



Minimising Waste

SUCCESS STORIES IN MARRICKVILLE

KEY FIGURES ACHIEVED

 recycling	Recycling Increasing recycling rate to 60%
 carbon emissions	Energy CO ₂ Reductions / year 250 tonnes

Case study

Serendipity Ice Cream is a premium ice cream manufacturer based on Enmore Road in Marrickville. They have taken an environmental leadership role in the ice cream manufacturing industry.

The business has been part of Marrickville Council's *target sustainability @ marrickville* program since 2007 and has consistently worked hard to meet targets to reduce greenhouse gas emissions and waste sent to landfill, even with increasing product output in this period. In the future Serendipity aims to reduce waste further by meeting a recycling target of 70%.

“Our product output in 2008/09 increased by 25%, yet our general waste decreased by more than 8%”

Sarah Mandelson
CEO Serendipity Ice Cream

How did they do it?

- Waste has been reduced by working with suppliers to use less packaging, purchasing recycled cardboard boxes and reusing newspaper to wrap ice cream tubs.
- Cardboard, glass, cans, plastic and steel tins are all recycled.
- Good-quality reusable items, such as buckets, are sent to Reverse Garbage.
- 100% Accredited Green Power is used at the office and factory which is an added marketing edge over their competitors.
- Energy efficient behaviours have also been introduced, such as turning off lights and installing more efficient equipment.



Sarah Mandelson from Serendipity Ice Cream

What else?

Other initiatives implemented include:

- Sourcing local produce and discouraging plastic bag use with customers.
- Donating 0.5% of turnover to environmental organisations.
- Encouraging employees to ride or walk to work by providing shower facilities and secure bicycle parking.



Waste Management

WHAT IS WASTE REALLY COSTING YOUR BUSINESS?

Between 2007/08 and 2008/09 Serendipity Ice Cream reduced the volume of waste sent to landfill by 8%. The table below shows the financial and environmental benefits of greater recycling and lower waste removal costs.

KEY FIGURES	Savings in 2008/09
Cost Savings of reducing waste to landfill and increasing recycling	\$230*
Estimated volume of cardboard recycled	66 m ³
Estimated water savings by recycling cardboard	156,000L [#]

*based on 2009 waste management fees

calculated using DECCW recycling benefits calculator found at: <http://www.environment.nsw.gov.au/warr/BenefitRecycling.htm>

What can we do?

Waste Prevention

- Buy durable and reusable products
- Choose products with the least packaging or packaging that can be reused or recycled
- Ask suppliers if they take back packaging
- Ask suppliers to use corn starch instead of polystyrene
- Buy in bulk to reduce packaging
- Encourage customers to bring their own reusable bags and containers
- Use biodegradable material if packaging is unavoidable
- Manage stock to avoid over purchasing
- Print double sided and have multiple pages printed on each page
- Before buying something new, first consider if there is a suitable item at your own business or at a neighbouring business that can be borrowed, bought, given away or hired

Waste Reuse

- Reuse single sided waste paper as scrap
- Donate unused food to charity, such as OzHarvest www.ozharvest.org.au
- Donate old furniture, equipment, uniforms to charity or reuse centres

Recycling

- Share the costs of a recycling service with neighbouring businesses
- Recycle unused electrical equipment such as TV's computers, printers, mobile phones and toner cartridges
- Contact our team for a copy of the recycling directory!

camperdown dulwich hill enmore lewisham marrickville newtown petersham st peters stanmore sydenham tempe