



A BETTER CITY

CHALLENGE for  
SUSTAINABILITY

*Business and Institutional Leaders  
Working Toward a Sustainable City*

# Increasing Recycling Rates aka “Waste Engagement” 25 April 2012

# Agenda

Program Updates



Introduction



Meetings &  
Events



Micro-  
Documentary

Recycling Rates

Framework

ERG

Boston  
Properties

Gillette



# Introductions

## Attendees

A Better City – Megan Ramey & Mihir Parikh

Boston Private Bank – Maureen McCarthy

Boston Properties, Joe Graves & Monica Kuczynski

Capital Paper – Craig Lovett

Citizens Bank – Peggy Hetherington

ERG – Charles Goodhue & Ian Todreas

Gillette – Leah Ricci

Hines – Jodi Winkler

John Hancock – Kathleen McCarthy

Nixon Peabody – Carolyn Kaplan, Chris Cummings

Nutter – Natalia Mroczko

Putnam Investments – Guido Costa

Ropes & Gray – Melissa Orsan

Save that Stuff – Adam Mitchell

Introductions

Meetings

Micro-Doc



# Meetings & Events

- Invitations, ical
- Next month (5/30) – EV Charging and Walker Biker Recognition Program
- Adult Bike Commuting Workshop?
- Energy Management Workshop – June & November
- June - Leasing

Introductions

**Meetings**

Micro-Doc



# Micro Documentary

- 3-4 short films (1-2 minutes)
- Challenge Program Overview
- Personal stories

Introductions

Meetings

**Micro-Doc**



# Framework

## Scorecard Items:

- Engage employees around Waste
- Toolkit

**Framework**

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# Framework

Pledge

Identify Behavior

Benchmark

Strategy

Analysis

**Framework**

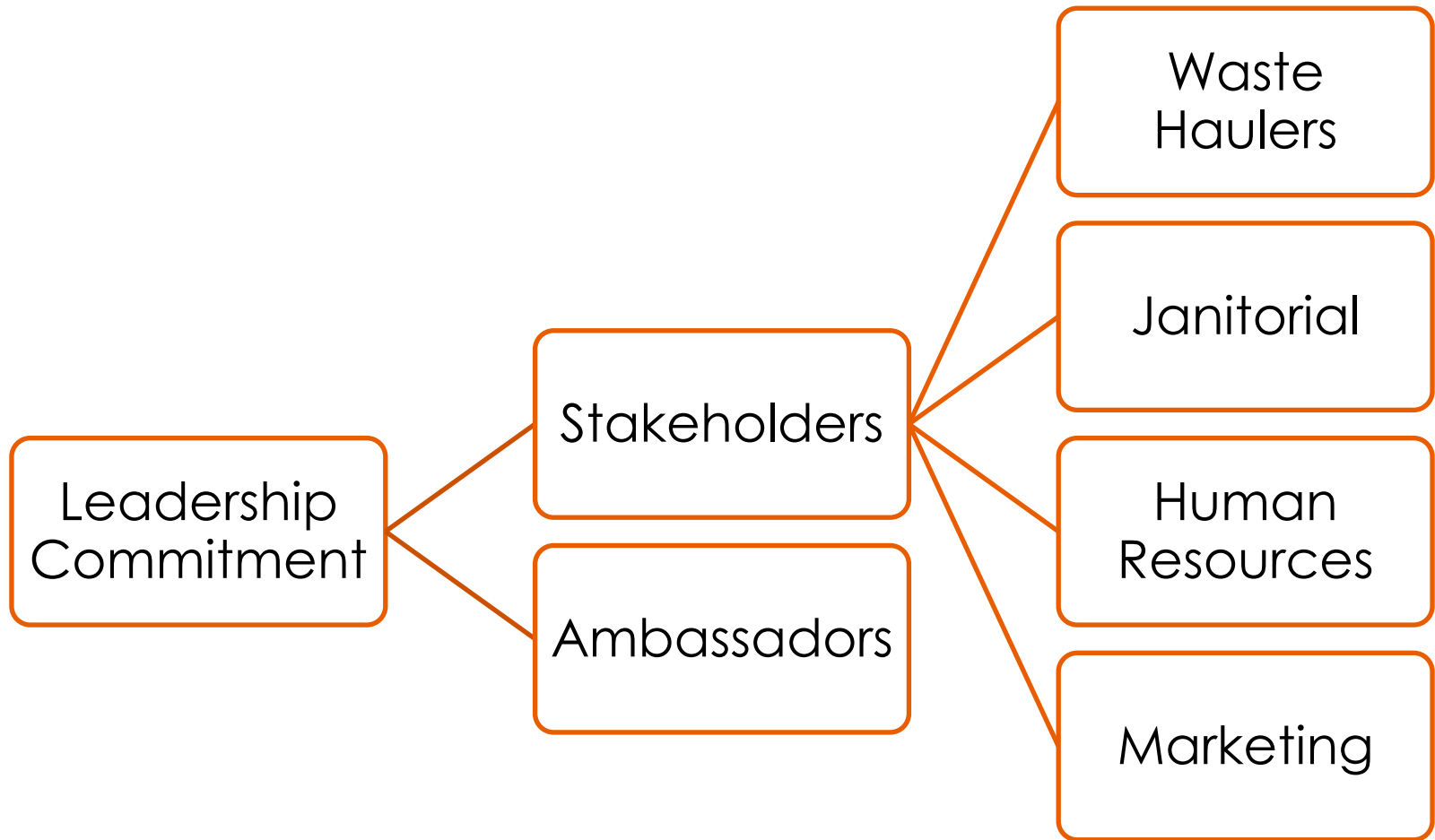
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# Framework - Pledge



