



“So you say you want to dumpster dive...”

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April 1, 2014

Proprietary & Confidential

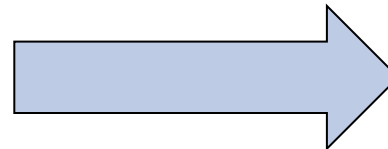
Why Dive?

Almost every ZWTL site we benchmarked started with a Dive



“Seeing the waste” in one place is powerful

Year-over-year improvements are easy to see



How do we Dive?

A. Choose a Day



B. Choose your Divers



C. Choose your Support Team



D. Plan your Attack



E. Expect Surprises



A. Choose your Day



Spring or Fall days with light or no wind and ideally no rain



Start early to give plenty of time to finish and clean up



Earth Day is good, but could be hard to get external attendees



B. Choose your Divers



If you don't have a Green Team, now is a good time to start one with 5-10 motivated cross-functional associates

We used about 10-12 Divers to sort 1-2 tons in about 3 hours

Include Site Leaders on the Dive Team, even if they are not full-time Green Team members

Invite community resources and vendors to attend

Whether Diving or not, your Environmental Health and Safety Manager needs to play a significant role

C. Choose your Support Team



Consider these aspects when choosing a Support Team:

Personal Protective Equipment (PPE)

Tools needed (rakes and hoes work best for us)

Setup

Cleanup (water, hoses, etc.)

Lunch for Dive Team

Info Tables for Green Team and invited guests

Giveaways to site associates who are viewing Dive during lunch

Photography and Publicity

D. Plan Your Attack



1. Engage your waste hauler to empty dumpster in chosen area setup for Dive, 2-5 days of site waste, in one large pile
2. Anticipate what you will have in terms of piles, such as cardboard, foam, food waste, plastics, etc.
3. Label or designate areas of the Dive to push the large pile to the smaller, sorted piles of similar materials
4. Estimate weights and/or volumes of each pile and the total
5. Plan how to reroute would-be landfill waste to recycling
6. Get a quote for cleanup after event – it's worth it!

Our Day of the Dive 2013: Setup and Start



- 3.5 days of facility waste dumped onto 100' x 20' 4mil sheet
- Dive Team reviewed SAFTEY and planned how to sort piles

We Sorted Waste into Like Categories



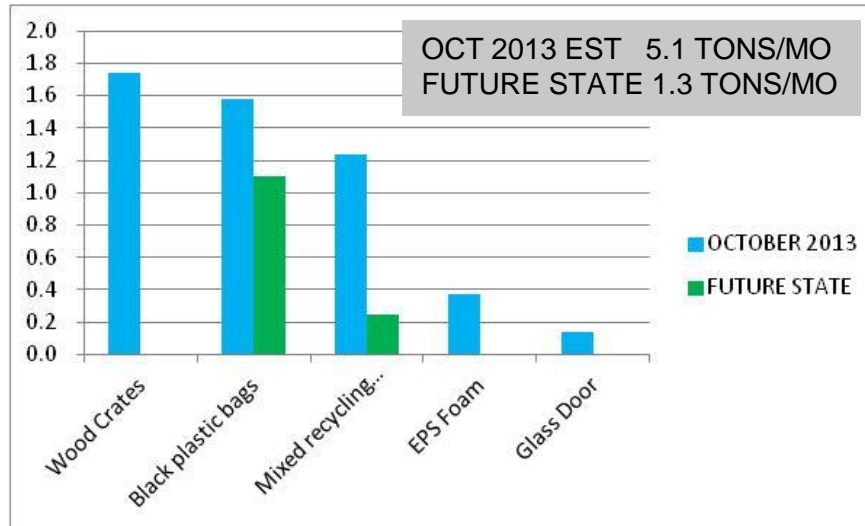
E. Expect Surprises

1. This is an outdoor event. The weather may not cooperate.
2. You will see less of / more of some things than you expect
3. You'll be pleasantly surprised at how easy it will be to turn your waste into raw materials for someone else's process
4. Biggest surprise: Yesterday's trash does not smell too bad

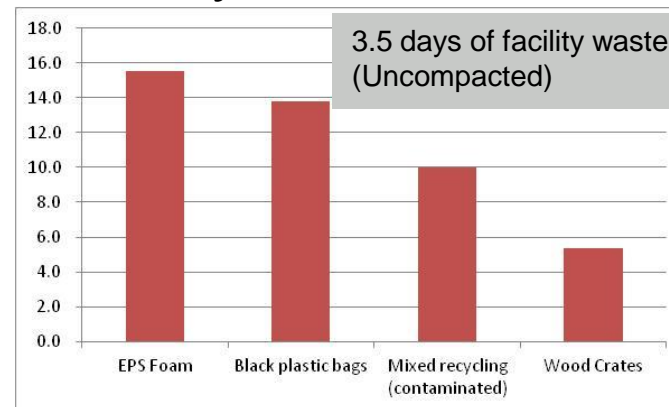


Summary of Our 2013 Findings

Mass by waste stream (tons/month)



Volume by waste stream (yd³)



All Site Associates Invited to See Sorted Waste



3rd Parties discussed recycling impact to NC Jobs +
Donuts and Coffee helped bring folks out
Many remarked how much progress we've made!