



An environmental journey

Working towards Zero Waste - what does it really mean?

- ✓ Conserving & recovering materials
- ✓ Composting, recycling & reuse
- ✓ Innovative solutions to reuse materials
- ✓ New markets – economic development
- ✓ Rebuilding the soil
- ✓ Protecting public health
- ✓ Compliance
- ✓ Federal Trade Commission Standard
- ✓ Doing the right thing
- ✓ Exclusions



Not just “dumpster diving” or recycling?

- ✓ Re-evaluating product design
- ✓ Material selection
- ✓ Efficient processes & technology
- ✓ Less materials/fewer resources
- ✓ Distribution systems
- ✓ Re-purposing
- ✓ Branding – business case
- ✓ Reduced risk



Making good choices?

- ✓ Raw materials?
- ✓ Product design?
- ✓ Yield improvement?
- ✓ “Better” choices?
- ✓ Reusable/returnable products?
- ✓ Donation opportunities?
- ✓ Refurbishing?
- ✓ Recycling?
- ✓ Composting?
- ✓ Packaging?
- ✓ Transportation?
- ✓ Waste to incineration?
- ✓ Waste to landfill?



It's complicated?

- ✓ Steel & aluminum
- ✓ Powder coating
- ✓ Wood waste (particleboard, veneer, solids)
- ✓ Sawdust
- ✓ Plastics
- ✓ Fabric
- ✓ Foam
- ✓ Food waste
- ✓ Pallets
- ✓ Mixed components



What is compost?

- ✓ Education
- ✓ Kitchens only
- ✓ Transition from styrofoam
- ✓ Dining rooms
- ✓ Offices & manufacturing
- ✓ Containers
- ✓ Collection System –
compostable bags
- ✓ Restroom paper towel



Go Team!

- ✓ Champion
- ✓ Empower your employees!
 - Ownership – accountability
- ✓ Vendor solutions
- ✓ Recycle Teams
- ✓ Lean Management System
- ✓ Housekeeping Partners
- ✓ Food Service Partners
- ✓ Training
- ✓ Have fun!



Where is “away”?

Commodity	Tons
Steel	4774
Paper	104
Cardboard	593
Plastic film	27
Compost	141
Sawdust	~312+
Powder coating	~270+
Wood waste	~2400
Incineration	462
Landfill	246 + 969 coal ash

GLOBAL Goals

2006-2012

VOCs	down 59%
Water	down 42%
GHGs	down 40%
Waste	down 63%

2001-2014

VOCs	down 99%
Water	down 74%
GHGs	down 65%
Waste	down 89%

Gross sales up 11% from 2010-2014



Don't forget to

COMPOST



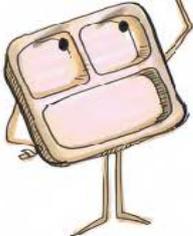
WHOA! DON'T TRASH US!!

SUSTAINABLE IS ATTAINABLE!

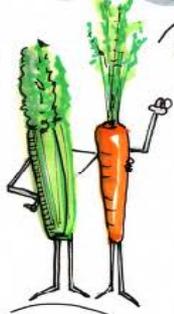
LET'S DO THIS, PEOPLE!

OUR FUTURE BEGINS WITH THE BIN WE'RE IN!

WE'RE COMPOSTABLE!



I'M CAPABLE OF SO MUCH MORE!

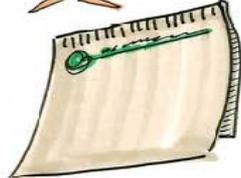


FOOD CONTAINERS AND LIDS

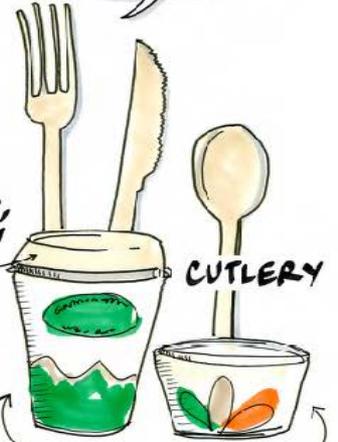
CLEAR SODA CUPS, LIDS & STRAWS



CANDY CUPS



NAPKINS



LIDS, TOO!

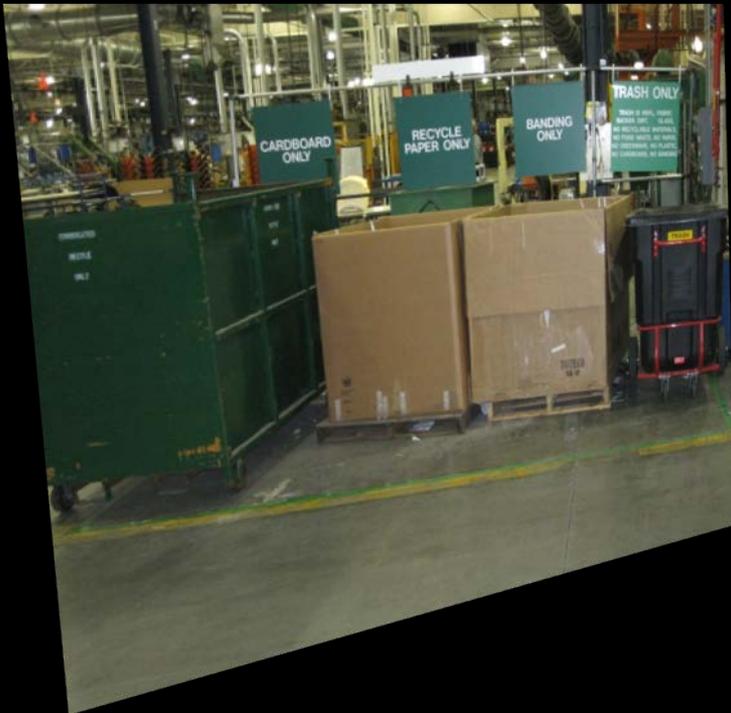
CUTLERY

COFFEE & SOUP

Greening the Office



What Works!



Cardboard- Can be recycled at GHQ or SULC/IC dock

Toner Cartridges- Place in replacement packaging. Designate "recycle" and mail via inter-office

Batteries- Dispose in designated buckets located in shared service/mail stations

If in doubt, contact Betsy at 616-247-3041 or trash it.

Learning?

- Educate, engage & inspire
- Resistance/convenience/determination
- Communication/Training – Weekly “E” Dose
- Monitor to improve
- Celebrate the journey of success
- Don’t give up!



What's next?

- New product challenges – changing markets
- Changing regulations
- Product take-back
- Retirement!

Thank you!



Do what you do better.™

Steelcase®