

# Sustainability Management

## *A Team Effort - Engaging Employees and Stakeholders*

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October 23, 2018



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COMPOST AT BELL'S

# BELL'S SWAT

Solid Waste Action Team



bits





bits

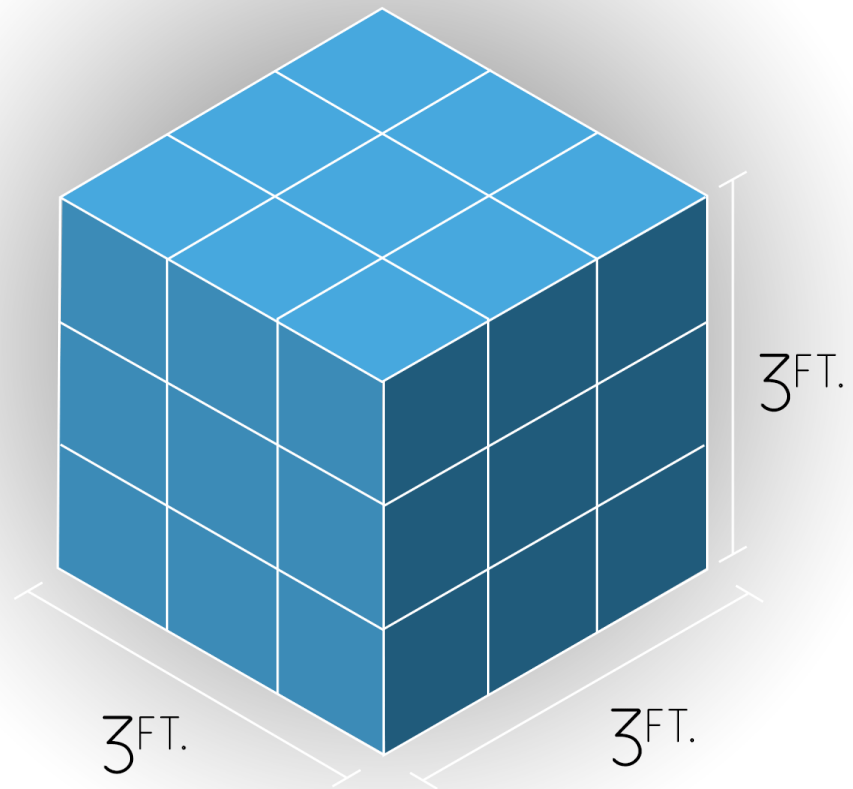




Waste



Unit Data



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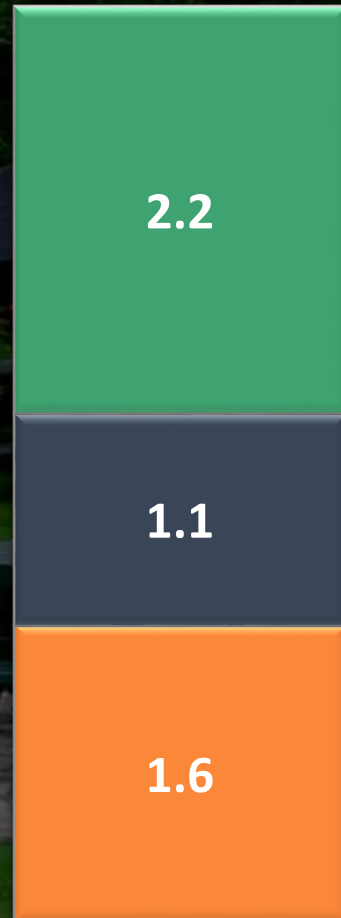




