



**BUSCH
SYSTEMS**

JOURNEY IN
SUSTAINABILITY

2021
PROGRESS REPORT



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

I have never been more grateful for the team at Busch Systems. Since our lives drastically changed in 2020, it has been inspiring to see new, compassionate & communication-focused leaders stepping up in our organization. The difference they've made has been felt by our staff, our customers, our community, and our industry. And with the help of all our employees, 2020 and 2021 proved to be years of accelerated innovation, engagement, and empowerment.

In response to COVID-19, we created an entire line of sanitation-dispensing products to help businesses and organizations continue their important work safely through the pandemic - and donated several of those products to pivotal local non-profits. Internally, we continued our focus on reducing waste, building community, and doing everything we can to leave the world better than we found it. In 2022, we will complete our B-Corporation recertification, continue our Project RISE charity donation program, and further invest in the total wellness of our employees.

It has never been more important to be kind, help one another, and encourage others to do the same. I look forward to 2022 as a year of collaboration – working together toward solutions that deliver for our economy and our planet!

- Craig Busch

Founder, President & Chief Designing Officer



INVESTING IN **OUR PEOPLE**



Training & Development

True Advisor Training

As part of our commitment to advancing zero-waste values and policies - and to be able to better - assist others in achieving zero waste operations, 5 additional Sales & Marketing team members have earned TRUE Advisor certification.

Botree Inc. Virtual Sales Training

To ensure our sales team is equipped with the latest tools and techniques required to provide the best customer service experience possible, we participated in Virtual Sales Training. This helped our teams optimize our remote customer service technology & skills, made us more travel-restriction resilient, and already greatly reduced the carbon footprint of sales-



Social Events

We place a high value on keeping our employees engaged and active within our work community, ensuring higher employee satisfaction & retention. In 2021, we revived the full-time position of Engagement Coordinator with a new hire, and as of her start date in May 2021, have offered the following free social events company-wide:

- Several virtual movie nights, watch parties, and game nights streamed online for employees to enjoy with their families
- A Holiday Office Drop-In (a socially-distanced & masked 'Open House' and toy-drive in support of Barrie Christmas Cheer)



Health & Safety

COVID-19 Safety Plan

Busch Systems developed and delivered a robust & immediate action plan to protect our employees in response to the COVID-19 pandemic. This included mandatory health and safety measures, along with further-increased cleaning & sanitizing procedures. Busch Systems continues to support a remote workforce and provides financial compensation for vaccination and/or testing, as well as full payment of wages if an employee needs to self-isolate. Due to this dedication and standard of care, to date we have had zero cases of COVID-19 in our facility!



Employee Engagement Survey

Busch Systems is dedicated to the health and happiness of our management and staff, and the results from our Engagement Survey in September 2021 reflect that. Employees responded that they felt proud of where they work, and would not hesitate to recommend Busch Systems as a great employer. We were also pleased to hear that employees felt motivated to go above and beyond in their roles and looked forward to working at Busch for years to come. In 2022, Busch Systems will continue to strive to improve employee engagement and satisfaction.



INVESTING IN OUR COMMUNITY



Responsible
Initiatives
Supporting the
Environment

Project RISE (US & Canadian charities)

We believe in the importance of both environmental and social responsibility, and that is exactly why we introduced Project RISE in 2018. With every order, customers are given the opportunity to have Busch Systems donate on their behalf to the charity of their choosing, selected from a curated range of non-profit organizations in the areas of: forestry, climate, water conservation, and environmental protection & education.

The process is simple & streamlined:

1. A customer makes their purchase,
2. They are provided with a code valued at up to \$500 that they can 'redeem' in support of their selected non-profit, and
3. Busch Systems makes the donation on our customers' behalf

Charities pending for 2022: Freshwater Future, Forests Ontario, Environmental Defence, and RAVEN Trust.





Christmas Cheer

One of our biggest charitable initiatives annually takes place toward the end of each year in support of Barrie Christmas Cheer. We raise funds, donate toys, and volunteer throughout the months of November and December through a dedicated corporate sponsorship, volunteer shifts packing donated toys, a company-wide (now-virtual) Silent Auction with many prizes donated by our fantastic suppliers & vendors, as well as an in-office Toy Drive.



Dekpor

In 2021, Craig Busch & Busch Systems had the opportunity to fund an urgent and important project for the Dekpor School Development Organization. When an aquifer that fed three boreholes ran dry and expected rains were delayed by months, communities in Dekpor were left without safe drinking water. Busch was able to finance the solution, and a large, new aquifer was found and connected to the underground system. We are honoured to enable people and organizations that are doing good around the world, as well as in our local communities.



