



Jason Wilcox, General Manager at Waste Audit Canada, describes the company's waste auditing and management services, and outlines methods by which companies can realize increased recycling cost-effectively. For more, visit wasteauditcanada.com.

What services does Waste Audit Canada offer?

Waste Audit Canada is a leading independent auditor in the Canadian waste and recycling industry. We have completed hundreds of waste assessments and audits from coast to coast for small businesses to Fortune 500 organizations. Our team of experts assist organizations in the IC&I sectors on MOE Compliance, as well as consulting for 3RCertified, BOMA Best, and ISO 14001 certification.

Why do you think waste is an important environmental indicator for companies?

Waste is an important indicator because it includes economic considerations, as well as sustainability. If solutions for managing waste are integrated into the overall business plan companies can reduce their carbon footprint, affect operational efficiencies, and save the company money on disposal. Tracking waste in an integrated system then becomes a real-time indicator of economic and sustainability measures at the same time.

Describe a project or campaign your team worked on to help reduce or divert waste.

We have recently had the opportunity to work with a supplier to one of the largest restaurant chains in North America. Over the last two years, through the implementation of a number of programs, they have reached their target of *Zero Waste to Landfill*. It is always a rewarding experience for our team to partner with organizations and meet their environmental goals and objectives.

Based on your work with property managers, what are some of the key challenges to waste reduction and diversion?

While trying to maintain an effective waste management program property managers often have difficulty getting all tenants on board with new initiatives. Although setting an aggressive diversion goal looks attractive at the onset, it's difficult to achieve if everyone is not working cohesively to meet it.

What solutions do you recommend in tackling these challenges?

Consistent education and awareness is important so that everyone is aware of the programs that exist and the common goal of increased landfill diversion. To overcome difficulties, we may implement an online tracking system or interactive waste portal, which allows users to monitor success and report on diversion levels, as well as other key performance indicators like carbon footprint.