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# Framework – Identify Behavior

- Behaviors around waste reduction
  - Compost in cafeteria
  - Recycle in break room
  - Remove waste bins from desks
- Non-divisible



**Framework**

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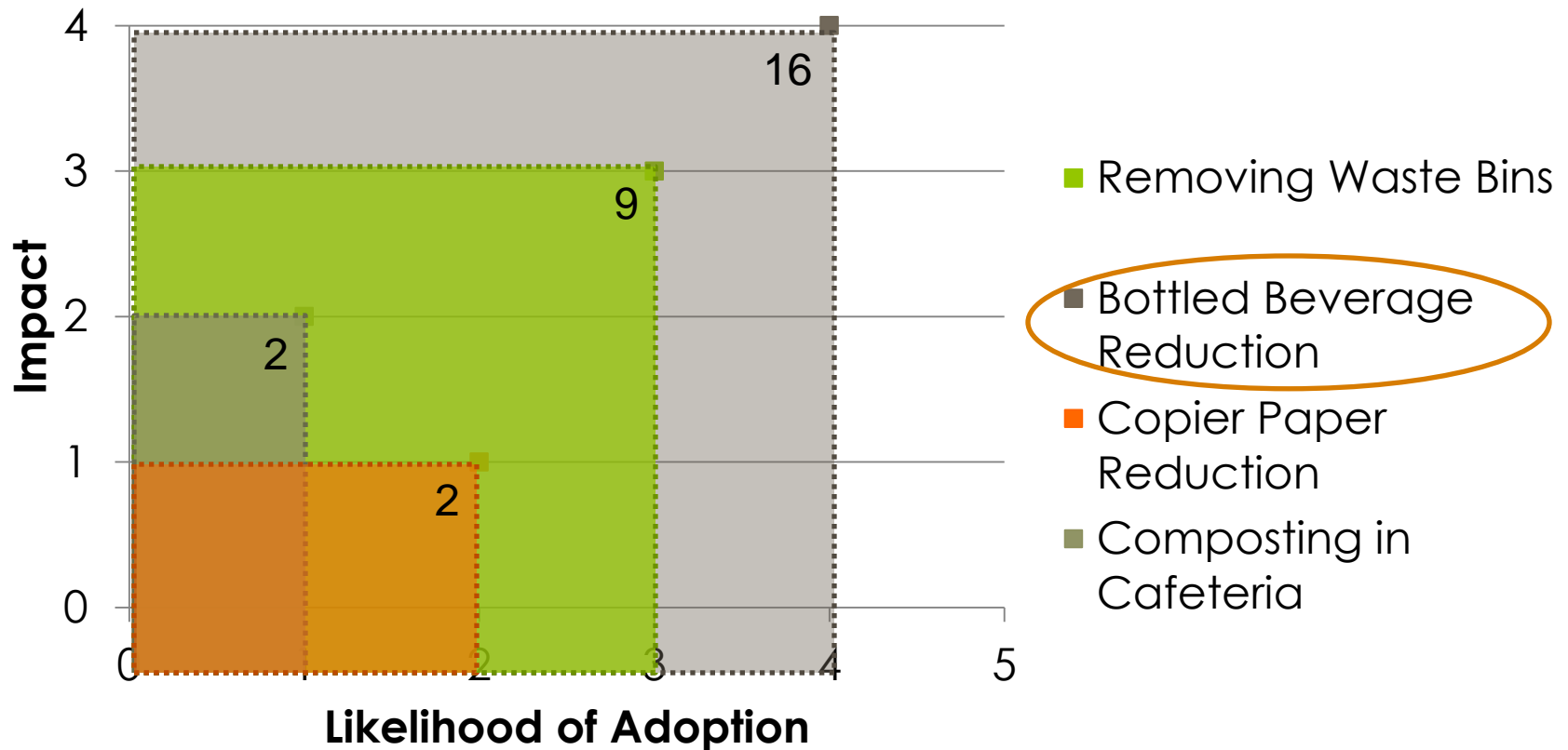
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# Framework – Identify

