

2022

PROGRESS REPORT

OUR JOURNEY IN SUSTAINABILITY





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**

It has been 37 years since I founded Busch Systems but my dedication to the environment and the recycling industry remains the same – my passion for designing new containers that will lead us into the future of sustainability grows more and more each day.

Through innovation and design, Busch Systems continues to lead the industry, showcasing our philosophy of People, Planet, Profit through our conscious effort to make eco-responsible decisions as well as business decisions that further invest in the total wellness of our employees.

In 2022 we completed our B-Corporation recertification, continued our Project RISE charity donation program, and launched our Profit-Sharing Plan. Along with these accomplishments, our team started on a journey with CarbonGraph which is going to revolutionize our industry.

I look forward to 2023 which will be a year of innovation and collaboration as we commit to mapping out the carbon footprint of our products, and further expand on our environmental initiatives.

- Craig Busch

Founder, President & Chief Designing Officer



INVESTING IN OUR PEOPLE



Profit-Sharing Plan

In 2022, we launched a comprehensive Profit-Sharing Plan for all our full-time employees. We set aggressive targets for the year, and we are very pleased to report our staff not only met those goals but surpassed them! At the end of our 2022 fiscal year, we were able to pay out full bonuses to everyone who worked so hard to conquer those profit targets.



Social Events

We place a high value on keeping our employees engaged and active within our work community, ensuring higher employee satisfaction & retention. In 2022, our Engagement Coordinator & volunteer Social Committee hosted monthly staff appreciation events & philanthropic initiatives including:

- An Earth Day Trash Pick-Up of our office neighbourhood
- Several on-site events that included complimentary food truck treats & lunches
- A Breast Cancer Research bake sale & fundraiser
- Our annual Barrie Christmas Cheer silent auction & Christmas Toy Drive
- The return of our in-person Holiday party which included dinner and dancing!



Health & Safety

COVID-19 Return To Office Plan

Busch Systems developed and delivered a thorough action plan to safely bring our employees back to the office post-pandemic. Busch Systems supports a hybrid workforce with a dedication to the health and safety of our employees. Employees who are showing any symptoms of illness are encouraged to stay home and work remotely when possible.



Employee Engagement Survey

Busch Systems is dedicated to the health and happiness of our management and staff, and the results from our 2022/23 Engagement Survey 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 were inspired by our Core Values, and looked forward to working at Busch for years to come. In 2023/24, Busch Systems will continue to maintain and 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 2023: Freshwater Future, Forests Ontario, Environmental Defence, and RAVEN Trust.





Christmas Cheer

Busch Systems was happy to be back in-person at Christmas Cheer, supporting families in need in our area. In addition to volunteering and playing Santa Claus, Busch Systems was proud to donate \$10,000 to the Barrie & District Christmas Cheer.



Charities 2022

Throughout 2022, Busch Systems donated to a multiple Charities including:

Barrie Christmas Cheer
Barrie Food Bank
Canadian Mental Health Association
Juvenile Diabetes Research Foundation
Canadian Diabetes Association
CIBC Run for the Cure
Tour de T1 (Bicycle race to support research for T1 Diabetes)



Product Donations 2022

Busch Systems was proud to donate sanitization products to the Canadian Mental Health Association (CMHA). Our Operations and Warehouse Crew took the lead on this initiative, including loading and unloading the truck full of product!



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.



Barrie Chamber of Commerce Business Awards

Busch Systems was nominated for, and won the award for Employer of the Year. In the words of our CEO, "The days of corporations just sucking up profits doesn't exist anymore" Busch Systems is proud to be a shining example of employers who truly care for their employees. This award has really shined a light on our endeavours. Leading by example, our VP and COO Bill Bradbury was also nominated for, and won, the award for Employee of the Year. His dedication to the company and its employees brought Busch Systems successfully through the pandemic and helped introduce our Profit-Sharing Plan.





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 Renegade Series

As leaders in the industry with a focus on our environmental impact, the launch of the Renegade Series was an important one for us! The Renegade Series is on the leading edge of circular-economy and sustainability. This large capacity container is made from 100% post-consumer recycled content and fully recyclable at the end of its life.



Virtual Tradeshow Space

Continuing to ensure our customers receive the best service available no matter their location, our virtual Trade Show Room has not only become a space to showcase products for any virtual trade shows, but has become a space where our sales representatives can virtually meet with customers, from around the world. This space is also used during our Green Thinking Webinar Series.

NEW!