# Waste Audit Data

- Compost
- Recycling
- Landfill

4.9 Yards



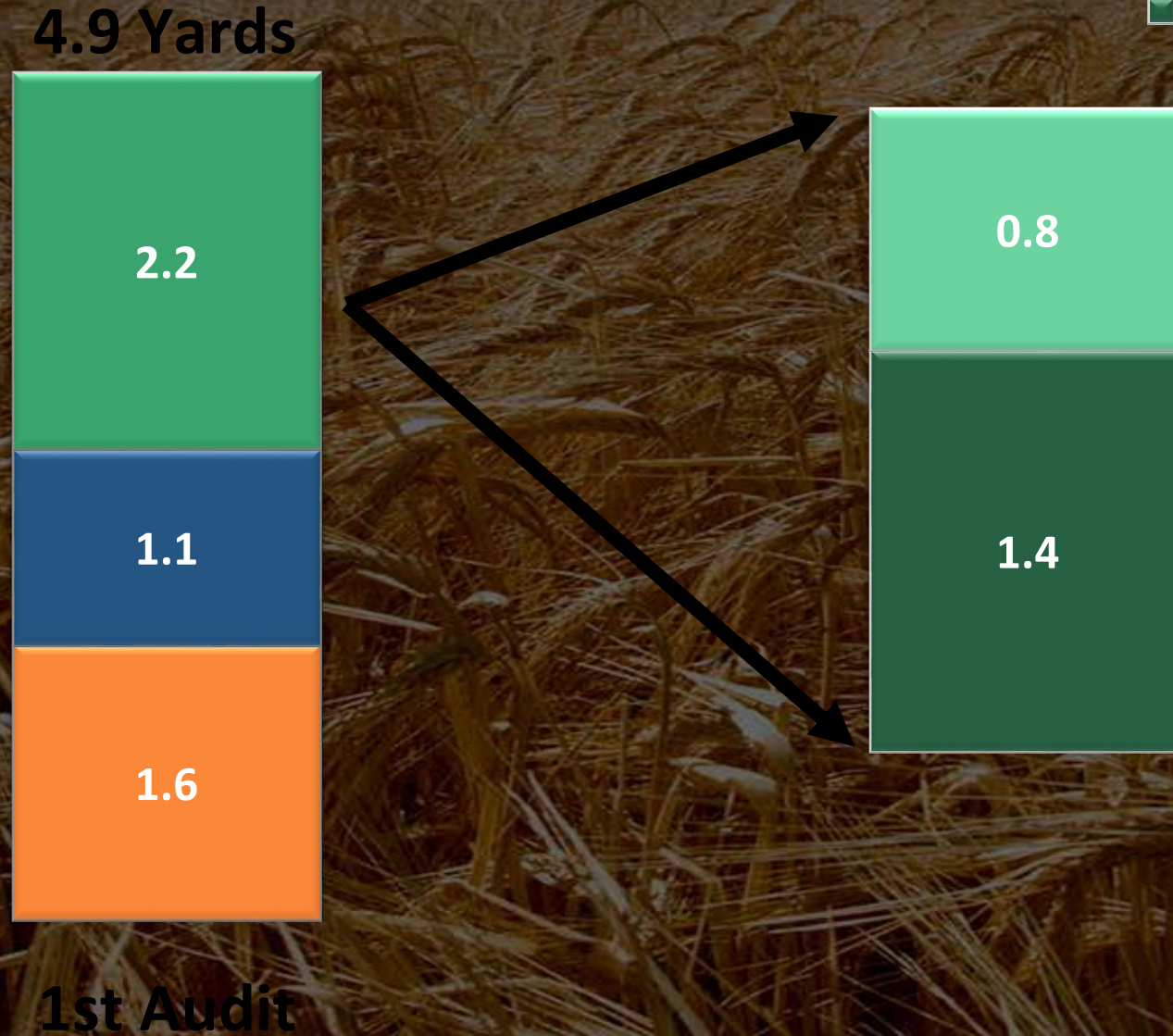
1st Audit



