



# OUR JOURNEY IN SUSTAINABILITY

2024 IMPACT REPORT







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**

2025 marks not only a significant point in history for Busch Systems, with 40 years in business, but an important point in history. Having been in this industry over the last 40 years, starting with the earliest days of the recycling movement, I have had the opportunity to see and learn a lot.

Busch Systems is more committed than ever to supporting sustainable and eco-conscious business choices and being completely transparent - measured and measurable. It's more important than ever to separate ourselves as global leaders in this industry. We continue to stand by our business values and our products – recertifying our Certified B-Corporation® status with a higher overall B Impact Score than 2019; transparently tracking and measuring the carbon footprint of our product line with CarbonGraph; and ethically supporting the global ocean cleanup efforts of Plastic Bank, helping to stop over 3.1 million bottles from entering our oceans. As thought leaders, we are invested in sharing our knowledge with others through our Green Thinking Webinar Series, led by our Senior Advisor, Alec Cooley, along with our new Podcast Series: Talkin' Trash with Will Nash. Over the last 40 years we have made a conscious decision to not only make the best diversion containers, but to be leaders and innovators.

With 40 years under our belts, there is no time to slow down! We are more committed than ever to lead the industry in sustainable innovation and sharing what we have learned along the way. We can't wait to see what the next 40 years will bring!

### Craig Busch

Founder, President & Chief Designing Officer



#### **Profit-Sharing Plan**

In 2022, we launched a comprehensive Profit-Sharing Plan for all our full-time employees. We are pleased to report that 100% of our employees' received bonuses from this program in 2024.

#### **Employee Engagement & Satisfaction**

Busch Systems is dedicated to the health and happiness of our management and staff, and the results from our most recent 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 are passionate about our social and environmental initiatives and feel these efforts add meaning to their experience at work. In 2025, Busch Systems will continue to maintain and improve employee engagement and satisfaction.

#### **Living Wage Employer**

We recognize that paying all our employees a living wage is a critical investment in the long-term health and prosperity of our workforce, our community, and our economy. We are proud to have been a living wage employer since 2019. As one of only 16 certified living wage employers in Barrie, we remain dedicated to upholding this commitment.

Busch Systems Annual Earth Day Neighbourhood Cleanup



#### **Employee Review**

"The past 10 months at Busch Systems have been an incredible journey! After spending two decades in broadcasting, making the leap into a new industry was both thrilling and a little nerve-wracking. While I knew some of my skills would translate, I had no idea what to expect. From day one, the team—both staff and leadership—has been nothing but welcoming, supportive, and genuinely passionate about what they do.

The office itself reflects that energy, with vibrant colors, modern decor, and a thoughtfully designed space that sparks creativity and collaboration. But beyond the aesthetics, it's the culture that truly makes Busch Systems special. It's a workplace where teamwork thrives, well-being is a priority, and you feel inspired to bring your best every day. I couldn't have asked for a better place to start this next chapter." - Will Nash

#### **Social Events**

We place a high value on keeping our employees engaged and active within our work community, ensuring higher employee satisfaction & retention. In 2024, 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
- Busch employee Golf Tournament in July at the Wilds at Cedar Valley Golf Course
- Local Tree Planting with Living Green Barrie in May
- Our annual Barrie Christmas Cheer silent auction & Christmas Toy Drive
- Our company-wide Holiday Party at the Dunlop Street Diner in Barrie

#### **Employee Wellbeing**

Additional employee initiatives in 2024 included our annual wellness credit, paid volunteer time, and training opportunities for employees.

Tree Planting in May

Barrie Christmas Cheer Toy Packing





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#### **Sandbox Centre**

Busch Systems is a proud sponsor of the Sandbox Centre, Ontario's newest Regional Innovation Centre! The Sandbox fosters a collaborative space for local innovators and entrepreneurs to network, develop ideas, and connect with likeminded community members in efforts to scale up their businesses.

#### **Living Green Barrie**

In 2024, our team partnered with Living Green Barrie, a local environmental charity to plants trees. We are grateful to support an environmental initiative in our own community!

#### Charities

Throughout 2024, Busch Systems donated to multiple charities including:

- Barrie Christmas Cheer
- **Canadian Cancer Society**
- **Coldest Night of the Year**

- Gilbert Centre
- Ride for Refuge
- Women & Children's Shelter of Barrie
- **DSDO Dekpor School Development Organisation**

#### **Supporting Local Businesses**

Busch Systems was proud to donate some of our Waste Watcher series bins to the Feast On Event hosted by the Culinary Tourism alliance, supporting their efforts to divert food waste and achieve their zero-waste goals.