Behavior Decision Chart



Framework

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# Framework – Benchmark

Document the behavior like a science project with before and after metrics:

- Hard data
  - Copier counts
  - Recycling rates
  - Composting rates
- Soft data
  - Employee surveys

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# Framework – Strategy

- Determine the barriers and benefits to a specific behavior by:
  - Observation
  - Survey
  - Focus Group

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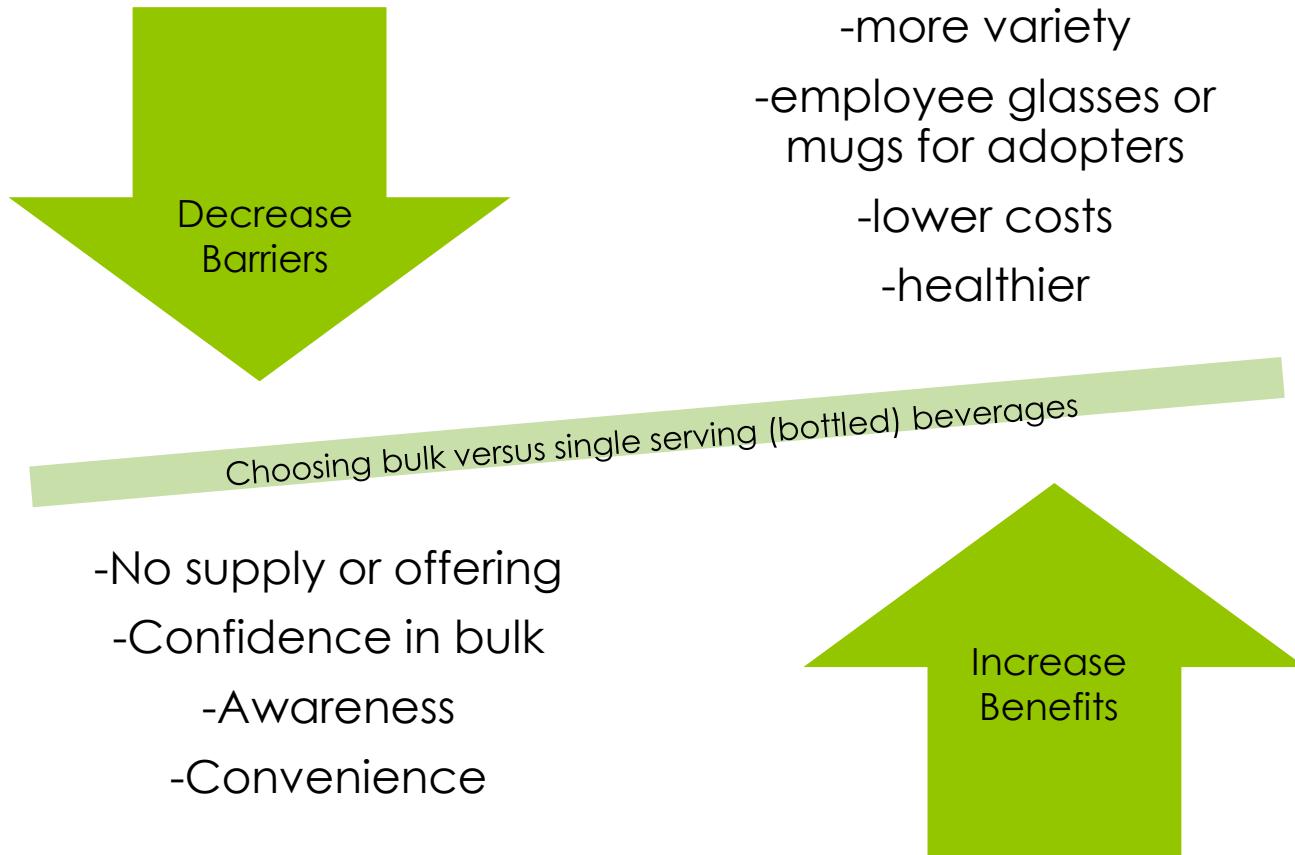
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# Framework – Strategy

