



INGLIS
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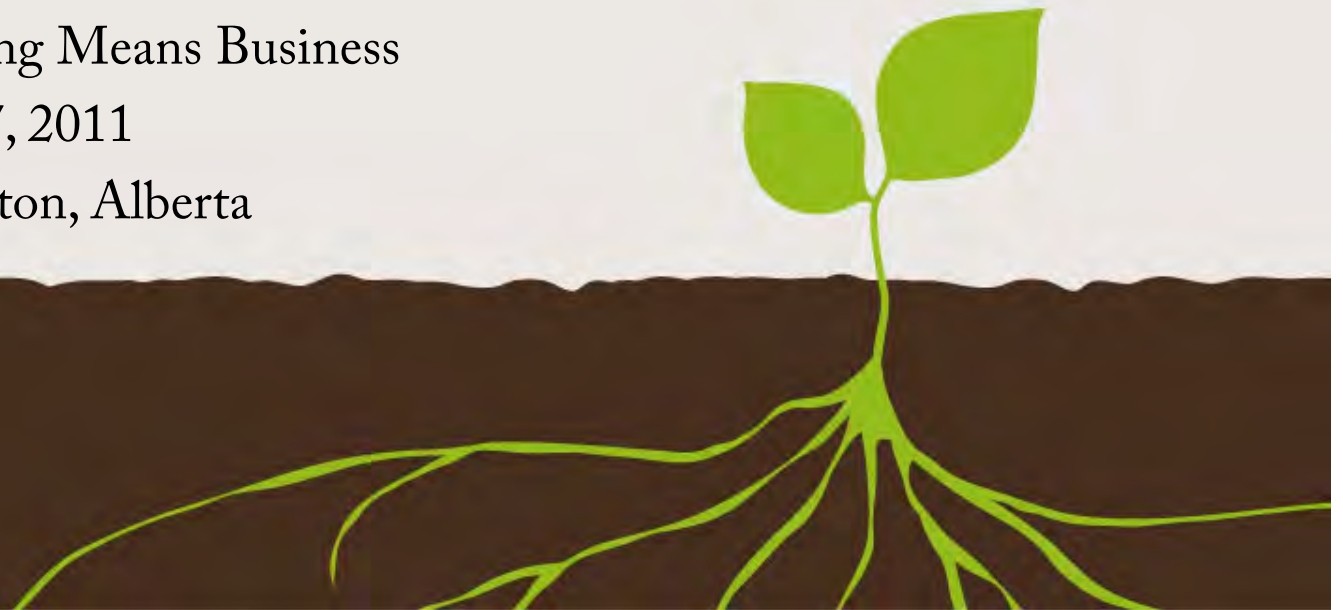
ICI Organics Collection

A local small business perspective

Recycling Means Business

Oct 5-7, 2011

Edmonton, Alberta





Introduction

What are we talking about today?

- Who is Inglis and Why we do this
- Basic Program that Inglis offers
- Customer Input





Advertising

Commerce News – 4 month advertisement

A photograph of a young green seedling with three leaves growing out of a mound of dark brown compost.

SIMPLE CHANGE. BIG DIFFERENCE.

The easy way to go green, with minimal cost and big environmental impact.
Ensure your company's organic waste goes to the compost facility, not the landfill.

Commercial, source separated organic waste collection services.
For more info call 780.554.0923

WWW.INGLISENVIRONMENTAL.COM

The Inglis Environmental logo, consisting of a stylized graphic of three curved lines in blue, green, and brown, followed by the text "INGLIS ENVIRONMENTAL" in a serif font.

How do you measure the value of advertising?

Was it worth it and would I do it again?





Handout:

Aligns with website design

Advertising

A handout for Inglis Environmental's Food Waste Collection service. The handout features the company logo at the top left, followed by the title "FOOD WASTE COLLECTION" in blue and green. Below the title is a list of five bullet points, each preceded by a green square icon. To the right of the text are two Polaroid-style photographs: the top one shows a worker in a green uniform loading a green bin onto a truck, and the bottom one shows a variety of fresh vegetables. The entire handout is framed by a green vine with leaves on the right side and a brown soil strip at the bottom. The website address "www.INGLISENVIRONMENTAL.COM" is printed at the bottom of the handout.