INVESTING IN **OUR INDUSTRY**



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



Best Practices to Improve Waste Reduction Programs

Green Thinking Webinar Series

Anyone who has overseen a waste reduction program understands that simply putting out as few recycling bins doesn't guarantee people will use them. Building a successful program that recovers a high percentage of clean recyclables and food organics requires a deliberate approach that includes smart design, operational efficiency and regular education, among other steps. Busch Systems recognized that the only way we can be successful is to ensure our customer's diversion efforts are successful. That's the spirit behind the Green Thinking webinar series, which regularly hosts free programs featuring case study presentations and industry experts to disseminate best practice knowledge to local sustainability and facility managers.



"This series is amazing, high quality speakers" - Jill

2022 Figures:

- 7 Programs totaling over 1,100 attendees

Topics Included:

- Organics Collection
- Litter & Recycling in Public Spaces
- K-12 Educational Settings
- Stadiums & Large Venues
- Reusable Cup & Food Service Packaging Systems

Industry Experts Included Representatives From:

- Seattle Parks & Recreation
- Austin Integrated School District
- Calgary Board of Education
- Town of Truckee
- NC State University
- Center for EcoTechnology
- Gershman, Brickner & Bratton, INC.
- Carson Consulting
- University of Michigan
- Zero Waste Campus Council



**"That was one of the most useful webinars I have attended!
Great panelists!" - Blair**

**"This was a fantastic webinar - the speakers are so knowledgeable.
Made me want to work harder!" - Ann**

Other Industry Events

Our Senior Advisor, Alec Cooley, has presented at the following 3rd party industry conferences & webinars throughout 2022: MRC, AASHE, NRC, ZWCC, OKRA, CRRA, Tennessee Recycling Coalition, OMC of OASBO



SENIOR ADVISOR

Alec Cooley



Our Senior Advisor Alec Cooley has seen and done a lot over his thirty plus years in the waste reduction field. In addition to showcasing the case studies and best practices he comes across, Alec uses his blogs, conference presentations, journal articles and other opportunities to offer his own observations and commentary.

Thought Leadership

The year 2022 brought forward a new focus for Alec where he spent a lot of time and research on two topics in particular: Restoring public confidence in Recycling and proper sorting of waste and recycling, especially in away-from-home situations like office workstations, parks and other public spaces.

Alec was one of the first people in the recycling industry to draw attention to the recent trend with a significant percentage of the public expressing skepticism that their efforts to recycle are worth the effort. Citing research from the Shelton Group, The Recycling Partnership and others, Alec has been vocal calling on the need for recycling stakeholders to recognize and respond to the long term risk this “crisis of faith” poses to the industry.

Put To The Test - Resource Recycling



Advancing Recycling Blog Series

Through 2022 we continue to provide information-rich & expert-written free resources online to all through Alec's ongoing blog series, Advancing Recycling with Alec Cooley. Alec, our senior advisor, is a top expert in the recycling research field, and his blog series is dedicated to distilling large, academic studies into practical & accessible best practice take-aways. Some topics covered in 2022 included:

- Review of behavioral research showing how signage positioned above bins improves recycling
- Review of a series of studies showing documenting the impact of using images and words on bin labels
- A profile of the features and program design of three successful community-level public space recycling programs.
- Outlined a detailed list of specs and features to look for with outdoor recycling and waste bins

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





B-CORP 2022



B-Corporation Recertification

In 2022, we completed the first pass at our tri-annual B-Corporation recertification (due in December 2022), and received our official recertification in May 2023.

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.

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



OUR GOALS FOR 2023



CarbonGraph

In November 2022 we joined a partnership with the innovative technology company CarbonGraph to set out on the journey of mapping the carbon footprint of our entire product line.

Our major goal for 2023 is to complete the research, mapping and publication of the carbon footprint of each Busch Systems product.

This endeavor will involve a team dedicated solely to this project. We understand this is a big undertaking but look forward to seeing the results and determining ways that we can reduce our carbon footprint.



OUR ENVIRONMENTAL PHILOSOPHY

At Busch Systems®, our core philosophy of 'People, Planet, Product' is central to our values and corporate culture. Specifically in our sustainability practices, we recognize that by constantly striving to reach a higher standard of environmental accountability, we can encourage our colleagues, suppliers and clients to do the same. By making a conscious commitment to be eco-responsible in our business practices, Busch Systems® aims to be sustainably impactful in communities on a local, national and worldwide level.



BUSCH[®]
SYSTEMS

Certified



Corporation