Charities 2021

Busch Systems donated to a total of 25 charities this year:

- Barrie Christmas Cheer**
- Barrie Food Bank**
- Dekpor**
- Guys That Give**
- Furry Friends**
- Monarch Recovery Services**
- Canadian Mental Health Association**
- Juvenile Diabetes Research Foundation**
- Matthew House Hospice**
- Canadian Diabetes Association**
- Hospice Simcoe**
- Native Womens Association of Canada**
- Muscular Dystrophy**
- Heart and Stroke**
- Project Shoebox**
- Camp Promise**
- Crohn's and Colitis**
- Mount Sinai Hospital**
- Ontario Turtle Conservation Centre**
- Precious Paws**
- Mariposa Hospice House**
- Pancreatic Cancer Canada**
- Wishing Well Sanctuary**
- Alliston & District Humane Society**
- Peta Stop Animal Testing**



The Sandbox Centre

This year, and every year since its conception, we continue as a Lead Founding Sponsor of The Sandbox Centre. The Sandbox is a hub for shared innovation and entrepreneurship, located in the heart of Downtown Barrie, connecting people and their ideas to business resources through collaboration, support, and open knowledge-sharing. We are proud to support the not-for-profit efforts of the Sandbox as it continues to be a pillar in our thriving local entrepreneur community!

Sandbox Centre: Hub for Shared Innovation & Entrepreneurship



Supporting Local Businesses

Busch Systems was proud to donate products from our Thrive Collection to help keep staff and patrons at our local businesses safe and healthy. This included donating hand sanitizer stands to the Downtown Barrie BIA for their Open Air Dunlop events in the summer, as well as donating sanitizing wipes dispensers to the Sandbox Centre, Barrie’s local entrepreneur hub.



MacKay CEO Forums

Both Busch Systems and our CEO continue to prioritize thought leadership in our industry, and in the business community as a whole. Craig Busch was a lead speaker for MacKay CEO Forums, teaching 1000 other member CEOs how to prioritize their workers with “Top Strategies for Protecting the Health and Wellbeing of Your People”, done hand-in-hand with our development of Thrive, the world’s best line of sanitizing stations, during the first years of the pandemic related travel.



HOW COOL IS THAT!!

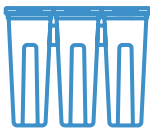


INVESTING IN OUR CUSTOMERS



Trustpilot Testimonials

"Thank you for taking the time to reach out. Yes, we are currently totally satisfied with the products, ...but Bryan, who has been fantastic and an absolute pleasure to deal with, has advised to keep him updated should we experience any issues. I will certainly be spreading the word about Busch Systems to anyone who is looking to change out their waste receptacles." Rod Caldwell, GWL Realty Advisors.



New RISE Series

When our customers talk, we listen - and we never stop innovating to meet their changing needs! This year, Busch Systems launched our first-ever wall-mounted containers. Through research, design, and fantastic customer feedback, we have created a system that rises above the rest and allows our customers to conserve space & keep floors clean without having to move their containers. The RISE Series incorporates a multi-stream solution with a low profile that minimizes disruptions in narrow spaces.



New Virtual Tradeshow Space

To ensure our customers – both current and potential – receive the best customer service available, this year we converted a large office space into an entirely virtual Trade Show Room. This area is complete with a wide range of products on display, two webcams set up to showcase the products from multiple angles, and a full web-conference tech set-up with HD video & sound.

NEW!

RISE

series





INVESTING IN OUR INDUSTRY



STAR (State of Texas Alliance for Recycling) Bin Grant

In 2020, we partnered with STAR (State of Texas Alliance for Recycling) to award seven 'Bin Grants' to deserving applicants seeking to improve their recycling programs. The grants were awarded by an impartial panel on a competitive basis to municipalities, a high school, and community NGOs. We donated the 29 Waste Watchers and 225 combo Deskside Recycling containers, along with consultations to help the winners launch or overhaul their office waste programs based on proven best practices that ensure engaging, efficient, and effective recycling participation. 2021 was our second year supporting the program, and we will be repeating it and matching our donations again for 2022.



Support for National Recycling Coalition (NRC)

Busch Systems is a dedicated supporter of the National Recycling Coalition (NRC), a member-based NGO whose mission is to bring together different recycling industry stakeholders including businesses, NGO's, trade associations, government agencies and advocates to collaboratively develop solutions to advance recycling systems and conserve natural resources. Our Senior Advisor, Alec Cooley, is an elected board member, Chair of the Fund Development Committee, and Co-chair of the Conference Committee. In the past two years, Busch sponsored and exhibited at the NRC-organized 2020 National Zero Waste Conference and at the 2021 National Recycling Congress. You can learn more about the NRC by visiting nrcrecycles.org

Other Notable Organizations

Busch Systems is associated with many additional organizations:

- International Association of Amusement Parks (IAAPA)**
- Ontario Healthcare Housekeepers Association (ISSA Canada)**
- Association for the Advancement of Sustainability in Higher Education (AASHE)**
- International Association of Venue Managers (IAVM)**
- International Facilities Manager Association (IFMA)**
- Association of Educational Purchasing Agencies**
- Recycling Council of Ontario**
- New Mexico Recycling Coalition**
- Tennessee Recycling Coalition**
- Carolina Recycling Coalition**
- Canadian Green Build Council**
- International Sanitary Supply Association**
- ARCAT**



Develop Original Knowledge & Best Practices Content

2019 Research Projects

In 2019, Busch partnered with several colleges and universities to pilot numerous recycling & waste collection arrangements and document improvements to recycling rates and waste diversion programs.

