



Submitted by: Jeff Baker  
Company/Organization: Image 4

### Challenge or Opportunity:

Reduce landfill shipments, reduce cost of dumpster tipping

### Approach or Solution:

Systemize and make it easy for staff to contribute. Management had a goal of reducing our outgoing waste by 70%. This was a complicated challenge, needing changes throughout our process and activities.

We felt the only way to succeed was to set the bar low, “train” the staff through successful accomplishment, and scale the program once we had earned universal support.

The first step was to place blue waste paper recycle bins at each office workstation and throughout the production area. Then, we made it a Friday afternoon team game to break down and bin cardboard and paper. Other small changes like setting the printers on “two-side printing” as a default accumulated to real change on the input side. After several months of “practice”, we expanded to actively reducing incoming packaging materials and re-using materials on outbound shipments. Since everyone was used to the concepts of “reduce” and “re-use”, this “new” activity was picked up much faster and supported immediately.

This laid the groundwork for our metal and wood reduction and reclamation efforts a year later.

### Impact:

Image 4 captures 100% of paper product for re-use and re-cycling. Our cardboard dumpster is emptied 50% as often. Over a couple of years, our focus changed from reducing and/or recycling outgoing waste to reducing incoming material to eliminate waste in the first place. After 3 years, we are within 5% of our 70% reduction target measured by a waste-to-production metric. Now, we’re saving dollars in procurement, processing and disposal.