Sandbox - Awarded Regional Innovation Centre



Barrie Christmas Cheer - Children's Gift Box Packing



#### **Awards**

#### Sustainable Impact Award - Barrie Chamber of Commerce

Busch Systems was a finalist for the Sustainable Impact Award with the Barrie Chamber of Commerce. The Sustainable Impact Award, new for 2024, honours a Barrie business demonstrating dedication to sustainability and responsible practices over the past year. This award celebrates innovative approaches to sustainable business practices, reducing carbon footprints, encouraging local procurement, and contributing to community sustainability.

#### CB Innovators Award - Canadian Business Magazine

We are thrilled to share that Busch Systems won the Canadian Business Innovation Award for Environmental & Green Products and Services.

We're honoured to have been recognized for our mission to lead, innovate, educate, and inspire people to maximize their environmental and social impact. Thank you to our entire team for making this win a possibility!

#### Women in Business - The Intrapreneur Award - Barrie Chamber of Commerce

We are proud to celebrate Steph MacMillan, recipient of the 2024 Intrapreneur Award at the Barrie Chamber of Commerce Women in Business Awards. Announced on International Women's Day, this recognition highlights Steph's exceptional leadership and innovation within Busch Systems. Her forward-thinking contributions have driven meaningful growth and supported the company's continued success in sustainability and beyond.

Women in Business Award Recipients



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#### **Trustpilot Testimonials**

"High quality products that our whole community is now embracing. We were very happy with Busch Systems communications, ordering process, delivery, and support." - Happy Customer

"The products have always exceeded my expectations! They also have some great staff that are always assisting and taking care of our needs." - Patty from CA

"Some of the best customer service I've experienced in a long time." - Village of Northport

"Great quality bins, excellent customer service... Packaging is minimal AND entirely cardboard, so there's no styrofoam or non-recyclable plastic waste. Well done! - Greener Davis Staff

#### **Addition of Sustainability Advisors**

In 2024, we introduced our team of Sustainability Advisors! These experts in sustainability are dedicated to helping our customers implement effective waste management programs and advise on best practices to maximize waste diversion.

With a combined 37 years of experience in the recycling and sustainability field, educational backgrounds in environmental studies, TRUE Advisor certifications, and in-field experience managing recycling programs, our team has the knowledge and experience to support our customers' sustainability initiatives and waste reduction efforts.



Alec Cooley Senior Advisor

Alec is a well-known expert in the recycling industry with over 30 years' experience including Director of Recycling Programs for Keep America Beautiful, manager of Recycle-Mania and member of several associations including the College and University Recycling Coalition (CURC) and the National Recycling Association (NRA). As Busch Systems' Senior Advisor, Alec produces the popular Green Thinking Webinar Series, Advancing Recycling blog series, case studies on best practices for recycling and presents at many conferences on topics including Rebuilding Faith in Recycling.



**Mackenzie Bradbury**Sustainability &
Eco-Impact Coordinator

Mackenzie is a sustainability professional who is fueled by her desire to create positive environmental change. With an Honours Bachelor's Degree in Environmental Studies from York University, she is passionate about maximizing our environmental and social impact. She has worked closely with CarbonGraph's LCA consultants to track the carbon footprint of our products, and she continues to work with our research and design team to find ways to reduce our product carbon footprints.

## INVESTING IN OUR INDUSTRY

#### **Develop Original Knowledge & Best Practices Content**

#### **Green Thinking Webinar Series**

Anyone who has overseen a waste reduction program understands that simply putting out a 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.

#### 2024 Figures:

7 programs totaling over
 2,000 attendees

## Industry Experts Included Representatives From:

- The Recycling Partnership
- UCLA Health
- Polytechnique Montreal
- Foodprint Group
- Kimball Sustainable Healthcare
- John Beath Environmental
- Ohio State University Wexner Medical Center
- CarbonGraph

#### **Topics Included:**

- Advancing the Circular Economy in Healthcare
- Ask An Expert: Waste Reduction in Healthcare
- Rebuilding Confidence in Recycling
- Scope 3 Inventory: When Assumptions Meet Data
- Making the Honor Role with K-12 Waste Reduction
- Diversion & Waste Reduction in Veterinary Facilities
- Waste Reduction in Restaurants & To-Go Food Services

#### Alec's Events for 2024:

Zero Waste Forum, Circularity Conference, Northeast Resource Recycling Association (NRRA) Conference, California Resource Recycling Association (CRRA) Conference, National Zero Waste Conference, Iowa Recycling & Solid Waste Management Conference, The Recycling Partnership Pivot Event, AASHE, CURC Webinar, NYSAR.

