



JOURNEY IN
SUSTAINABILITY

2018
UPDATE



OUR VISION

Great people, working together
to create positive change in the world.



OUR MISSION

To support everyone who cares about waste diversion
with leading edge products and services that maximize
the quantity and quality of their recycling program.



A MESSAGE FROM OUR FOUNDER **CRAIG BUSCH**

Wow...what a year!

In Spring 2017, we saw the launch of the Resource Center, the ground-breaking recycling & waste collection analytics software. We grew our team across all departments and created a new division by adding Refuse Management Specialists (RMS). The RMS team promotes the Resource Center, offers consultation services to customers and seeks out ways to advance the industry. As you'll read in the coming pages, we've used both the Resource Center and our Refuse Management Team to advance our own internal sustainability goals and help plan what our next steps will be on our path to zero waste.

Earlier this year we announced Project RISE, our environmental Give-Back program. This initiative offers our customers the opportunity to make a Busch-Backed donation to a charitable organization in one of five areas of environmental stewardship and sustainability.

As the 2018/2019 year rolls on, we look forward to seeing how the Resource Center and Project RISE will grow. Additionally, we have many new, unique products launching, all designed with sustainability in mind. We're continuously striving to provide people with valuable information and container options that allow for positive environmental impacts.

On behalf of the entire team here at Busch Systems, thank you, and we look forward to sharing our latest updates in our sustainability journey with you!

~Craig Busch
Founder, President & Chief Designing Officer



ENVIRONMENTAL ACTION EMPOWERING CHARITABLE OUTREACH

Having social responsibility is as important to us as being environmentally responsible. For 30+ years we have agreed that supporting non-profit organizations is an important part of our company's culture. We bike, paddle, run, walk, garden, bake, swim and continually fundraise for deserving organizations. We love that giving back is part of our workday, everyday.



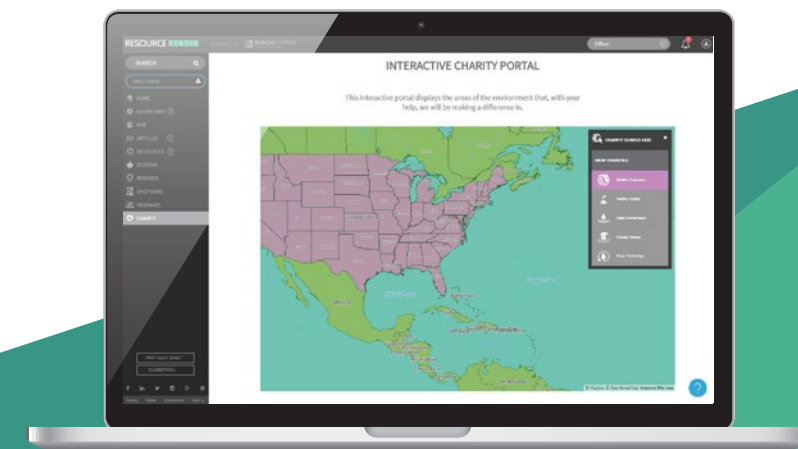
PROJECT RISE

Responsible
Initiatives
Supporting the
Environment

Following along with this mentality, we wanted to extend the opportunity to our customers to share this passion with us and instill sustainability within their companies as well. The culmination of this, which Busch Systems is ecstatic and eager to present, is our Environmental Give-Back program! This new program is called Project RISE, Responsible Initiatives Supporting the Environment.

We are proud to announce that with every sale, Busch Systems will be offering the opportunity for all our customers to make a Busch-Backed donation to a charitable organization in one of five areas of environmental stewardship and sustainability.

By partnering with Busch Systems, you are partnering with the environment and an industry leader in sustainability!



UPDATES & HIGHLIGHTS THE RESOURCE CENTER

Since the launch of the Resource Center in April of 2017 we have seen tremendous support from active users worldwide. The refuse tracking software has reached users in Australia, India, Brazil, Mexico, Argentina, Spain, New Zealand and South Africa, giving them the tools they need to reduce the environmental impact associated with refuse generation.

