



BUSINESSES LOVE SUSTAINABILITY

We want to say an inordinately large, thank-you to all the people who voted for us in the Tomorrow's Cleaning Awards. Though commercial sustainability is about corporate commitment, it is the people at those organisations who make it happen and it is many of you that have voted for Love Sustainability to win the Tomorrow's Cleaning Awards.

Thank you.

SUSTAINABILITY IS A MAJOR ISSUE EVERYWHERE

Scientists are increasingly focusing on what effect humans are having on extinction rates, the legacy of acid rain is manifest in acidic oceans and particles of plastic can now be found in human blood.

In 2020, an above average number of fires swept through Brazilian rainforests in the first half of the year, contributing to an 11 year high in deforestation, damaging one of our largest, most protectable climate change buffers.

2021 saw weather chaos. In June, Belgium suffered significant thunderstorm damage across the country while British Columbia sweltered in record high temperatures that contributed to hundreds of additional deaths in a single week.

The 2021 World Air Quality Report reported that air quality in India had returned to pre-pandemic levels, with the country home to 11 of the 15 cities in Central and South Asia with the worst air pollution.

People see these news stories every day and are pressuring businesses to do more to tackle the root

causes of these issues to ensure that the world of tomorrow has the same resources and potential as ours does today.

BUSINESSES AND PEOPLE WANT TO DO SOMETHING ABOUT IT

As of 2019, 59% of businesses claimed to have internal sustainability initiatives in place. Pressured by their customers and staff into being demonstrably 'green', without transparency and clear definitions of what "green" means.

Love Sustainability is our journey, our intention to continually improve the work we do and how we do it to acknowledge our sustainability ambitions. Through Love Sustainability, we are dedicated to being part of a concerted sustainability effort across the business world not just through our products, but through vital education and sustainability tools.



DOWNLOAD THE JOURNEY

We believe that when sustainability is defined as a balance between what is taken from nature and what is returned, it is difficult in the extreme for businesses to be truly sustainable, but that doesn't mean it shouldn't be their ambition. It isn't sustainability or nothing, we can all make small improvements, and together, make a significant difference.

We've set our initial targets across five key areas – Products, Certification and Innovation, Packaging, Operations, Culture and Education – so that Love Sustainability begins the important process of outlining how RCP can make the incremental gains we believe are core to success.

We'll be transparent about our progress, whether marginal or significant, because when businesses or consumers see misinformation, or greenwashing claims, it reduces trust and co-operation between all parties.

And we all have a part to play.

RECYCLING: A SUSTAINABILITY FOUNDATION

What comes up repeatedly in our conversations with people at organisations of all sizes in sectors from Hospitality to Food Service and Offices to Warehouses, is that almost everyone wants to be doing more on recycling and sustainability.

Our recycling products, such as multi-stream waste collection containers are designed to create higher levels of recycling. When all waste is housed together, it cross-contaminates so that paper mixed with food waste cannot be reused. Plastic embedded with broken glass cannot be remanufactured.

The benefits to process and cost that come from splitting waste can scale with implementation across a site, or a series of facilities.

To help understand the impact that making systemic change can have, we created the Love Recycling Audit tool. Based on an initial set of questions, the tool provides insight into the potential cost and waste savings that can be made by implementing durable waste and recycling products.

Take a **90-second audit** and see the results for yourself.

BETTER SUSTAINABILITY THROUGH BETTER CHOICES

Learning about recycling and sustainability can be challenging. Information can be complex, ranging from impenetrable tables of data to technical jargon. Concepts such as product longevity, or planned obsolescence, take time to appreciate and work into purchasing processes.

Comparing a product that's freshly manufactured with one that's been recycled often leads to the conclusion the second product is the sustainable choice. But the truth is more intricate than that and the longevity of the first product matters against a remanufactured item. Recycling and waste containers that have long-term warranties, such as Brute and Slim Jim (10 years), present a durable option that's a significant factor for sustainability.

We wanted to offer something to the principle that recycling knowledge powers sustainable success, that helps to tool people with the information needed to make the best choices for improving sustainability.

We created the **Love to Learn Recycling platform** dedicated to understanding the fundamentals of recycling and waste reduction. The platform is completely free and once registered you can access all materials in the lessons and modules.

CHOOSE SUSTAINABILITY

Love Sustainability is our intentional, committed roadmap for the sustainability of the organisation, what we the people at RCP can do, and through our award-winning initiatives how we aim to support people at other organisations and beyond. When we all make changes, we all contribute to better ways of living and a better future for everyone. Let's do this together



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