From demonstrating the ROI of your investment to stakeholders, to communicating success internally to motivate your employees and create a culture of sustainability, there are many reasons why tracking and reporting your recycling results is going to be good for business.

How much do your customers care?

3/4 **of consumers are calling out for companies to take initiative to reduce their environmental footprint[1]**

78% **say companies should be mandated to give full transparency into their supply chain so shoppers can make informed choices[1]**

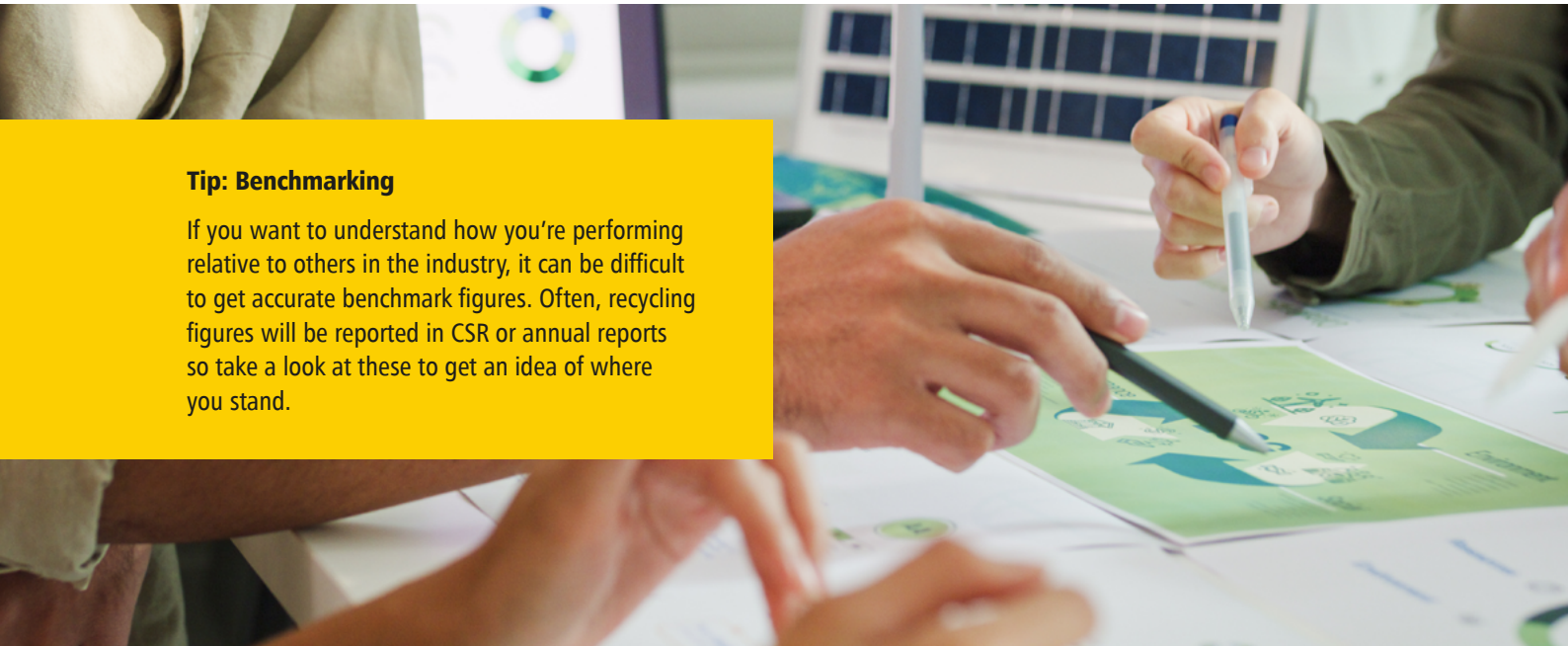
The pressure to provide sustainable options for consumers is real. Consumers are more clued up on what's sustainable and 'greenwashing' simply won't wash. That's why you need numbers to do your talking, and your recycling progress is giving you a great story to tell.



Where have you come from?

Before you started your waste and recycling transformation project, it's likely you had a picture of how much waste you were recycling, how much was going to either landfill or to incineration, and how much your waste collection was costing you. Having these numbers as a starting point will help you to assess return on investment and quantify the improvements you've made.

You'll be able to use this same data to track improvements to your recycling rate and reduction in your waste management cost over time. If you're not sure where to find this data, speak to your waste collection contractor – it's likely you will or could have access to an online dashboard where you can see the total weight of waste send to landfill or incineration and your recycling rate, alongside costs.



Tip: Benchmarking

If you want to understand how you're performing relative to others in the industry, it can be difficult to get accurate benchmark figures. Often, recycling figures will be reported in CSR or annual reports so take a look at these to get an idea of where you stand.

Supporting sustainability accreditation

Many businesses are choosing to work towards an industry-recognised sustainability accreditation, helping to enhance their reputation, operate more efficiently and cost-effectively, and minimise their environmental footprint. If you're looking to do this, tracking your recycling improvements can help you move towards your goals.

Answer six questions about your business' current waste management and get an indicative waste collection cost saving and recycling rate improvement figure.

Read more about how we partnered with the Vale Resort to help them work towards

"Zero waste to landfill" does not equal 100% recycling

And your customers are wise to it…

As consumers become more savvy about green claims, companies need to be careful how they communicate where their waste goes to avoid accusations of 'greenwashing'. Zero waste to landfill claims are becoming increasingly scrutinised – if a company sends zero waste to landfill but has a recycling target of just 50%, what's happening to the rest?

When remaining waste is burnt at an incineration plant, otherwise known as a waste-to-energy plant, it not only emits greenhouse gases, but around 20% of the waste remains as "bottom ash"[2]. While some processing plants can recover further materials, especially metals, for recycling, a proportion may also find its way to landfill.

While reducing waste is the number one goal, with your recycling bins in place, you should be able to tell a genuinely positive story that doesn't rely on figures that don't give the full picture.



Tracking and reporting progress

Keeping track of your cost savings and recycling rate, and communicating these internally and externally, will mean you can demonstrate to your customers and stakeholders the difference your recycling improvements have made to the business.

It is simply expected now that companies will include environmental information in their annual reports and many also choose to report CSR and environmental targets and improvements separately. As it's easy to measure over time, waste and recycling statistics are ideal to demonstrate your business' achievements.

Case study: a Better Future for food waste at Travelodge

400+ tonnes of food waste now disposed of sustainably

With commercial recycling legislation on the horizon, and with a business-wide focus on reducing and more sustainably disposing of waste, we partnered with Travelodge on a food waste recycling trial.

By tracking the results, we were able to see the tangible impact of separating kitchen food waste at source for recycling at its Bar Café hotels. As reported in Travelodge's 'Better Future' annual sustainability report for 2023, rolling out food waste recycling across its estate saw 36 tonnes of waste disposed of correctly after the first month, with over 400 tonnes projected per year.







Shout about your recycling success with us!

We love telling the stories of our customers' recycling successes. If you'd like to partner with us to shout about the difference your new recycling bins are making to your business, please get in touch with us to have a chat.

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[1]"The Changing Climate of Sustainability" NielsenIQ
[2]https://myrecyclingwales.org.uk/materials/incinerator-bottom-ash