

PUTTING DSV ON THE ROAD TO BETTER RECYCLING



TAKING CONTROL OF WASTE WITH IMPROVED SYSTEMS AND ENGAGEMENT

With a desire to reduce the volume of waste being sent to landfill, boost recycling rates and ultimately cut waste management costs, DSV sites have undergone a revolutionary upgrade to their recycling practices and systems. Supported by Rubbermaid Commercial Products (RCP) and distribution partner Lyreco, the facility has seen its recycling transformed, while also becoming compliant with England's new Simpler Recycling legislation.



**INTRODUCED
MULTI-STREAM
RECYCLING**



**CUT WASTE
MANAGEMENT
COSTS**



**INCREASED
STAFF
ENGAGEMENT**



**REDUCED CROSS-
CONTAMINATION**



STARTING THE JOURNEY

As recommended by RCP, the first stage in assessing the challenges, opportunities and solutions for any waste management transformation is a "waste walk"; a full facility audit. While waste in the "mixed municipal areas" such as offices, meeting rooms and staff canteens was being split by the waste contractor – a costly approach – there was a low recycling rate, a large amount of cross-contamination due to single stream bins, and low engagement and knowledge among staff.

Many staff members were unsure about recycling procedures, couldn't easily identify the bin labelling, and didn't understand the process. It was time for DSV to take control, reduce waste collection costs and drive down general waste volumes.

AFTER



A PLAN TO DRIVE DOWN GENERAL WASTE

A standardised multi-stream recycling system was recommended across the entire site, featuring consistent colour-coding and simplified labelling to support all staff and visitors to recycle as much waste as possible.

Slim Jim® Recycling Stations provided a solution that worked throughout the facility's different functional areas, combining adaptability, durability, aesthetics and functionality with the ability to deliver clear signposting to maximise recycling compliance.

A modular design, the systems allow DSV the flexibility to change which streams are collected where easily in the future, without the need to change the whole unit of containers.





CREATING A BETTER RECYCLING CULTURE

RCP offered a bespoke solution for DSV that would not only enhance corporate accountability but also included custom-designed labels and posters to build awareness and improve knowledge.

The new recycling stations were also designed specifically to boost engagement, drive a sense of ownership, and improve understanding at the point of disposal. Custom labels heavily focused on images rather than text to ensure understanding for DSV staff as well as drivers arriving from mainland Europe to prevent a language barrier.

Internal engagement incentives and initiatives are further supporting a reduction in waste going to general disposal.

With a clear, consistent waste management system in place, recycling across the facility has now been simplified with a seamless roll-out thanks to Lyreco's outstanding logistics.

FIND OUT MORE

If you would like help on how to improve your recycling processes, as well as comply with legislation, please contact RCP.

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This project has completely changed the way we manage waste. The support from RCP and Lyreco has helped us introduce a clear, consistent recycling system that's easy for everyone to follow, and their knowledge and expertise throughout the whole process has been invaluable.

Staff engagement is up, contamination is down, and we're already seeing a real impact in both our recycling rates and waste management costs. ”

Bhav Somal,
Sustainability Manager, DSV

