



Lesson: Methodology of the concept of more efficiency regarding resources and cleaner production

Activity: Preparation a case study for company/social enterprise that follow the RECP concept

Template: Directions for making of a case study

CASE STUDY:

- **Business profile:**

A company profile is a statement that describes a business essential elements. Most of these profiles are designed as marketing material for different purposes. They normally include things like: name of the company, name of the top executives, products and services offered and prices; sales data, financial data and operational data; along with other relevant business information that might be useful to the intended audience.

Example:

WOMAD is a biennial festival of music, arts and dance, presented by the Adelaide Festival Centre Trust and managed by independent arts and events producer Arts Projects Australia. The inaugural festival was staged as part of the 1992 Adelaide Festival of Arts, and subsequent three-day festivals have been staged in every second year from 1993 to 2001. The three-day WOMAD festival is a fully-contained outdoor event. Waste material—typically food and food/ beverage packaging—is generated on site by caterers and brought into the venue by patrons.

- **Description of the technology before the process Resource Efficient and Cleaner Production:**

Review the technological processes and methods during the implementation of Resource Efficient and Cleaner Production:

Example:

Since WOMAD began, all waste materials generated by patrons and/or caterers had been collected in unsorted bins and consigned to landfill. The quantity of material sent to landfill was not monitored in previous years; however, in 1999, the amount consigned to landfill by the waste transport contractor was estimated at approximately six tonnes.



- **Cleaner production initiatives:**

The initiatives can refer to the following aspects:

- Suitable norms for prevention of uncontrolled leaking and reaching suitable, standardized actions and procedures/practices for maintenance
- Modification of the work procedures, guidelines for using machines, part of the manufacturing process and defining procedures for keeping the information linked to manufacturing/work when a registered working takes enlarged efficiency and lower rate of waste creating as well as harmful emissions in the air and water.
- Modification of the equipment for manufacturing with the goal of processes being managed with better efficiency and lower rates of creating waste and harmful emissions in the air and water.
- Repeated usage of spent materials in the same process or for another useful application within (the physical limits) of the reviewed entity.

Example:

- *The contractual requirement for on-site caterers to use compostable utensils (cardboard plates, cardboard hot drink cups, cornstarch cutlery, clear cornstarch beer tumblers and biodegradable bin liners for food waste bins).*
- *The collection of food waste into on-site Biobins (9 m aerated skips) for diversion to a compost manufacturer.*
- *Provision of an on-site 'Waste Information' tent by KESAB, reinforcing the recycling promotional material and information and hosting recycling demonstrations.*

- **Technology implemented related to the Resource Efficient and Cleaner Production:**

Provide a more detailed image to the above mentioned initiatives:

Example:

- *Waste was separated by patrons into three streams, using clearly labelled 240-litre mobile garbage bins.*
- *The cleaning contractor aimed to reduce the waste disposed to landfill through greater control over the selection of materials used at the event. Caterers were required through contract specifications to use biodegradable cutlery, plates, bin liners and beer tumblers.*



- **Actions and financial impacts:¹**

This analysis should give a clearer image of the actions that would be started in terms of the RECP process, and the influence of the company from a financial aspect: Example is reducing the need of input materials, using of resources, etc.

Example:

| Action taken | Impact | Investment | Return | Payback period |
|--|---------------------|----------------------------------|---------------------------|--------------------|
| Recycling or treated waste water for flue gas scrubber | Reduced water usage | Included in the investment below | Not quantified separately | Less than 1 a year |
| Substitution on three fuel oil boilers with one wood fired boilers | Reduced emissions | US \$600 427 | US \$568 696 | Less than a year |

- **Assessment of Resource Efficient and Cleaner Production:**

Explore whether the company/organization has public information regarding the Quality Assessment and Quality Control.

Example:

Cost of Poor Quality

Quality culture in organization

Quality SWOT analysis

- **Benefits:**

Environmental:

Refers to promoting of a better performance of manufacturing through ensuring of a more efficient using of materials, energy, and water.

Reducing of the influence on the environment from the processes, products, and/or services in the course of their lifecycle through thinking it through, projecting and manufacturing of products that are effective in terms of costs, but also are environment-friendly.

¹ This numbers aren't relevant for the named company.



Example:

- Reduction of waste consigned to landfill
- Conversion of food waste and compostable materials into compost, reducing the demand
- Reduced demand for energy and raw materials (oil for plastic, bauxite for cans, sand for glass)

Economic:

Signifies a depiction of the economic influence, financial implications in the company/organization.

In general, by using of this process it is enabled to have more competitiveness and a better approach to the international market, especially when it comes to entities situated in countries of development and economies in transitions. Efficiency is improved (for production) and profitability as well.

- There was no additional cost to the event managers for specifying use of compostable catering products. All additional costs for these were passed on from the event managers to the caterers to the consumer—adding approximately one cent per item to the product purchase price.
- Specifying cornstarch and cardboard compostable products for use in catering provides certainty in the catering sector. Caterers expressed an increased willingness to bulk purchase compostable catering products, thereby reducing the unit cost

Social:

Through an analysis of the social impact, it should be reviewed how much through this implementation of this process the way of thinking has changed, as well as the discipline, change in habits and behaviors, practices of mindful managing, if the company reputation has improved, if the motivation of employees improved, etc.

Example:

- Introduction of sorted recycling at public events reinforces domestic kerbside practices due to the similarity of process.
- Introduction of on-site recycling stations conformed with community expectations for recycling infrastructure at public events—thereby benefiting the WOMAD event through improved public image.



- **Opportunities:**

To see the possibilities for improvement of the already established initiatives or to introduce new.

Example:

The incentive to separate materials into recyclable, compostable and waste materials resulted from:

- consumer demand for recycling at public events (particularly following the Sydney Olympics).