# Waste Audit Data

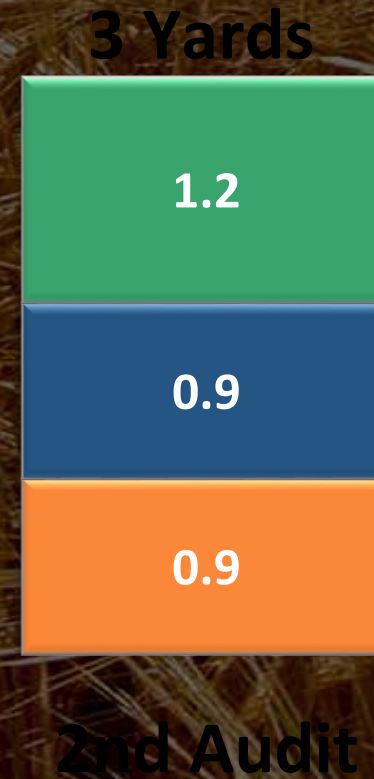
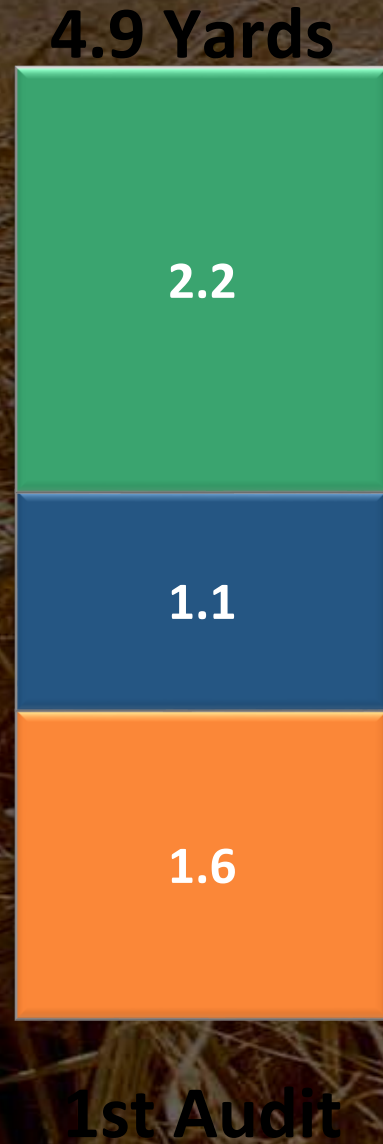
- Compost
- Recycling
- Landfill