"Excellent! Your webinars are always worth the time to attend. Because they are reliable, I feel confident sharing these opportunities with friends and colleagues." - Jordan

"All three speakers did a great job. They presented wonderful ideas, statistics, and resources that feel achievable." - Ashley

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#### **Survey Project**

To reinforce our dedication to thought leadership, we are committed to conducting industry research that allows us to identify and share waste management and diversion trends.

In spring of 2024, we published the survey: Indoor Waste & Diversion Practices at Colleges & Universities – Trends & Lessons Learned for Bin Standardization, Centralized Collections & Other Practices. This survey was published in collaboration with the Association for the Advancement of Sustainability in Higher Education (AASHE), College & University Recycling Coalition (CURC), Zero Waste Campus Council, National Wildlife Federation and Campus Race to Zero Waste and features insights from 170 colleges and universities!

#### Report includes:

- Trends with campuses adopting uniform bin standards and centralized collection arrangement in academic and administrative areas of campus.
- Impacts on diversion and labor for schools that remove waste bins from classrooms and/or direct staff and faculty to empty their personal deskside waste.
- Strategies and lessons learned from respondents advising on how to overcome stakeholder objections to get deskside self-service arrangements implemented.

#### **B** Corp

Proud to be a Certified B Corporation® since 2019, Busch Systems® is part of a global movement using business as a force for good. As one of over 9,000 companies worldwide meeting the highest standards of social and environmental responsibility, we are committed to continual improvement and bold leadership in the recycling and waste management industry. "It lets us be bold about who we are and what we believe in—and to make greater impact in the world," says Craig Busch, President & CEO.

We're actively working to improve our B Corp score and deepen our positive impact across all stakeholders.





#### **Partnerships**

As part of our ongoing mission to lead, educate, and inspire individuals to maximize their environmental and social impact, we are proud to announce our new partnership with Oak View Group (OVG), the world's leading venue development and management organization. Through this partnership, we join OVG on a shared journey of social impact, climate action, and responsible change—as an official GOAL Solution Provider. Busch Systems will actively engage with GOAL members to help them achieve their sustainability objectives. GOAL acts as a sustainable operations and data & analytics consultant that provides venues with a tactical roadmap, easy-to-use tracking tools, a library of resources, and access to like-minded, leading operators, vendors and sponsors.

#### **Other Notable Organizations**

Busch Systems is associated with many additional organizations:

ARCAT, Association for the Advancement of Sustainability in Higher Education (AASHE), Association of Educational Purchasing Agencies, Canadian Green Build Council, U.S. Green Building Council, Circular Innovation Council, Parks & Rec Ontario (PRO)

#### Podcast - Talkin' Trash with Will Nash

In the fall of 2024, we debuted our newest podcast, Talkin 'Trash with Will Nash! This show is all about real talk on the environment, sustainability, and the art (and science) of recycling. Will brings an entertaining twist to some of today's most pressing issues! Each episode features inspiring guests, from experts and activists to visionary leaders, all working together to create a cleaner, greener future.



This podcast is available on Spotify, YouTube, Amazon Music, and Apple Podcasts. View More episodes and information **HERE!** 



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After publishing our product carbon footprints last year, we spent 2024 hard at work identifying areas within our supply chain where we could effectively reduce our emissions. One of these major areas included the increase of recycled content in our products.

Within several product lines, our analysis shows that switching from raw HDPE to post-consumer recycled HDPE can reduce a product's carbon footprint by approximately 50% - a significant impact. We are proud to have continued to expand our product selection with post-consumer recycled content in the year 2024!

These insights help us refine our sustainability goals, drive meaningful climate action, and continue collaborating with suppliers and our research and design team to implement effective improvements that reduce emissions.



#### **Carbon Emissions & Offsetting**

Our dedication to lowering our carbon footprint goes beyond our product initiatives. In 2024, we neutralized our Scope 1 and 2 Emissions through third-party verified carbon offset projects. We chose to invest in the Niagara Escarpment Forest Carbon Project through Carbonzero, a project close to our organization that works to enhance and sustain the biodiversity of ecosystems along Ontario's Niagara escarpment.

#### **Sustainability Education & Training for Staff**

Training opportunities empower our team to work together to meet our sustainability goals. In 2024, our Sustainability & Eco-Impact Coordinator led education sessions for our employees on the topic of carbon footprints! Staff that attended this training gained a better understanding of our product carbon footprint project, including how we are actively reducing emissions and working together to make a positive environmental impact.



