



CASE STUDY

OPTIMISED WASTE SOLUTIONS FOR THE HIGH STREET RETAILER

HIGHLIGHTS

- ▶ **99% on-time collection** service success across **170 stores**.
- ▶ Key stakeholders have completed the **Chartered Institution of Waste Management WasteSmart** course
- ▶ Audits were completed to establish **optimised service solutions** across all stores.
- ▶ **Bespoke awareness campaign** was created to raise awareness of recycling opportunities.
- ▶ Sustainable Solutions proposed to **reduce waste budget by 15%**.
- ▶ **Landfill diversion rate of 98%** for all materials generated

TESTIMONIAL

"We started working with Novati in 2014 and over the years we've challenged our own behaviours towards waste and the creation of cost saving measures.

As a charity retailer, we receive lots of donations of stock through our shops and a chain of over 400 textile banks. Where possible items are sold to the public, or a recycle merchant for additional income. Some items that are not sellable to either party end up in our waste stream. As a convenient way for the public to dispose of items they no longer want, we tend to have a high volume of waste.

NOVATI has supported our shops, giving us the tools to educate them on segregating the un-sellable goods into the 3 different waste streams; General, Recycling and WEEE. Our central team were also given the opportunity to attend the 'WasteSmart' course which enables them to understand waste further and support the shops.

The team at NOVATI has worked alongside our retail central team to visit shops and audit each site needs to ensure the correct and most efficient service is in place.

Overall, by increasing the amount we recycle and reducing our general waste, we have been able to save money and become a greener organisation. The reduced costs allow better profitability in our retail chain. The profits raised in our shops goes to support us to make this country a place where disabled people have the same opportunities as everyone else."

Retail - Operations Manager

OVERVIEW



Working in partnership

We were awarded the long-term contract as the customer felt that our proposal offered engagement, education and innovation that they hadn't had with previous waste providers.

Delivering exceptional collection services

We engaged with more than **50 service partners** to ensure that we meet the complex service needs of the client. When sourcing our contractors for the client, we considered the time and access restrictions for each store carefully as many of the high streets where the stores are located have pedestrian access only hours which limits the collection times.

Over the life of the contract the collection success rate for "on-time" services across the estate has averaged at 99%. Most contractors report service success by including missed collections recovered within an agreed number of days. **For us service success is about being "on-time"**.

The benefit of our model is that we will work with contractors to deliver the **highest quality of service** in each part of the country. We aren't limited by our own operational capability. We work with multiple service partners in all key towns and cities across the UK. By doing so, we can operate on a three strikes rule. If a service partner provides a level of service that does not meet our needs we will work with them to resolve issues. Where a suitable resolution cannot be found, we will engage with alternate service partners. This is done so that our clients always receive the best service levels possible.

Our approach to engagement & education

As part of our bespoke awareness campaign, key contacts completed the CIWM supported WasteSmart course. This course looks closely at:

- ▶ Waste as a resource
- ▶ The environmental impact of waste
- ▶ The cost of managing waste
- ▶ Understanding & applying the waste hierarchy
- ▶ Legislation and compliance behind waste disposal.

The advanced course places more emphasis on the upper tiers of the Waste Hierarchy by exploring opportunities to reduce waste and looking at how to identify waste as a resource to be used within the circular economy.

We took the time to review the clients working culture by completing audits across the country to get a thorough understanding of the waste being disposed of and to identify any segregation challenges that the stores were facing.

We don't just look at waste after it has been put into external containers to find solutions. **Our audit and engagement programme looks to identify the root cause** of issues which often starts inside a property. Our Sustainability Management team worked with the client to increase awareness of recycling within the stores and improve segregation.

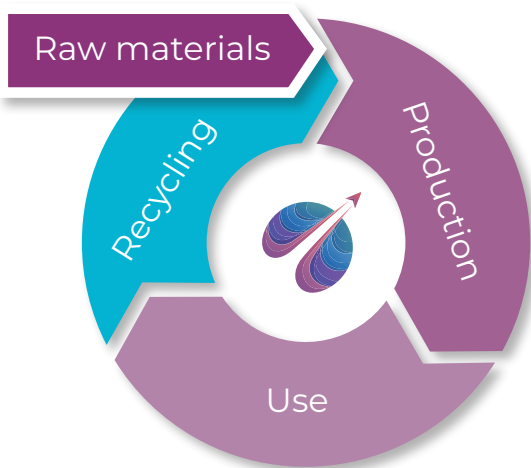
Signage was designed by our in-house marketing team, in conjunction with the client to accommodate the requirements of staff with any disabilities or special needs. It was also specific to the typical waste make-up at each store.

Circular Economy

A circular economy is an alternative to a traditional linear economy (make, use, dispose) 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 service life.

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 would also be positioning the UK to better compete with international markets, address emerging resource security issues and reducing the environmental impacts of our production and consumption.

Circular economy



The strategic partnership approach between the client and ourselves allowed us to focus strongly on the circular economy. Because of this, we were able to deliver a **landfill diversion rate of 98%**. This meant that approximately **1330 tonnes of materials** produced by the client are **recycled or recovered** each year. Further initiatives were put in place to improve this while delivering additional cost and carbon savings by implementing Waste Hierarchy improvements.

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 client requirements.

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

Our partnership approach with our clients is one of the key factors that differentiates us from others in the market. The emphasis that we place upon the Waste Hierarchy means that we aim to continuously improve processes to support not only recycling and recovery options, but also solutions to reduce and reuse waste to give it a second life. Our proven model for success with this client can be replicated with others in the retail sector. Our culture of engagement, education and innovation is what makes us stand out from other companies in the waste industry.