- Paper Towel
- Food Waste





# Waste Audit Data

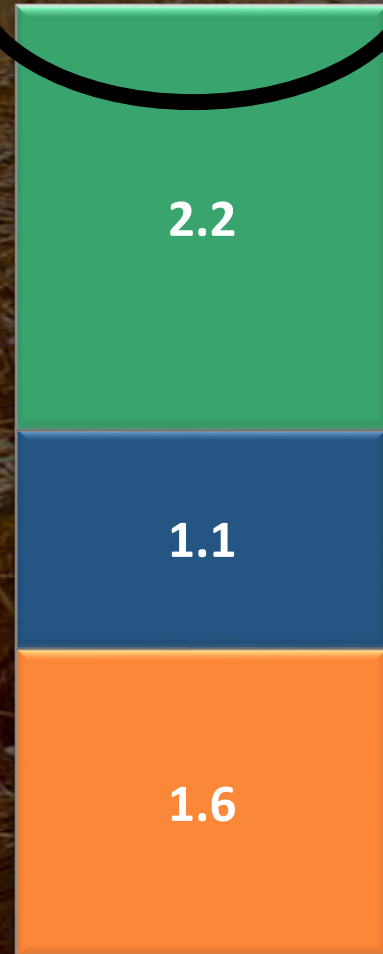




# Waste Audit Data

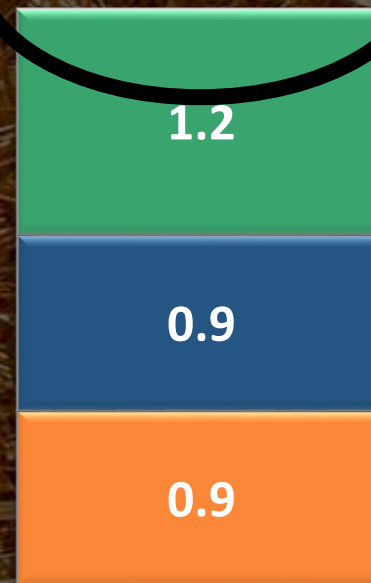
- Compost
- Recycling
- Landfill

4.9 Yards



1st Audit

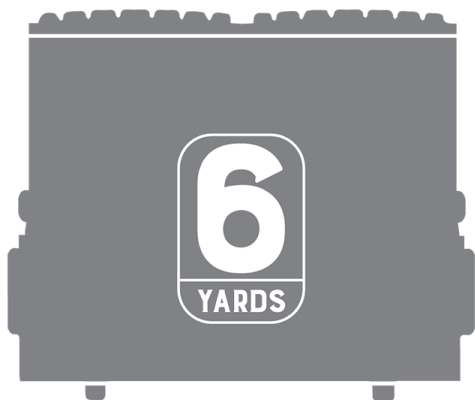
3 Yards



2nd Audit

# The Pitch

TODAY

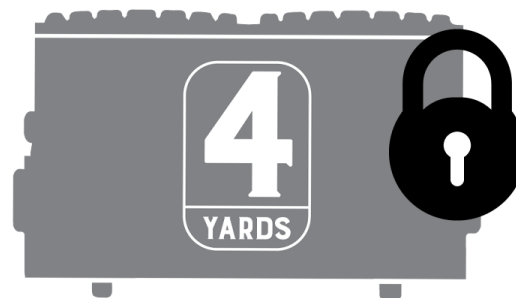
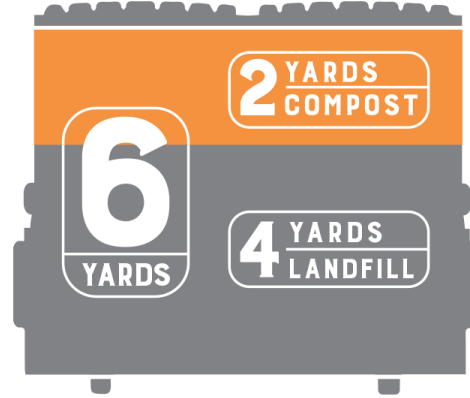




TODAY



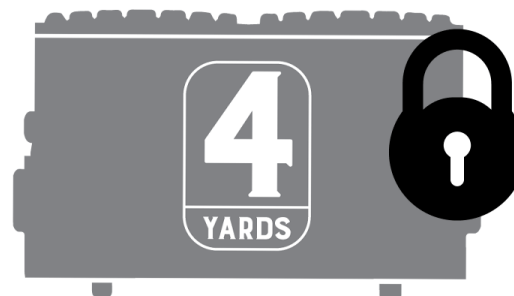
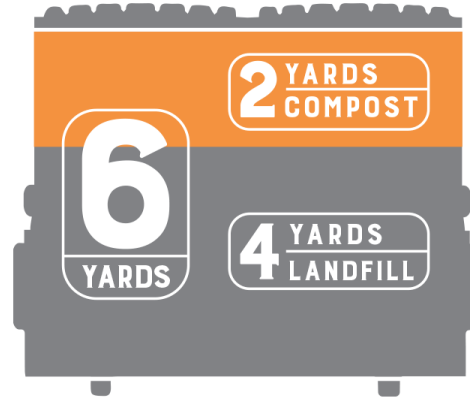
2 MONTHS



TODAY



2 MONTHS



COMPOST!

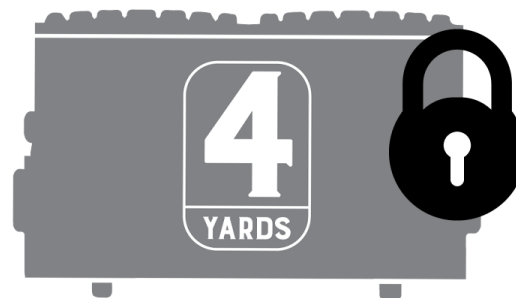
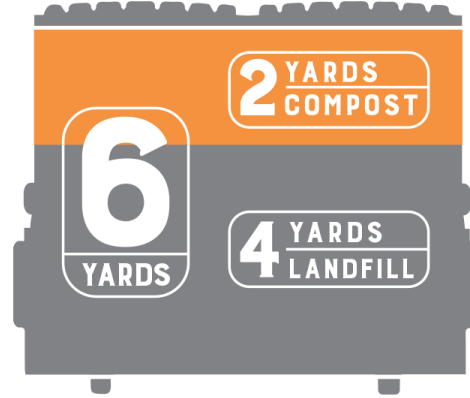




