AGENDA

1. CREDENTIALS
2. SERVICE CONTRACTS WITH LANDLORDS
3. TRAINING REQUIREMENTS
4. OCCUPANT EDUCATION
5. SHARING RESULTS
6. LEGAL PROVISIONS
SBM OVERVIEW

- 32 years in business
- $280M annual sales
- 43 states
- 5 countries + 1 commonwealth
- 350M SF serviced daily
- 7,000 employees
SERVICES

• Janitorial
• Cleanroom & Lab Sanitizing
• Green Cleaning
• Recycling/Waste Management
• Maintenance & Repairs
• Moves/Adds/Changes (MAC)
• Warehouse Management
• Vendor Management
• Office Services
• Exterior Services
• Landscaping Services
• Snow Removal

SPACE TYPES

• Corporate Headquarters
• High-tech
• Manufacturing
• Life Sciences
• Distribution
• Hospitals
• Education
• Defense
• Aerospace
• High-rise

AFFILIATIONS

• Corporate Plus Certified MBE through the NMSDC
• ISNETWORLD – Grade A Rating
• US Green Building Council Member
• U.S. Zero Waste Business Council Member
ENVIRONMENTAL SUPPORT

- **21** years of sustainability management
- **40** major recycle locations managed in 2014
- **66.6%** diverted in 2014
- **36.6M** pounds diverted from landfill in 2014
- **$3.4 M** in documented client savings (2014)
- **100%** green products and equipment are certified by third party

AWARD-WINNING RECYCLING PROGRAM

- U.S. GREEN BUILDING COUNCIL MEMBER
- ACCREDITED PROFESSIONALS
- PRESIDENT OF THE BOARD SUE BEETS

SBM CONFIDENTIAL
HIGH-RISE, MULTI-TENANT EXPERIENCE

- SBM has been servicing high-rise, multi-tenant buildings since 1987
- 99% customer retention rate
- High-rise, multi-tenant locations require close calibration with multiple tenants and POCs
- SBM is able to offer Zero Waste Planning, Trash Free Zones, composting, and Solid Waste Management programs to tenants who would not have exposure to these options otherwise
- Sample clients: Coke HQ ATL, USBank Cincinnati, WF STL and Starbucks HQ
The goal is to Incorporate all your “wants” into the contract. This ensures you have the exact expectations of the Service Providers.

CONSIDERATIONS:

- Ensure Your Expectations are met
- Your Service Providers understand your expectations
- You could use LEED Waste guidelines to support language

POTENTIAL CHALLENGES:

- May have to pay for extra services or balance trash with extra service
- Clear communication with Custodial Team
- Being different than rest of floor
- Poor or incorrect labeling at End Staging space
- Having Recycle too far away or in the Dark
- Ensure material gets into correct containers “What goes where”
A critical part of teamwork is ensuring the Custodial Staff knows:

- **Direct contact** with Custodial Supervisor
- **What is recyclable?**
- Ensure **correct language** is used based on staffing
- Is there a **Contractor Orientation** that includes the basic information?
- **Physically show employees** what goes where
Training for different **stakeholder groups** may be necessary to ensure that your recyclables are segregated and find their way to the right dumpsters or compactors.

- Start with **new hire training** or on-boarding
- Work with **managers, supervisors and team leads** to get information to the line staff
- Develop training **specific to the group** and address how they generate and dispose of waste
- Groups to consider:
  - Janitorial (SBM is responsible for this)
  - Cafeteria (especially if there is a compost collection component)
  - Maintenance/Construction
  - Landscaping/grounds
  - Move Crew
  - Shipping and Receiving
DESK SIDE

LANDFILL & MIXED PAPER
BRUTE BARRELS

GREY:
Supplies (if needed)
& Landfill

BLUE:
Compost (food waste)
separated from Mixed paper, Recycling (bottles and cans)
Robust training and rewards programs create knowledgeable team members and engaged employees.

**TRAINING TRANSCRIPT & CERTIFICATION**
Every employee will have a transcript which will allow them to become certified to perform their job.

**ONGOING EDUCATION**
Following initial training, employees will participate in 1 hour of monthly skills training.

**ROLES & RESPONSIBILITIES**
Employees will understand what is expected of them.

**QUALITY AUDIT PROGRAM**
Internal and joint audits; scores automatically link to responsible employee.

**REWARDS & RECOGNITION**
Implement “SBM Bucks” program to incentivize team members.
Does the population know “what goes where”?

• If you were a new employee walking in the door, is the program complete?
• Building Occupants should be able to identify what goes where in a matter of a couple seconds.
• Keep it simple.
• Identify the program with the brand imaging
• Determine a style that reflects your aesthetic and stick with it:
  • Full Color or B&W Photography
  • Pictographs
  • Color Coding

SBM has these signage templates available to all of our customers. Custom signage can be developed on a project basis.
It is important to effectively **communicate changes** in the program. We have seen all too many times new programs rolled out without ANY communications to the building occupants

- Communicate what the change is and the reason for the change
- Explain **what is required** of the building occupant to participate

**TIMELINE:**

- **UPDATE INTRANET:** COMING SOON
- **STAKEHOLDER MEETINGS:** TRACK DATA
- **PROGRAM LAUNCH EDUCATION BLAST:**
  - Lobby Poster/Booth
  - New Bins and Labeling
  - Desk Drop
  - Lunch and Learn
- **SHARE PROGRESS/STATUS**
• Staff will be more likely to participate if they feel connected with the process and the outcomes.

• Utilize comparisons and statistics that people can relate to. Metric Tons of cardboard can be hard to visualize, but the equivalent to 10 Elephants is easy to imagine.

• Keep messages fresh. A poster left in the same place for over a month will blend in to the background and will no longer be seen.

• Competition between buildings and sites can engage staff to do their personal best.

• Messages on progress to goal, success and need for improvement help to keep focus.

• General “Environmentally Friendly Practices” and what to do at home and at work.
• **Earth Day** and **America Recycles Day** are a great time to hold an event

• **New Program Launch** is another great time

• Include **information about the program** goals, results, challenges and path forward

• **Include interactive elements** to draw people in, then hit them with the information that you want them to take away

• Quiz with a Raffle entry

• Games that show how to sort recyclables

• Environmentally friendly **giveaways are always a hit** and help to make the event fun

• Reusable grocery bags

• Recycle content pens, pencils, bookmarks etc.

*The SBM Sustainability Team provides a kit to all of our site managers that contains digital files for posters and other printable items, slide shows, and instructions on how to have a successful event*
• Adjust and know what waste you are diverting from landfill or incineration

• Work with Janitorial or someone on your team to weigh each commodity and track the results

• There are ways to count bags after you have an average weight per commodity or just use actual weights.

Randy Van Winkle in PPE and holding a digital Scale
• Track your **diversion** from landfill or incineration

• **Share the results**

• Conduct random **Waste Analysis** to share
• Contract considerations
  – Green Cleaning included
  – Collection of desk recycle, copier/printer areas, common areas
  – Collection of compost and from what areas
  – Designated space for each commodity
  – How are these commodities weighed?
  – AB341 CA requires 75% or other state and local ordinances that require businesses to provide recycle

• What is the process for outside the Scope of work Request

• Union versus Non Union

• Proof of Janitorial not doing the job from employees, what are the steps

• I need Janitorial to do more, how do I do that?
QUESTIONS & DISCUSSION
THANK YOU FOR YOUR TIME AND INTEREST

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