With continual updates to software, functionality and features, the Resource Center is on the leading-edge of collection tracking and reporting software for businesses and institutions. Some of the Resource Center highlights from 2017 have been:

“Green Thinking” Video Series - Here at Busch Systems, we know the ins and outs of the recycling & waste industry. Educational vlogs containing tips, tricks and hot topics to collection and signage best practices, has made our video series a great success! We constantly strive to offer quality and informative content for our viewers, so they can continue the conversation!

Expanded the Map - The Resource Center map now contains information on local landfills, recycling centers and e-waste drop-offs across all of North America. Simply enter in your address and the map will show you where to find what you are looking for! In addition, global information has been added for collection coverage data as well as typical stream compositions for countries of the world.

Live Webinars - Some topics deserve more than a vlog and are best presented in an interactive format. With our new live webinars, we can dive deeper into some of the more complicated and robust issues surrounding refuse management and offer a platform for communication between our viewers.

We thank everyone who has signed up and used the Resource Center in any capacity. We invite you to check back in frequently as we are always finding new and improved ways to make your refuse management systems a success!



COMPLEMENTARY SERVICES REFUSE MANAGEMENT SPECIALISTS

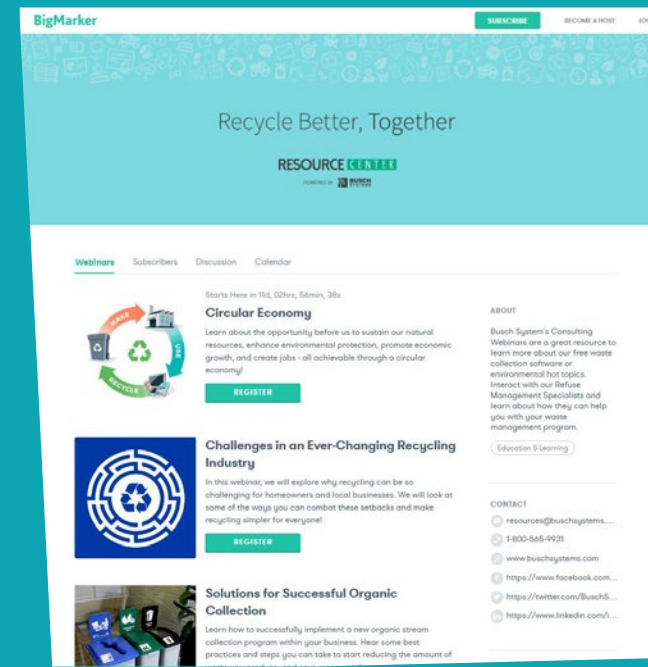
Busch Systems grew even bigger in 2017 by introducing a new team to the company - Refuse Management Specialists (RMS)! These members work closely with clients and the community to plan, implement, evaluate, and coordinate a successful recycling & waste strategy into their company.

While the Busch Systems Account Managers excel in suggesting the right containers to their clients, the RMS team supports the sales staff and their clients with the technical expertise of refuse management. Our Refuse Management Specialists studied Environmental Sciences and Technology and are passionate about protecting the planet by helping others with their sustainability efforts!

The team offers complementary services to businesses including refuse reduction strategies, identification of recycling opportunities, site visits, refuse audits, free educational webinars and sustainable development coordination. Additionally, the team introduces businesses to the Resource Center and supports them in getting started.

Our RMS team attends tradeshows, conferences, and gives presentations across Canada and the U.S. on refuse management and environmental topics. The Refuse Management Specialists team wants to help you achieve your sustainability goals!

They can be reached at resources@buschsystems.com.