TODAY



2 MONTHS



# Transition - Tours





# Transition - Communications

- All staff meeting presentation
- Leadership meetings
- Communication board
- Office hours
- Signage development



# Compost Roll Out

## COMPOST

ALL FOOD SCRAPS  
(INCLUDING BONES)



TOOTHPICKS &  
SKEWERS



NAPKINS &  
PAPER TOWELS



COFFEE GROUNDS  
& FILTERS



COMPOSTABLE  
TAKE-OUT CONTAINERS



ANYTHING WITH  
THIS LOGO





# Transition - Communications

[BEER](#)[STORY](#)[TOURS](#)[EVENTS](#)[CAFE](#)[STORE](#)

## EGCENTRIC CAFÉ NOW OFFERS CUSTOMER FACING COMPOST

As part of our continued sustainability efforts, the Eccentric Café has resumed composting and is offering one of the few customer-facing composting options in the Kalamazoo area.

Now when you're at the Café you'll have three choices: regular trash, plastic cups and compost. The new composting coincides with weekend BBQ on the patio and food service in the garden and patio.

We have composted in the past, but with the expansion of our kitchen, we needed a bigger system.

Everything served with food at the Eccentric Café will be compostable, including the plastic silverware and even its clear plastic wrapping - all of which are made from plants. The plastic cups remain fully recyclable through a local plastic recycling system.

All food scraps from our kitchen and what's left on plates, along with the plant-based plastics will be composted at Hammond Farms, south of Lansing. That composted soil is then sold for a variety of uses, including growing vegetables.

Here's a checklist to help you.

### What's compostable





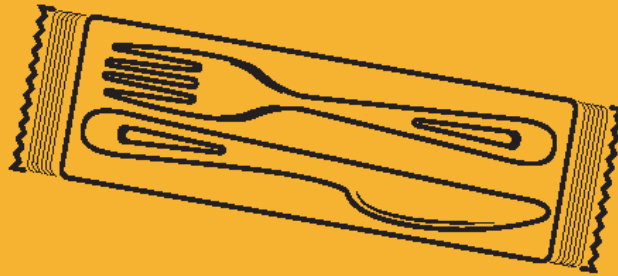
# Compost Roll Out

# COMPOST

**FOOD WASTE  
& DELI SHEETS**



**SILVERWARE  
PACKS**



**NAPKINS**



**EVEN THE PLASTIC WRAP... IT'S MADE FROM PLANTS!**



# Ongoing Changes

- Straws upon request
- Compost as a topic in shift notes
- Kitchen collection
- Phasing out plastics



**THANK YOU.**

ANY  
QUESTIONS?



# Sustainability Planning

## Encouraging Engagement



# Operating Manual for the Planet

In a sustainable society, we strive to...



**Reduce and eventually eliminate our contributions to the systematic accumulation of materials taken from the earth's crust.**