## Uncover Barriers & Benefits



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# Framework – Strategy

- Social norming
- Priming
- Signage
- Facilities

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# Framework – Analysis

- Results
- Communications

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A close-up photograph of several bright green, serrated leaves on a thin brown branch, set against a blurred background of more foliage and light. The leaves are the primary visual element in the upper half of the slide.

# Employee Engagement: Waste Reduction

Charles Goodhue, ERG  
Ian Todreas, ERG

April 25, 2012





# What happens to our plastic?

- Atlantic garbage patch video
- <http://news.discovery.com/videos/earth-whats-an-ocean-garbage-patch.html>



# Our approach

- Fun, easy, popular
  - Something people *want* to do
  - Make it *easy* for people to do
  - Supported by a *big group* of peers
- Structure of activities
  - Competitive
  - Voluntary
  - Culturally embedded



# Competitions

- The ERG Paper Challenge
  - Key Components
    - Baseline, measurement techniques , goals, tips, results, point person, office paper champions
  - Rewards/incentives
    - Office pizza party
  - Evolution to policy
    - Default double-sided printing and draft printers
  - Talking point for company
  - Next Steps: The ERG Energy Reduction Challenge!



# Voluntary Initiatives

- Employees volunteering to do extra
  - Composting
  - Inner-office supply swap table
  - Employee-driven recycling (batteries, electronics)
  - Green Commute Week



# Culturally Embedded Expectations

- Mini trash cans
- Tour of recycling center for new employees
- Personalized dishtowels
- Reusable grocery bag
- Fact sheets on recycling policy
- Communications to employees (e.g., posters, emails, newsletter, wiki, website)
- BYOD – minimal amount of disposable dishware



# Example: Composting

- Put in freezer to overcome smell
- Prominent signage





# Example: Mini Trashcans

- Convenient, effective, culturally embedded message
- [www.cleanriver.com](http://www.cleanriver.com)





# Example: Recycling Center

- Centrally located with prominent signage
- Part of the orientation tour for new employees





# Central Trash/Recycling Pilot Program for WSHQ

goZerowaste  
place P&G

# Long-Term Vision



Powering our  
plants with 100% renewable energy



Using 100% renewable materials or  
recyclate for  
all our products  
and packaging



Having zero consumer  
or manufacturing waste go to  
landfills



Designing products that  
delight consumers while  
maximizing the conservation  
of resources

# goZerowaste place P&G

*Centralized Trash/Recycling is  
being implemented at P&G sites  
globally as part of our  
sustainability efforts and P&G's  
commitment to goZerowaste P&G*



Having zero  
consumer  
or manufacturing  
waste go to  
landfills

# Who Else is Doing This?

- 21 **P&G** sites globally
- Harvard Public Health
- Google in the UK
- Portland Public Schools
- Government of Ontario
- Boston Properties





- The *good* news is our site *beneficially reuses 99.7% of its solid waste!*
  - Our trash is incinerated for energy recovery
  - We recycle/compost over 90% of the waste generated
- ***But*** recycling/composting is a *better use* of our waste than incineration for energy
  - Our office recycling (vs plant) is estimated to be less than 90%

# P&G pilot data shows With Individual Trashcans, People Tend to Recycle Less

Examples of “trash” found nightly in our individual trashcans:

- Banana peels, apple cores, WSHQ café take-out containers, WSHQ café hot/cold cups (**composting is the better choice**)
- Empty soda cans, water bottles, yogurt containers (**recycling is the better choice**)
- Documents on white paper (**recycling is the better choice**)
- Plastic food wrappers, Styrofoam cups (**yes, this is really trash**)