THE JOURNEY IN SUSTAINABILITY 2018 ACCOMPLISHMENTS

With the addition of the Refuse Management Specialists team, we have accomplished 2/3 of our 2018 goals in the first 3 months! Busch Systems' employees continually show their enthusiasm and support for environmental initiatives both internally and externally, allowing us to celebrate our accomplishments and keep up the momentum! Here is what we have completed already in 2018:



Organics Waste Collection

Based on information gathered during our 2017 Waste Audit Report and data displayed through continual use of the Resource Center, organic waste made up a significant portion of our refuse. In a continuing effort to increase our waste diversion and reduce our environmental impact at our headquarters, we are proud to announce Busch Systems now has a fully implemented organic collection system!



"Green Thinking" Educational Videos

Our home-grown video blog series, "Green Thinking," really took off in 2018! Not only are these vlogs a blast to make, but they allow us to share our passion and knowledge for refuse management and environmental sustainability with the world! These weekly vlogs get a lot of traction internally and externally, and really help spread the word and promote "Green Thinking"!



Increased Diversion Rate

Waste reduction in our office and warehouse is always top-of-mind. We are constantly on the lookout for new and innovative ways to reduce our environmental impact by increasing recycling rates. We are proud to announce that so far, 2018 is shaping up to be our best year yet! By tracking our refuse generation on the Resource Center we have found areas in our building that needed improvements, after tackling the issues head on we have increased our diversion rate by 18%!



THE JOURNEY IN SUSTAINABILITY GOALS FOR 2019

2017/2018 showed us what we are capable of completing in only a one year span and we are so excited for next year to see what else we can accomplish to make Busch Systems even greener! We have highlighted a set of new goals that we are working toward for 2019, including:



Eliminating Water Bottles from our Office

With all of our other sustainability accomplishments this past year, we were unable to achieve our goal of eliminating water bottles from the company, so this is why this is at the top of our list for 2019! We all know how detrimental plastic water bottles are to the environment, that is why it is our goal for all our staff to have access to reusable water bottles and a reverse osmosis system. We want to keep those plastic water bottles out of our local landfills.



Continuing Education for Staff

This goal is just that, a continuation for 2019. Educating our staff on sustainable efforts is something that we are always striving to achieve. We will be hosting more educational webinars and academy programs for our staff to keep their minds fresh and up-to-date with the latest knowledge. The sustainability knowledge we are continuing to learn at Busch Systems can be applied to employee's lives here at the office and at home!



A New Recycling Center

This gives our employees the opportunity to recycle those hard to recycle items, including lightbulbs and e-waste! We currently collect batteries, however we want to expand this initiative to further increase our diversion rate. This will give employees an easy opportunity to discard those tricky materials from their home, seamlessly!



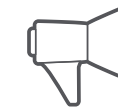
What are your sustainability goals for the future?

We'd love to hear about them!

Send us an e-mail at resources@buschsystems.com.



Marty Pepper, Vice President of Operations, Savannah Vine and Shaun Wakefield, Refuse Management Specialists cutting the ribbon on the Project RISE Living Green Wall!



INTRODUCING PROJECT RISE LIVING WALL

In 2012, a living green wall was installed at our head office. Besides the beautiful scenery it creates year-round, the benefits of having a green wall in the office are abundant. The plants, chosen very carefully, filter certain toxins from the air, which contributes to air purification along with reducing the overall ambient temperature. In an indoor climate, this helps us reduce our air conditioning costs in the humid summer heat. Also a natural sound barrier, the Project RISE Living Wall helps reduce surrounding noise, and some sources say that these features can increase productivity and decrease illnesses in employees!

Aside from all of the other incredible advantages listed above, our green wall has become the favorite feature of our head office and is always a popular gathering place. We thought that it was, therefore, time to celebrate our green wall with an Earth Day dedication that also tied in with our recent launch of Project RISE.

Introducing the official Project RISE Living Wall! By formally naming, we hope that this will provide a consistent reminder to our employees and visitors that we are committed to organizations, both our own and those in our broader community, that aim to keep our environment a beautiful and sustainable place to work, live and play.

