

Business case for sustainability

- Guide No.8 -
in a series of 10 for you to collect and keep

WASTE NOT WANT NOT

Bite sized guide to help hospitality businesses to find innovative
ways to reduce waste



5 tips for making the business case for sustainability



1. Prove your strategy with pilot projects

Undertaking a pilot will provide evidence that your project is able to improve the bottom line and secure the interest of the business. Demonstrate how quickly and easily the project can drive change on budget. Collect data that justifies the allocation of resources to your corporate responsibility initiative and prepare a cost-benefit analysis. Don't forget to consider the 'unseen' costs of waste including direct and indirect savings. See our ['Hidden Cost of Waste'](#) issue for more information.

2. Speak the language of finance to make your case

Trade the words carbon, energy, sustainability to return on investment, cost of operations and improved resource efficiency. This language is more likely to resonate with the finance team and help you make your case more clearly.



3. Build sustainability into the overall business strategy

Communicate the values that sustainable initiatives can achieve if they are embedded into the business model. Show with data that sustainability is business critical and can help to manage risks and address financial and environmental challenges.

4. Engage employees on sustainability





Employee engagement initiatives can raise awareness of the role that business plays in promoting sustainability. Use incentive schemes that reward and motivate staff such as league tables, small prizes and feature employee successes in the company newsletter.



5. Publicise your green initiatives

Tell people about your commitment to being an environmentally and socially responsible organisation. Shout about your success internally and externally using short videos to show real examples as well as showcasing results via newsletters, social media or PR coverage.

Waste Management Business Case Example

ACTION	CSR BENEFIT	COMMERCIAL BENEFIT
 <p>Training Staff Preventing and reducing waste through training</p>	<p>Improved knowledge and awareness of the team to change behaviour and reduce waste. Having huge waste quantities on waste collection day could create a negative image of your business to customers.</p>	<p>Improve focus on avoiding waste at each stage of the kitchen process (spoilage/preparation/overproduction/plate waste) 75% of food wasted in kitchens is avoidable. Each tonne of food waste costs an average of £2,800 (WRAP).</p>
 <p>Reduce Extra Costs For food waste that is unavoidable, introduce food waste collections – food waste is heavy. Food waste bins have higher weight limits than general waste collections.</p>	<p>You could reach your zero waste to landfill target. Food waste goes to an anaerobic digestion plants to be recycled into biogas and compost.</p>	<p>Avoidance of overweight charges. Overweight charges can cost up to £170/tonne and quickly add up over a year.</p>
 <p>Reduce Waste to Landfill Maximise recycling segregation of glass, food waste and mixed recycling.</p>	<p>Effective segregation will allow your waste collectors to recycle your waste as effectively as possible and reduce the amount of contaminated waste that has to be diverted to landfill.</p>	<p>General waste collections are the most expensive because of landfill tax, recycling collections cost less because the materials are reused and don't go to landfill. General waste collections could cost you £175/tonne, whereas food waste would only cost £110/tonne.</p>
 <p>Increase Recycling Introducing recycling guides to show which bin items should go in. Free posters are available on the Wrap "Recycle Now" website.</p>	<p>Reduce contamination and ensure best quality recycling materials.</p>	<p>Avoid contamination charges – for example a contaminated recycling bin could cost a business an extra £20 each time it's collected. Your waste collector could also refuse to pick up the collection, causing a backlog and additional visit charges.</p>
 <p>Long-Term Changes Measure recycling and provide regular feedback.</p>	<p>Create and maintain engagement by highlighting achievements, translate results into easy to understand examples. Engaged staff are usually more motivated and successfully involved in achieving great results.</p>	<p>Monitoring progress will drive behaviour change to reduce waste and improve recycling which will save your business money. Click here to start tracking your food waste.</p>



“Simplify the “point” of CSR and remove the jargon. It’s great to talk about what’s happening in your business, but even better to demonstrate the outcomes. So if there is a benefit - just let people know! By using simple messages such as ‘by taking 1 napkin at a time, bartlett mitchell saves 1200 napkins a month - thank you!’ customers get it, teams get it, it’s evidenced on the bottom line and it has a positive impact.” - Sally Grimes, Quality Standards Executive, bartlett mitchell

Practical advice and expert know-how for the hospitality industry created through collaboration between Winnow, SWR and the BHA:



The BHA aims to be the single most powerful voice actively championing the interests of the whole industry and its business partnership scheme enables the best suppliers and partners to the industry to participate in developing insight and sharing best practice.

www.bha.org.uk

SWR offers a comprehensive, integrated waste management service, helping companies control costs and improve their recycling and sustainable environmental performance.

www.swrwastemanagement.co.uk

Winnow is the revolutionary smart meter that helps kitchens cut food waste in half by automatically measuring what's put in the bin.

www.winnowsolutions.com

#wastenotwantnot

Get in touch with us - we'd love to hear from you!

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