



OUR JOURNEY IN **SUSTAINABILITY**

2025
IMPACT REPORT





**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've always believed that good design does more than solve problems. It inspires better thinking. Whether we're creating waste diversion solutions, reimagining how products are made, or challenging ourselves to operate more responsibly, our goal is the same: to make it easier for people and organizations to do better. For us, sustainability isn't a claim—it's a commitment grounded in transparency, data, and accountability.

This Impact Report reflects that commitment. It isn't simply a summary of initiatives or the work of a single team. It's a testament to our culture. It shows how we support our communities, design for the future, and lead conversations about what's possible when business becomes a force for good.

At Busch Systems, sustainability isn't just a department. It's our blueprint. It shapes how we champion our people, innovate our products, and use our voice to move our industry forward. From strengthening our Certified B Corporation® performance to measuring product carbon footprints through CarbonGraph and supporting global plastic recovery with Plastic Bank, we remain focused on turning intention into measurable results.

Sustainability—environmental, social, and economic—requires a long-term perspective and the courage to lead differently. As innovators and problem-solvers, we're committed to building solutions that reflect that belief.


Thank you for taking the time to explore this report and for being part of the journey toward a more thoughtful and sustainable future.

Craig Busch


Founder, President & Chief Designing Officer

A YEAR OF MEASURABLE IMPACT

 **100%**
Full time & part time regular employees paid a Living Wage


 **100%**
Full time & part time regular employees received profit-sharing bonuses


 **2,458,200+**
Plastic bottles prevented in 2025

 **88%**
Women leaders/management

 **92%**
Employee satisfaction rate

 **20+**
Local charities supported

 **96.2**
B Corp Recertification Score (up 11.4 points from 2023)

 **100%**
Product lines with mapped carbon footprint

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AS A CERTIFIED B CORPORATION, WE ARE COMMITTED TO CREATING POSITIVE IMPACT FOR PEOPLE AND THE PLANET.

Our company is verified as meeting standards for social and environmental performance, transparency, and accountability, with responsibility and purpose built into how we operate and shape our culture.

Since beginning our B Corp journey in 2019, we have recertified twice, most recently increasing our score by nearly 12 points—a reflection of our commitment to continuous improvement.

We are proud to be part of the global B Corp movement, alongside organizations committed to using business as a force for good.

Certified



Corporation



- **50.9** Median Score for Ordinary Businesses
- **80** Minimum Score to Qualify for B Corp Certification
- **96.2** Busch Systems Overall B Impact Score

EMPOWERING THE PEOPLE BEHIND THE IMPACT

People are at the heart of our impact. We are committed to a workplace that celebrates shared success, creates meaningful opportunities, and supports people to do their best work.

PAYING A LIVING WAGE

We have been a Living Wage Employer since 2019, paying all full-time and part-time regular employees the living wage for our region. This reflects our commitment to the long-term well-being of our people, communities, and the economy.

EMPLOYEE OF THE QUARTER

Reintroduced in 2025, our Employee of the Quarter program celebrated standout team members from warehouse, marketing, and sales—recognizing those who go above and beyond and help bring our impact to life.

WOMEN-LED MANAGEMENT

We are proud to have a women-led management team, with women representing 88% of management roles across the organization. This reflects one of the ways we champion representation and opportunity within our workplace.

PROFIT SHARING PLAN

In 2022, we launched a profit-sharing plan for all full-time and part-time regular employees, strengthening our commitment to shared success. The program remains a core part of how we operate, with 100% of eligible employees receiving a bonus in 2025.



“At Busch Systems there’s a real sense of pride in being part of a culture where sustainability and impact are genuine, and where design helps share that purpose.”

- *Employee of the quarter (Q4)*
Graphic Designer





OUR CULTURE IN ACTION

SOCIAL EVENTS

We foster a strong sense of connection and belonging across our workplace through social engagement, wellbeing initiatives, and continuous learning opportunities. In 2025, this included:

- Monthly staff appreciation events and team gatherings
- On-site employee experiences, including food truck lunches
- Busch Employee Golf Tournament and company-wide holiday celebration
- Community clean-ups and local tree planting initiatives
- Participation in philanthropic efforts such as the Barrie Christmas Cheer silent auction and toy drive
- A paid volunteer time program supporting community involvement

WELLBEING, LEARNING & DEVELOPMENT

We support employee wellbeing and growth through initiatives that strengthen both personal and professional development, including lunchtime yoga sessions, wellness programming, and sustainability and workplace training that builds knowledge across our organization.

EMPLOYEE ENGAGEMENT SURVEY

We use annual employee engagement surveys to listen, learn, and continuously improve how we support our people and strengthen our culture. Our 92% engagement rate reflects a strong sense of pride and purpose across the organization, with employees consistently aligned with Busch Systems' mission to create positive social and environmental impact. This feedback continues to guide how we evolve the employee experience.



WHERE COMMUNITY MEETS IMPACT

IMPACT & PARTNERSHIPS

In 2025, we proudly supported a variety of charitable organizations through donations, partnerships, and employee-led initiatives, extending our impact into the communities we're part of.

20+ Charities Supported

- Barrie Christmas Cheer (Barrie Food Bank)
- Canadian Cancer Society
- Coldest Night of the Year (Youth Haven)
- Pancreatic Cancer North America (PCNA)
- Elmvale Food bank
- Gilbert Centre
- Flora's Walk
- Ride for Refuge
- Women & Children's Shelter of Barrie
- Furry Friends
- Precious Paws
- & more

SANDBOX CENTRE

We continued our support of the Sandbox Centre, a Regional Innovation Centre in Simcoe County that helps entrepreneurs and businesses grow through mentorship, programming, and community connection. Our PR & Communications Coordinator delivered "Master the Mic," providing media and speaking training for local entrepreneurs.