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FOOD WASTE COLLECTION

- Organic Waste Collection Services are available in Edmonton;
- Inglis Environmental is servicing the Commercial sector for Food Waste collection including restaurants, hotels, office buildings, conference centres and municipal buildings.
- Looking for a better program than simply "tossing" everything in the landfill? Inglis Environmental segregated collections services can streamline you waste so the material goes where it is supposed to: Composting, Recycling, Cardboard, and last, Waste.
- There are many reasons to recycle your food waste, primarily to divert from landfill and reduce methane gas production, to make compost which is a valuable soil amendment, and to promote your company as progressively environmentally conscious.
- The "Compostomics" are simple: organic waste tip fees are almost half regular commercial waste tip fees. Recycling food waste and reducing garbage pickups will result in overall cost savings down the road.

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Importance of Diversion

Significance of diverting organic waste from landfill

- Direct impact as landfills close
- Should result in future savings as landfill rates increase
- Qualify for programs such as BOMA BEST Certification
(Building Owners and Management Association)
- Industry supported “green programs” = bragging rights among peers
- Green Marketing is now a serious tool for any business

The Question is: Do Clients Agree enough to make things work?





Where we begin...

Keeping it Simple

- Learn about existing systems and infrastructure
- Build with experience of **both** client's staff and personal professional





Containers

Bins & Toters

64gal tote

6yd bin

4yd bin

1yd bin

32gal tote





Location, location, location

Commercial Setup

Office organics & recycling collections





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Lessons learned

Choosing the right container





To line or not to line...

Bio-bags vs. No Bag

Important factor in *cleanliness* and *odour control*

Biodegradable bags still have impact on composting operation





Handling Contamination

- non-compostables affect everyone





All Important First Customer!

Visual Tour

The following pictures show the current process in operation as developed in co-operation with the Shaw Conference Centre

There is significance in emphasizing “their” program:

1. Site specific
2. Container choice
3. Scheduled pick-ups & On call service
4. Staff education





In the beginning...
The 6yd monster bin!





The “switch out” service





Loading bay bin location.

Text can go here.





Staff unloading tote into bin.



Signs visible for staff.





Time to refine the service

Currently Considering...

Large bins are now being questioned as “practicable, serviceable and efficient” ??

Significance of “Consolidation for Transportation” – need to move towards more economical material handling and trucking





CUSTOMER SERVICE

THIS IS WHAT IT'S ALL ABOUT

SATISFIED & HAPPY CLIENTS = SUCCESSFUL BUSINESS





Customer Quotes

Why does the customer feel source separating their organic waste is important?

Here is what they have to say:

MEC - It is important for us to have source separated waste AND have it collected separately because... We are expected, each year, to determine what waste has gone into our waste stream that could have been **diverted** elsewhere. It was always a challenge to get anywhere near the ***national (corporate) benchmark of 92%*** however with source separating we are able to get closer.





Customer Quotes

Why does the customer feel source separating their organic waste is important?

Here is what they have to say:

SC – Diversion yes, but also... The reason that we have added source-separated organics to our organization's waste diversion program in all of our facilities is so that we **model the way** for our residents and staff. We have a fairly successful residential program and we want to ensure that as an organization we are also **changing our behaviours as we have asked our residents to do**; There's also a case to be made for **the economics**. Although not entirely on equal ground with land filling at the moment, we're expecting that that will change in the future making waste to landfill more expensive due to transporting and disposal costs. We are just **preparing ourselves in advance** to handle these costs down the road.





Customer Quotes

Why does the customer feel source separating their organic waste is important?

Here is what they have to say:

ISL - For us we felt it was better to sort our organic waste to **help reduce waste streams that go to landfill**. It demonstrates our commitment to our sustainability journey and also helps educate our staff and our clients about waste issues.





Customer Quotes

Why does the customer feel source separating their organic waste is important?

Here is what they have to say:

Harlan - I believe it is important to separate organic waste from solid waste when you are a large food processor. ***It shows the community our commitment*** in doing our part in helping preserve the environment. By Composting our organic materials also ***help cut cost to our landfill materials***. The contribution to composting for us may be small but every little bit helps. With more corporate company's getting on board with separating their waste stream ***show the consumer it is the right thing to do***.





Customer Quotes

Why does the customer feel source separating their organic waste is important?

Here is what they have to say:

•HLD - I think it is important that the **food service industry take responsibility for their food waste**. It's my understanding that everything that commercial operations put out as "garbage" goes to the landfill.