**Reduce and eventually eliminate our contribution to the systematic accumulation of substances produced by society.**



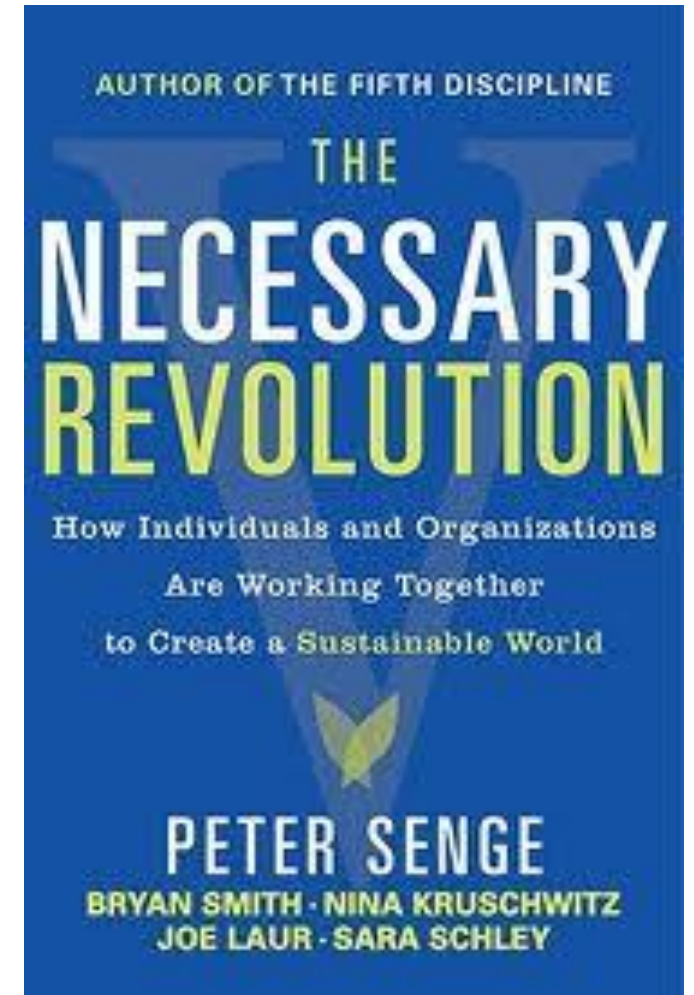
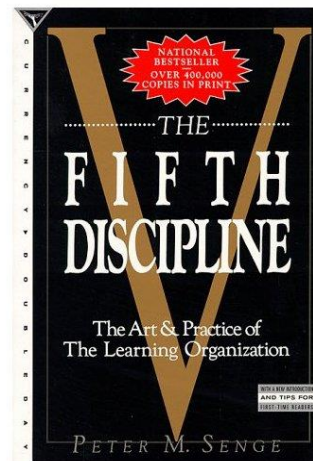
**Reduce and eventually eliminate our contributions to the ongoing physical degradation of nature.**



**Reduce and eventually eliminate our contributions to conditions that systematically undermine people's abilities to meet their own needs.**

# Strategies for Planning and Implementation

- Systems Thinking
- Learning Organization







# Case Study: Nike

## 1993

- Nike Environmental Action Team (NEAT) *“to develop answers to the problems that Nike's production – and the sports industry as a whole – pose to the environment, and to integrate the solutions into the company's business practices.”*
- Built on Nike's tradition of honoring nature. *"The ethic was always there."* ~ Sarah Severn, Director of Corporate Responsibility Horizons for Nike. *“How can you have a company that's about health and fitness and yet be degrading the environment in your operations?”*

## 1995

- Laila Kaiser, Sustainability, Learning and Communications Manager at Nike, developed educational programs on sustainable product design for 700 employees.

## 1997

- NEAT began rewriting Nike's environmental policy to reflect the company's emerging focus on sustainability.

# Case Study: Nike



## 1998

- Nike formalized its commitment to sustainable commerce with an official policy statement later that year.
- Launched its Sustainability Initiative to build internal skills and knowledge about sustainable business development.
- More than 400 people participated in the nine-month long action and learning program







# Case Study: Nike

Resulted in numerous innovative programs to further sustainability goals.

- Product and process innovations delivered a short term return on investment of \$2 million USD over nine months.
- Built a critical mass of formal and informal leaders
- Shared learning and "best practices" company-wide
- Created a common language, framework, and vision for sustainable business practices
- Improved employee morale, resulting in increased employee retention and job satisfaction for those that were engaged in sustainability efforts
- Created a base for metrics to be used in Nike's first Corporate Responsibility Report
- Laid the groundwork for future sustainable design and innovations

Cultural – Social, Economic, Education, Energy, Environment, Food Security, Governance, Health and Wellness, Infrastructure/the Built Environment/ Transportation, and Waste Management.



# Case Study: British Virgin Islands

## GOALS:

- training and capacity building to enhance local skills
- establishing a local sustainability leader's network
- developing sector-based sustainability initiatives by leveraging participants from the training program, and
- developing culture of sustainability within govt.

## RESULTS:

*Glass Studio* - glass recycling program for restaurants

*Trash to Treasure* - program which allows people to model how to reduce waste by recycling and reusing materials to make useful and useable products

*Garden projects* - help address food security

PROMOTE job creation, skill transfer, & eco-tourism

RUN clean energy & healthy ocean campaigns



# Strategies for Planning and Implementation

1. Areas of Focus
2. People to Focus
3. How to Engage & Involve