#### **Sustainable Supply Chain Management**

We prioritize sustainability in every aspect of our operations and actively work to reduce emissions and waste across our supply chain. By streamlining our processes and sourcing sustainably, we are committed to minimizing our impact and contributing to a better tomorrow.

#### **Green Packaging Initiatives**

Consistently auditing our packaging allows us to reduce excess waste and find sustainable alternatives.

- **Bubble Wrap**: In 2024, we switched to green bubble wrap, which is not only made from recycled content but also recyclable!
- **Shrink Wrap:** Our shrink wrap is 100% recyclable, and our supplier has a take-back program where they turn the material into resin for new products.
- Cardboard: We partner with a supplier of corrugated cardboard, which is made from recycled content, recyclable, and uses fibres that are Sustainable Forest Initiative certified.

#### **Reducing Transportation Emissions**

We're staying true to our commitment to cut transport emissions across our supply chain. In 2024, we continued to maximize fill rates, minimize trips, and team up with sustainability-minded providers who are working to reduce emissions. Plus, we're excited to have increased local sourcing, keeping our products proudly made in North America!

#### **Engaging Suppliers for Impact**

We're committed to reducing our Scope 3 emissions by working with our suppliers to source sustainable materials, ensure they meet our social and environmental standards, and collaborate on initiatives to reduce waste and greenhouse gas emissions. Our ongoing analysis of our supply chain helps us maintain sustainability every step of the way!

#### **Waste Diversion & In-Office Recycling**

As champions of waste management programs, we understand the importance of incorporating best practices for waste diversion. In 2024, we conducted an internal waste audit in our office and warehouses to identify common contaminants and find areas where we can continue to optimize our program. Our results led us to upgrade our centralized stations with new, customized signage highlighting common contaminants to increase employee education and improve our diversion.

#### **Coffee Pod Recycling**

To reduce waste in our office, we've teamed up with a coffee supplier who has a coffee pod take-back program! This initiative allows us to collect and recycle all used coffee pods, ensuring they are diverted from landfills.

#### Additional Hard to Recycle Items

We are proud to continue to offer in-office recycling programs for other hard to recycle items such as ink cartridges, electronics, and batteries!



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Innovation is at the heart of what we do, and we are proud to have partnered with Plastic Bank®.

Plastic Bank empowers the Social Recycling movement that stops ocean plastic and helps alleviate poverty. Busch Systems is improving lives in ethical collection communities in collaboration with Plastic Bank, and since 2023, has stopped the equivalent of 3.1 million plastic bottles from entering the ocean.

Through our partnership with Plastic Bank we're committed to helping communities stop ocean-bound plastic directly from local beaches, riverbanks, neighbourhoods, and households. Our initiatives don't just clean the environment; they uplift communities, foster economic growth, and lay the foundation for true social impact. Through the Plastic Bank proprietary blockchain-secured platform we can track our impact through the dashboard and interactive map below to see the amount of plastic that has been prevented from entering the ocean.











#### **Sustainability Goals**

Sustainability is at the heart of what we do, and as part of our ongoing dedication we have set goals that are designed to amplify our positive environmental impact. These goals will guide us for the next year, and we are committed to collaborating with our employees, community, suppliers, partners, and customers to achieve them!

#### 1. Expand Employee Training Programs

We aim to increase professional development and training opportunities for our employees both externally and across roles, and in areas of skill-building and life, to support their continuous growth and success.

#### 2. Encourage Greater Community and Volunteer Involvement

Employees will be supported in taking on more volunteer work, expanding our collective impact and increasing our total hours of community involvement.

#### 3. Reduce Our Product Carbon Footprints

We will continue collaborating with suppliers to pinpoint areas in our supply chain where we can most effectively reduce emissions.

#### 4. Increase Recycled Content across Existing and New Products

In alignment with our commitment to innovation and sustainability, our efforts remain focused on finding ways to incorporate recycled content into our existing product lines as well as integrating it into new products.

#### 5. Comprehensive Environmental Impact Reduction and Tracking

We will continue refining our carbon emissions and environmental impact tracking along with formalizing reduction targets.

#### 6. Conduct a Post-Implementation Waste Audit

We plan to conduct an internal waste audit to measure the effectiveness of our waste management program upgrade and are committed to continuously monitoring and improving our program.

#### 7. B Corp Recertification

Ensuring our continued aligned with the highest standards for corporate social and environmental impact, we plan to successfully recertify as a B Corporation.

Interested in learning more? Reach out to: sustainability@buschsystems.com

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