To separate our organic waste and have it go towards building healthy compost is a step in the right direction, creating something out of nothing. When you look at **the savings** from the viewpoint that we have half as many garbage pick ups monthly, we buy less than half as many garbage bags- a smaller size too, the cost is completely worth it. Too know at the end of the day we are doing what we can to **reduce what goes to the landfill** is definitely worthwhile.





Customer Quotes

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Here is what they have to say:

EED - Over the years it became increasingly noticeable that landfill rates were on the rise - with no end in sight we took a hard look at composting. A couple of things we wanted to achieve: **lowering our landfill rates** and most importantly **be conscious of the environment**. We thought if we could give back to nature by composting or recycling, yet keep our costs in line, we would have achieved the ultimate goal. Well, it's all come to fruition. **We have reduced our total waste budget**, which includes landfill, composting and recycling, and we have proved to the community that we are serious about reducing our environmental footprint.





Customer Quotes

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Here is what they have to say:

BC - Minimizing waste is a key factor in maintaining a clean living environment for humans on our Earth and we have to start at home. I feel that it is my **obligation to society** to minimize my waste. My restaurant, as a business is no different. We plan our menu and design our dinners and portions to achieve maximum yield, with minimum waste.





How the responses add up:

- Diversion (x4)
- Responsibility (x4)
- Cost (x4)
- Modeling (x4)
- Corp. benchmark
- Education
- Environmental consciousness





Concluding Remarks

It's been a rewarding experience so far...

Now if we can attain some financial reward...





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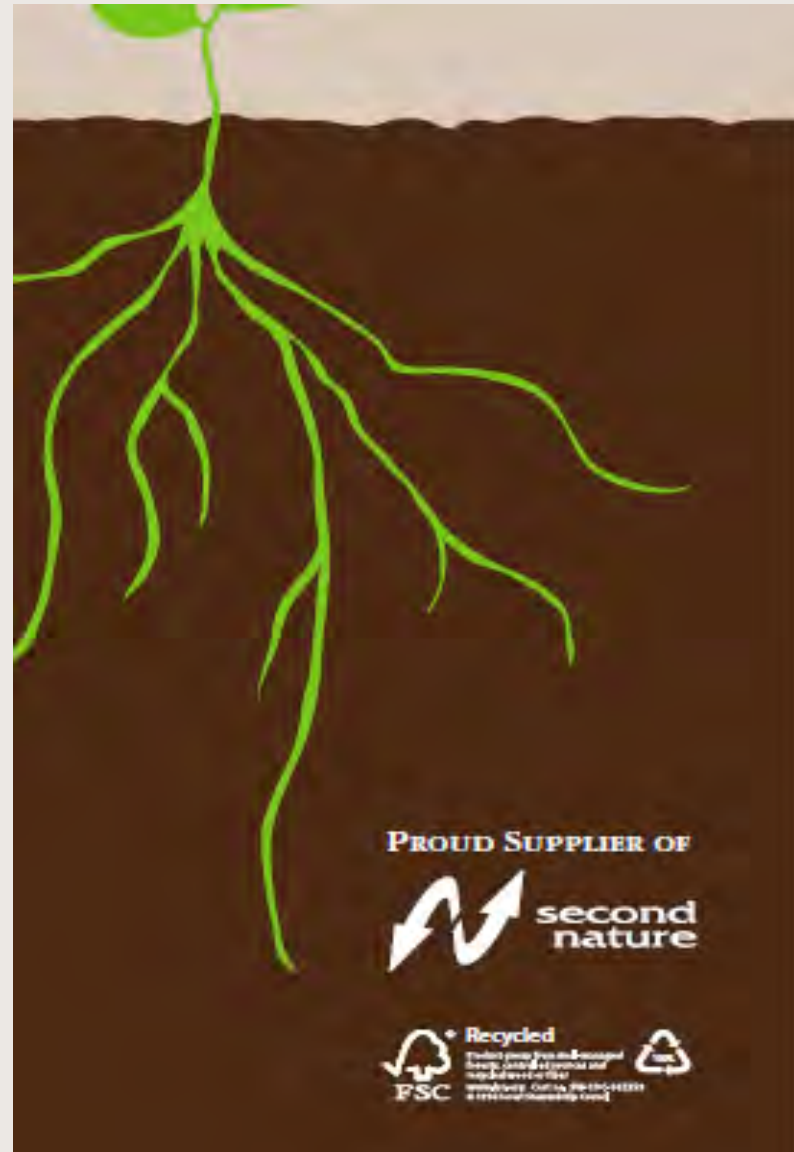
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THANK YOU