Some informative highlights include:

- Our study with the University of Georgia showed that sign frames added above waste bins improved the amount of recyclables collected by 18% and reduced contamination by 14%.
- Our Case Study at Indiana University Purdue University Indianapolis (IUPUI) showed that converting personal desk-side bin configuration to the combination of a regular recycling bin with a smaller hanging trash basket improved recycling by as much as 100%, and saves the school up to \$30,000 annually (with reduced bag liner purchases).



"The bin signs provide a simple and effective opportunity to educate and engage the campus community in values-based and correct recycling behavior."

- Kevin Kirsche, Director of Sustainability, University of Georgia

Busch Webinars / Networking Sessions

Busch relaunched its 'GreenThinking' webinar series in February 2021 and has broadcast a total of eight completely free online training sessions and expert panels dedicated to optimizing waste management programs across multiple sectors.

We also offered our first virtual networking session where attendees were able to 'meet' and share experiences and lessons learned in a supportive & welcoming best-practices-focused online environment.

Our programming is designed for sustainability and waste management professionals, combining best practice case study presentations with extended, interactive Q&A panel discussions from experts in varying fields across Canada and the United States. Our 2021 webinars attracted over 1,000 attendees, and we look forward to continuing our free 'GreenThinking' programming into 2022.



"Always love the Busch webinars."

- Ashley

"There were very helpful suggestions ... that my company had not thought of! I hope to present the ideas to the rest of our team, thank you so much!"

- Michelle

Other Industry Events

Our Senior Advisor, Alec Cooley, has presented at the following 3rd party industry conferences & webinars through the last two years: AASHE (2019 & 2021); NRC (2020 & 2021); STAR (2021); AMA (2020); CURC 2019; RCBC (2019); IFMA (2019)

ADVANCING RECYCLING WITH

Alec Cooley



Alec Cooley
Senior Advisor



Through 2020 and 2021, we remained dedicated to providing information-rich & expert-written free resources online to all through our ongoing blog series, *Advancing Recycling with Alec Cooley*. Our Senior Advisor Alec is a top expert in the recycling research field, and his blog series is dedicated to distilling large, academic studies into practical & accessible best-practices take-aways. In 2021, Alec immersed into the specifics of effective waste bin signage, zero-waste programs, waste-reduction education, recycling contamination reduction, and more. His knowledge and expertise is vast, and we are delighted to make it accessible to anyone and everyone who is looking to improve their recycling programs.

[Advancing Recycling with Alec Cooley | Busch Systems Blog](#)

2020 Campus COVID Survey

In Fall 2020, Busch and our Senior Advisor Alec Cooley spearheaded a collaboration with the College & University Recycling Coalition ([CURC](#)), the US Composting Council ([USCC](#)), and other organizations to survey over 150 colleges & universities across Canada and the US to understand how COVID-19 was impacting recycling and waste recovery programs nations-wide. The results revealed a trend showing an increasing number of schools have re-organized their office & classroom waste infrastructure around centralized collection. This model involves consolidating the network of smaller bins typically disbursed throughout a building down to a smaller number of larger, centrally-located waste and recycling stations. Case studies have shown this arrangement, combined with related changes to custodial duties, can significantly improve recycling participation and reduce contamination. These stats and conclusions were published in an article, co-written by Alec Cooley, in the respected industry trade journal *Resource Recycling*.

[Put To The Test - Resource Recycling](#)



OUR GOALS FOR 2022



B-Corp Recertification

One of our most important goals for the next year will be to complete our tri-annual B-Corporation recertification in December 2022. In 2021 we got to work, already laying the groundwork to surpass our original certification score (82.1) achieved in 2019.

Our B-Corp certification status is extremely important to all of us at Busch Systems – it shows our employees, customers, and the world that we hold ourselves to the highest level of social and environmental standards. We decided to pursue B-Corp certification in 2018 to publicly demonstrate our active commitment to building our community, reducing waste, and doing what we can to leave the world a little better than we found it.

To be certified as a B-Corporation, any company must commit to a legally-binding responsibility to protect the interests of its workers, the community, and the environment, in addition to its shareholders. Once initially certified, corporations must complete a public B Impact Report Assessment every 3 years and meet B-Lab's comprehensive social and environmental performance standards in order to maintain their certified with B-Corp status.

To learn more about what we stand for as a B-Corporation, visit our website here:

www.buschsystems.com/b-corp



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