# goZerowaste<sup>P&G</sup>

## WSHQ Place Pilots

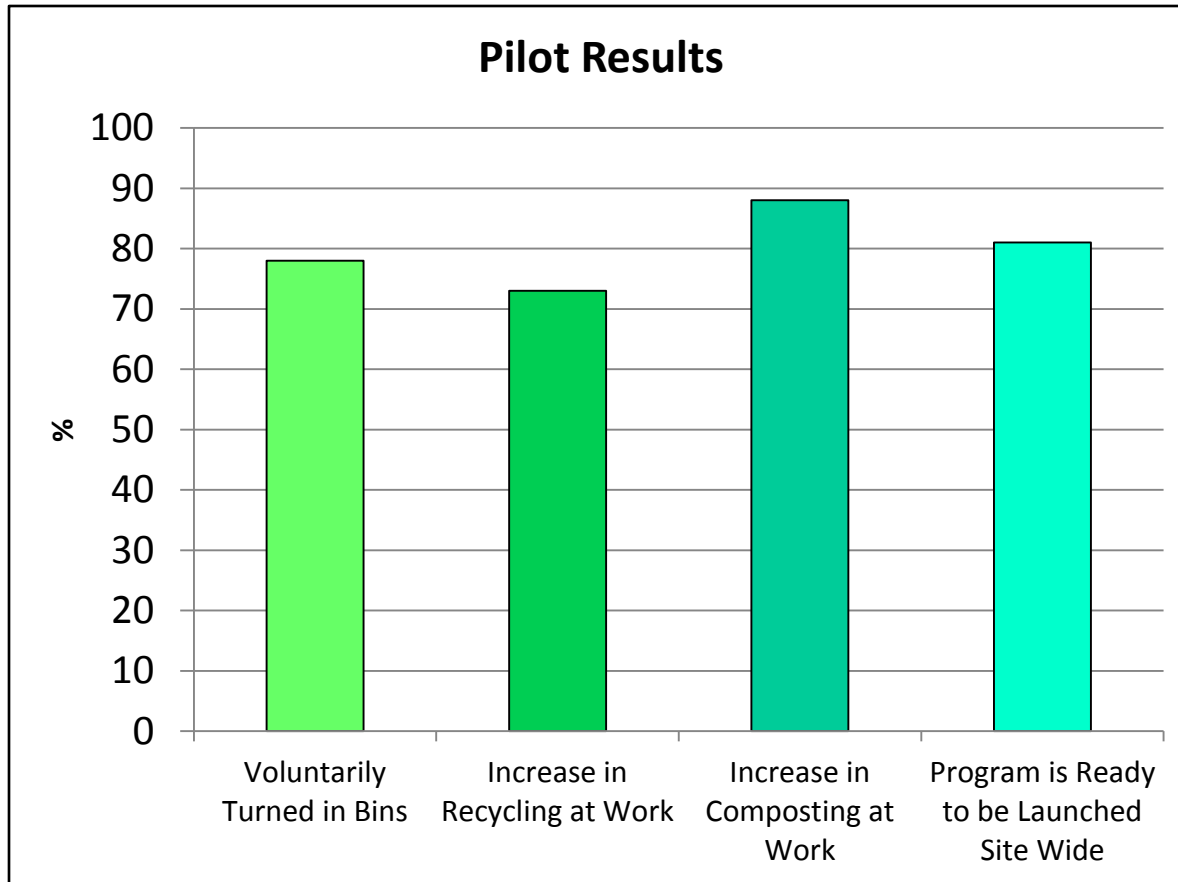
- Sample size: ~319 employees
- Pilot Floors: 8
- Created centralized stations
  - Makes recycling/composting just as easy as throwing something out!
- Engaged Floor Champion & Leadership
- Requested individual bin turn in
  - Received certificate
  - Entry into raffle - Pats Tickets



# goZerowaste

## WSHQ Pilot Results P&G

~ 80% of respondents feel the program is ready to be launched site wide...



Sample size: ~319 employees on Pilot Floors  
118 completed survey

### Pros:

**"Nice job! I thought it would be inconvenient without a trash can in my cubical, but it really isn't."**

**"Feeling of doing the right thing; positive contribution to the environment and P&G's PVP"**

### Cons:

**"I personally feel this is a productivity drain...I believe the productivity loss outweighs the environmental gain."**

**"Let people keep their trash cans - encourage them to use the central composting."**

# goZerowaste

## Next Steps P&G

Expand program site wide....



### Site Wide Program

- Optional participation
- Create engagement/buy in



### Keys to Success:

- Leadership Support
- Strong Floor Champions



### Rollout

- Site Wide Communications
- Staged approach over ~4 months, starting Feb '12



Located in cubicle space with coffee maker

Located in walkway outside huddle rooms

Located right beside entrance