



Waste Shouldn't Have to Cost the Earth

A recent episode of the BBC series 'The Apprentice' began with Lord Sugar calling the teams to a refuse dump. He explained the hidden value in the things we throw away and instructed the teams to start up junk collection businesses. The trick for the candidates was to spot value amongst the waste. The value in waste is why waste management is a business in its own right and why companies, like ours, can work with clients to both reduce costs and improve the impact they are having on the environment.

What many managers and businesses don't understand is that waste has a commercial value – if you have the operational capability and market knowledge to sell it. Like most businesses there are economies of scale so volume is a big factor too when trading waste on the international market.

In today's environment, there is both a moral and a legal obligation for you to manage your waste appropriately. Legally you must be compliant (harsh penalties await those who are not) and morally you are doing your bit for the environment, provided the waste is recycled correctly.

So, in a nutshell

- a) Waste shouldn't cost the Earth (the impact on our environment must be minimised)
- b) Waste shouldn't cost local businesses the earth (the cost to the business should and, more importantly, can be minimised)

Waste Management companies who operate legally, efficiently and on a large scale will have business models that allow their customers to share the benefits. We recommend that you open your mind to the savings that can be made in your business by reviewing your approach to waste. Trimming costs is more important now than ever before and a fresh approach (without compromising service or security) could mean big savings. By way of example, in order to help you meet your obligations under the Data Protection Act, at BWR we are able to offer a fully compliant confidential shredding service that is free of charge. The mechanic is that you pay a modest fee up front, we collect your paper over a period of time and when we have received 50 bags in total from you, you get all your money back. It is a win win – you get ALL your paper shredded and recycled (so no time wasted sorting through your paper to work out what should and shouldn't be shredded as there is no cost impact on you). We get ALL your paper, which we then trade on the commodities market. At BWR we estimate that every ton of paper recycled saves 17 trees so not only are you saving money and meeting your legal obligations but you also have a positive impact on the environment.

With a reputable waste management organisation there should be no nasty surprises. They will, of course, need and want to make money but not at the expense of customer service and value or at a cost to the environment.

Don't 'waste' time thinking about it, review your processes now and reap the rewards.

Andrew Bailey is Managing Director of Bailey Waste Recycling NI. For more information on waste management solutions and anything you have read in this article please contact BWR on 028 3834 1449 or email admin@baileywaste.com.

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