



CHALLENGE

Develop & implement a comprehensive waste reduction program at 48 locations in 30 municipalities covering over 600 tons of waste per month.

SOLUTION

iReuse benchmarked and assessed waste practices, modeled various reduction scenarios before establishing aggressive goals, and then implemented an award-winning recycling and composting program .

“iReuse did a great job of developing and implementing a comprehensive waste reduction program that helped our client achieve their goals. iReuse was extremely responsive, dedicated to making our customer happy, and a great partner to work with. I recommend them for any Cushman & Wakefield account.”

*Jason Dallas
Corporate Real Estate
Cushman & Wakefield*

Overview

In 2010, one of the largest utility companies in the United States set a goal to reduce waste to landfill in conjunction with their existing energy and water conservation goals. Cushman & Wakefield brought iReuse in to develop and manage the effort. After an extremely successful pilot program in 2010 resulted in a 25% reduction in waste to landfill, the program expanded to 48 locations in 2011.

We worked closely with internal real estate managers, Cushman and Wakefield, and the 250+ members of the volunteer employee green team to create a powerful waste reduction program that combined infrastructural audits and improvements with grassroots behavioral change. The 2011 program was again successful, exceeding executive goals and earning a prestigious internal environmental award.

Waste Reduction Program Results

Waste diverted from landfill	3,424 tons diverted annually
Waste diversion percentage	12% increase in 2011 YTD
Annual savings	\$100,000 and growing
Greenhouse gas emissions reduction	Over 7,000 Metric Tons CO ² e annually
Trees saved	Over 30,000 trees annually

Key Program Elements

- **Transparent Tracking:** iReuse developed a systematic reporting process for collecting monthly waste data in order to track progress as improvements were made. Our reporting has become a cornerstone of the program’s success, aiding communication to internal stakeholders and leadership.
- **Benchmarking and Establishing Goals:** We provided expert advice on industry standards and best practices to the company throughout the goal-setting process. As the project lead, we worked with waste haulers, C&W, and the client to consolidate data and develop multiple waste reduction scenarios based on baseline data and our prior knowledge of similar properties.
- **Reporting:** It is always a challenge to get timely information in the right hands to drive success. We worked with managers from across the client enterprise to create a new reporting standard which was then extended into their energy and water reduction reporting.

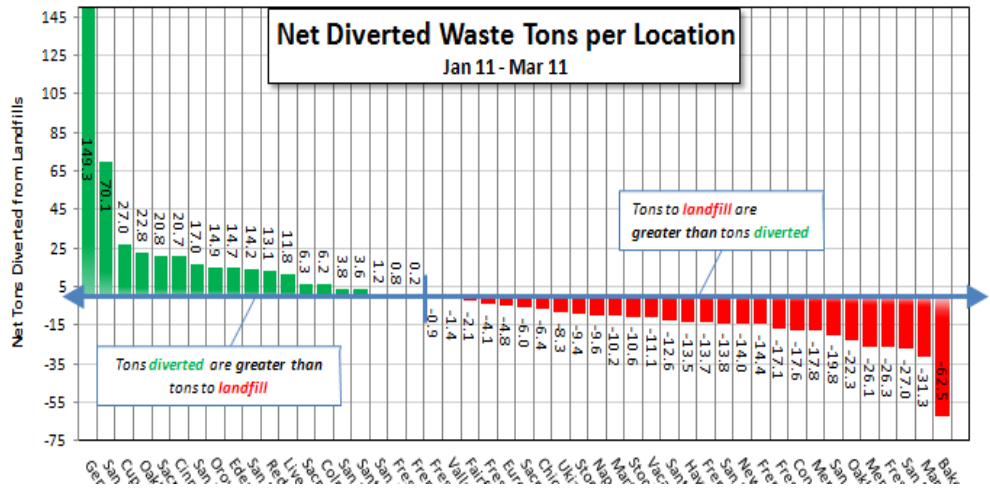
- Implementation:** The project included properties across the company's portfolio such as office buildings, customer service centers, construction facilities, and warehouses. We established a plan for waste reduction at each property type and worked with local staff, waste haulers, janitorial workers, and green team volunteers to implement the waste reduction plan. Furthermore, iReuse provided continuous support for each site post-implementation to ensure that measured results were achieved.

WASTE REDUCTION PROGRAM GOALS

- Reduce waste to landfill
 - Increase recycling
 - Increase composting
 - Increase reuse
 - Reduce consumption / procurement
- Reduce waste bills
- Track waste reduction and reduced greenhouse gas emissions
- Communicate to tenants and other stakeholders

IREUSE PROGRAM AREAS

- Sustainable strategy
- Waste, Energy, & Water conservation
- Program planning & implementation
- Environmentally preferable procurement and stakeholder engagement
- Employee engagement
- Carbon footprint management



- Tiered Support:** iReuse developed a tiered support structure to provide on-site implementation to key locations while providing remote support for smaller locations. We also provided a proprietary waste reduction toolkit which allowed onsite Facilities personnel and volunteer green team members to successfully develop and implement a waste reduction program with remote support. This toolkit included step-by-step instructions, checklists, signage, and communication resources. This unique tiered structure ensured that the company's waste reduction program maximized results and focused resources on the greatest opportunities for improvement.

