

FAREVA: DISHING OUT A BIG DOSE OF SUSTAINABILITY

Case Study

COVANTA

A NEED FOR SECURITY AND SUSTAINABILITY

As a global contract manufacturer of over-the-counter pharmaceutical products, Fareva has a wide variety of waste streams that all need to be handled with care. To ensure that care, the team at Fareva's Richmond, Va. facility aimed to achieve zero waste-to-landfill while maintaining a robust recycling program—an effort that received additional support through their partnership with Covanta, a leader in sustainable materials management.

The goal of this arrangement was to have Covanta provide a safe disposal option for Fareva's non-hazardous pharmaceutical waste, which could not simply be recycled or handled like other, more traditional materials.

Covanta was unique in that it offered end-to-end reverse distribution services that characterized the pharmaceutical manufacturer's waste, developed a strategy to best handle it and provided secure collection, transportation and destruction solutions to compliantly dispose of that waste. What's more, is Covanta's destruction process generates clean energy as a byproduct that is then utilized to power homes and businesses in surrounding communities.

"There is so much good that comes from participating in waste-to-energy programs," said Eunice Kulesza, Senior Environmental Specialist, Fareva. "We've shipped tons of waste to Covanta which is generating energy... I often say that 'we are lighting up Alexandria.'"



Covanta's secure destruction capabilities are critical to our customers. Because we send materials that can't be recycled to Covanta for Waste-to-Energy processing, our customers can be certain that their waste products will never fall into the wrong hands or enter the market in any way.

Lee Fink,
Manager of Security
and EHS, Fareva



GETTING MOVING THROUGH ENGAGEMENT

From the start, employees have been involved in the sustainability program at Fareva. "At the beginning, there were definitely challenges while we got everyone on board with what we were doing and why," said Lee Fink, Manager, Security and EHS, Fareva.

"But now, we have programs for employees to bring ideas to us," added Matt Paquette, EHS Specialist, Fareva. "It's like the 'see something, say something' approach—if they have a plan for making us better, we want to listen and activate it!"

Beyond the company's recycling and zero waste-to-landfill efforts, Fareva employees also help with other sustainability initiatives. From planting sunflowers to cleaning up local communities to building bird feeders—the employees take part in addressing the importance of the environment around them.

"We have many long-term employees," said Kulesza. "So they have 'grown up' with our programs and the newer employees are extremely interested in working for 'green' companies. Our programs and dedication to being good environmental stewards attracts talent."

DRIVING CUSTOMER CONFIDENCE

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that their waste products will never fall into the wrong hands or enter the market in any way.”

“We’re constantly making products for a variety of businesses,” added Fink. “How we handle the products and the waste is very important to our customers. Being able to share our sustainability achievements and sustainable solutions from Covanta is a big plus.”

RECOGNITION FOR GREEN LEADERSHIP

Fareva began its journey to sustainability focused on recycling, ultimately creating a program that changed its future. Since partnering with Covanta, the company has seen significant industry and state recognition, including the Virginia Environmental Excellence Program (VEEP) Certification that recognizes environmental excellence—something the Fareva Richmond site has earned the highest level of accreditation (E4) for since 2010; a Virginia Governor’s Environmental Excellence Award; and OSHA’s Voluntary Protection Programs (VPP) certification; among others.

“Fareva is recognized as a leader in sustainability in Virginia,” said Kulesza. “We have spoken at conferences and events in order to tell our story and help others understand how and why they need to make changes, including using sustainable materials management.”

When asked what advice the team at Fareva would give to others about embarking on sustainability and zero waste-to-landfill programs, Fink said, “Think about it. Companies—big or small—will not be around in the future unless we come up with new ways of being sustainable. If all of the waste goes to a landfill, it will eventually be capped and then what? What happens when all landfills reach max capacity? Companies need to invest now for there to be a future.”



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Eunice Kulesza,
Sr. Environmental
Specialist, Fareva



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