



## CASE STUDY INNOVATIVE & ENGAGING SOLUTIONS

### HIGHLIGHTS

- ▶ **Total Waste Management** across the UK
- ▶ **99.1%** average on-time service success
- ▶ Generating circa. **340 tonnes of material p.a.**
- ▶ **Zero Waste to Landfill**
- ▶ On-site recycling rates reaching **77%**

Our client is one of the UK's leading distributors of animal feed to the agriculture sector. They have a deep understanding of their cost base and the ability to innovate. This has enabled them to navigate the many challenges the sector has faced over the past three decades. With the emerging global commodities market impacting the price of raw materials in the UK, our client has continued to innovate, investing in systems and staff to better serve arable farmers in the future.



## OVERVIEW

Our partnership commenced several years ago with a shared commitment to continuously improve, innovate and invest in systems & technology. Above all else, our focus is on engaging with staff to minimise the impact their actions have on the environment. We manage the collection and processing of traditional waste streams such as general waste, dry mixed recycling, wood and scrap metal. We also manage more complex waste streams including hazardous waste, spent grain, feminine hygiene waste and many more. Since the outset of the relationship **our commitment** has always been to support our client to move up through the tiers of the **Waste Hierarchy** and to utilise the principles of the **Circular Economy** to ensure that the materials they dispose of are given a second life.

### Innovative solutions to reducing the carbon footprint

For our clients and our teams, service success is about being 'on time'. The collection success rate for "on-time" services in 2021 across the our customers estate has averaged 99%. Some of our competitors in the waste industry report service success by including missed collections recovered within an agreed number of days - **for us, service success is about being 'on-time'**.

To ensure timely collection services for our clients, we've developed a number of key partnerships in all major towns and cities across Britain. When looking for the right partners, one of our key considerations is location. The **proximity principle** means that we ensure our service partners are locally based in relation to the customer site. This means that vehicles regularly travel through a smaller service area thereby maximising the quality and timeliness of collection services. The additional benefit is that the associated **carbon footprint is reduced** by avoiding the unnecessary travelling miles.

Where complex materials are produced, we've developed a solution to safely stockpile the items for bulk collection. By doing this, we can co-ordinate with our service partners to collect from several sites on the same day. By doing so, we are able to provide a more **cost effective** solution that has the added benefit of reducing the mileage travelled were we to have booked collections on separate days.

### Innovation through technology - THE HUB

The original goal we were given was to deliver a 'zero-landfill' solution. This has now been. We've won an **Innovation Award** for our bespoke designed web portal "The Hub". Our portal presents honest, accurate and real-time data, giving our customer complete confidence in the services that services that we provide. The Hub shows clearly presented data and **secure log ins** to keep our customers information safe. The System is **live 24/7** and web based, allowing information to be accessible anywhere and anytime our clients require it.



Our customers finance team can view invoices, statements and backings data which means they no longer need to retain physical paperwork. Not only does this reduce the need for storage and archiving, but **reduces waste being generated in the first place. This is a key added value for NOVATI as it emphasises the top tier of the waste hierarchy.**

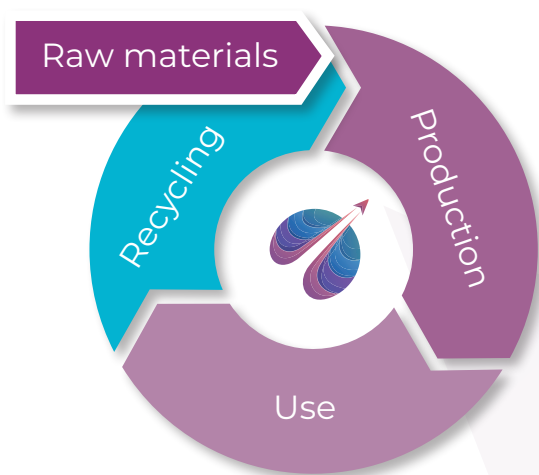
The HUB shows the tonnage of materials being generated by site by month and includes details of how the material was processed in line with the waste hierarchy. More importantly, reports include GHG conversion factor data on scope 3 'waste disposal' so that our client has a clear picture of their carbon footprint. We're able to **analyse trends** and create projects designed to minimise the impact operations have on the environment. Compliance documentation including electronic copies of waste carrier licences, waste transfer notes, disposal site permits, hazardous waste consignment notes and more are all held on the portal. This gives our customer **confidence** that they are able to access data required for ISO audits, Environment Agency visits and regulatory inspections.



## Circular Economy

A circular economy is an alternative to a traditional linear economy in which we keep resources in use for as long as possible, extract the maximum value from them whilst in use, then recover and regenerate products and materials at the end of each lifecycle. The circular economy is important because it creates sustainable opportunities for growth, helps to reduce waste, drive greater resource productivity and delivers a more competitive economy. By realising the benefits, businesses are also positioning the UK to better compete with international markets, address emerging resource security issues and reducing the environmental impacts of our production and consumption. Our strategic partnership approach allows us to focus strongly on the circular economy.

### Circular economy



At the outset of our relationship our customer recycled less than 5% of all waste materials and had no visibility of landfill diversion statistics from their previous waste supplier. By utilising the guiding principles of the circular economy and by **embracing a true partnership** our client now **recycles more than 70%** of the materials generated at its largest sites.

Our vision and commitment means that we are always reviewing services to seek **continuous improvements**. The original goal we were given was to deliver a '**zero-landfill**' solution. This has now been achieved but we will continue delivering year on year improvements to recycling rates.

## Engaging the workforce

We support our client to **raise awareness and educate staff** about the global and local challenges we face in regards to waste management and the environment. Engagement and awareness are fundamental in **delivering successful change and creating a new culture** where we consider how our behaviour affects the environment we all live in.

Our engagement programme included a need to audit all sites across Britain. Not only were our **Sustainability Managers** able to **engage sites** and discuss challenges and solutions we face, we were also able to identify and **share knowledge, best practice** and to gain buy-in from key stakeholders at site level for any recommendations for change.

## Value for money

When we talk about 'value for money' we mean that best value for money is defined as the most advantageous combination of **cost, quality** and **sustainability** to meet customer requirements.

- ▶ **Cost** means consideration of the whole life cost.
- ▶ **Quality** means meeting a specification which is fit for purpose and sufficient to meet the customer's requirements.
- ▶ **Sustainability** means economic, social and environmental benefits.

Our partnership approach and commitment to delivering **Innovative & Engaging Solutions** is one of the key factors that differentiates us from others in the market. Our **proven model** for success can be replicated with other clients in the **Distribution Sector**.

