

DIVERTING FOR DEVOUR



GREENLIGHT GREENPAPER

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The Devour Phoenix project explored opportunities to divert waste from the landfill in the Devour network of restaurants. This project focused on Old Corrugated Cardboard (OCC) repurposing and the benefits associated with group collaborations to achieve the highest rates of both diversion and collective economic prosperity.

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Challenges & Opportunities

The member restaurants of Devour Phoenix had a desire to improve their waste-to-landfill ratio. The challenging logistics and high costs related to the implementation of recycling programs in member restaurants created the need for an overall assessment of this process. Devour Phoenix provided an opportunity for these restaurants to unite in their challenges and create positive change while mitigating the obstacles as a coalition.

GreenLight Solutions was charged with the task of identifying a viable, long-term, and sustainable alternative to current waste and recycling methods. This is to be performed under the constraints of avoiding additional cost, performing minimal training, and remaining compliant with Health Department guidelines.

Recommended Solutions

GreenLight Solutions created a partnership with United Fibers (UF) to establish a pilot program for OCC recycling. United Fibers provides alternatives in recycling and produces eco-friendly insulating products from the bi-products of various textiles. Their program also fundraises to offset partner recycling costs, whereby organizations raise funds through the OCC and paper collection.

The pilot program is scheduled to launch with 2-3 coalition members to determine if this program is a good fit for all. Not only will a partnership with United Fibers divert OCC from the landfill, participation in this program will also offset the cost of member restaurants' recycling costs.

Project Benefits

BENEFITS TO PROJECT PARTNER

Member restaurants of Devour now have the opportunity to recycle their OCC and paper waste without any additional costs to their businesses. Because UF will provide free pick-up services and create less waste, member restaurants may also reduce their waste hauling expenses. UF will share a percentage of revenue from the recycled material with Devour member restaurants, which can be allocated to charities or to the member restaurants. GreenLight recommends that this payback be utilized as an employee appreciation fund to incentivize employees to recycle the material correctly.

BENEFITS TO SOLUTIONEERS

Solutioneers were able to put the new GreenLight GuideLines 6-phase project process to use for the first time and provide validation that the framework worked effectively. Each member of the group learned about project management and networked with business leaders, including Local First Arizona and the Devour Food Coalition.

BENEFITS TO THE COMMUNITY

Decreasing waste production is key to improving the community's land use and resource management, and decreasing greenhouse gas emissions from landfills. This project has the potential to divert tons of OCC and paper from landfills, 'closing the loop' in Devour restaurant waste systems. This solution will have a lasting impact in the valley, contributing towards the sustainability of Phoenix.

