



**Company:** Timberland

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**Challenge:** Waste reduction

**Approach:** We held a dumpster dive. Employee volunteers sorted through 13 bags of trash in our dumpster. Of the 13 bags, it turned out that we had 6 bags of recyclables, 4 bags of compost and only 3 bags of trash destined for the landfill (and most of that was made up of trash can liners)

**Impact:** this was done recently so the impact remains to be seen but we are embarking on an education and behavior change campaign. We could reduce our waste by 75% if everyone took a minute and made the right choice about how to discard their waste.