COMMUNITY LEADERSHIP & RECOGNITION

We are proud to be recognized by regional organizations for our leadership in sustainability, innovation, and business excellence, while continuing to support initiatives that move our community and industry forward. These acknowledgements reflect our commitment to advance sustainable solutions and strengthen partnerships across the region. We remain engaged in community initiatives that support business growth, innovation, and environmental stewardship, helping to build a stronger, more connected, and more sustainable community.

Nominations

- Green Business Award – Living Green Barrie
- Marketing & Promotions Award – Barrie Chamber of Commerce
- Mayor's Innovation Awards – Shift Disturber Award & Research & Innovation Award

Sponsorships

- Business Growth Award – Barrie Chamber of Commerce
- Community Builder Awards – Barrie Today
- Gala in the Woods – Living Green Barrie

40 YEARS OF IMPACT

On June 19, we marked this milestone with a special celebration alongside civic leaders, including the Mayor of Barrie, as well as suppliers, community partners, and our own team members. The event brought together a diverse group of stakeholders who have contributed to our journey, creating an opportunity to reflect on the collective impact we have made both locally and beyond.

More than a celebration of our history, the gathering highlighted the strength of our community connections. It was a chance to recognize the people, organizations, and partners who continue to shape our impact in Barrie and surrounding regions, and to reaffirm our commitment to supporting local initiatives, fostering collaboration, and creating shared value as we grow.



CRAIG BUSCH (1985)



ENVIRONMENTAL IMPACT IN ACTION

POST-CONSUMER RECYCLED CONTENT IN PRODUCTS

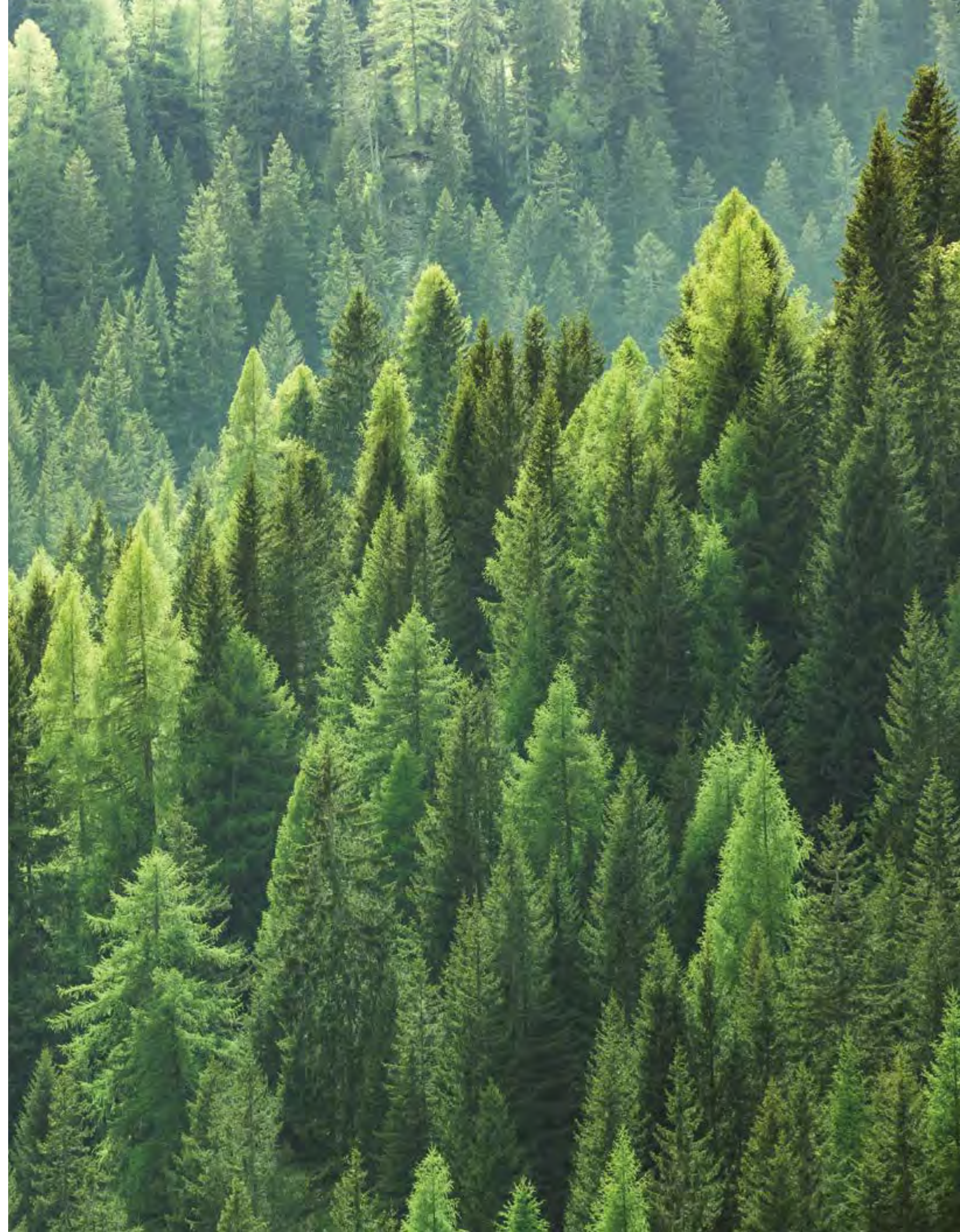
We are continuing to expand the use of post-consumer recycled (PCR) content across our product portfolio, reinforcing our commitment to circular design and reducing the carbon footprint of our solutions through more responsible material choices. PCR content has been integrated across many of our product lines, with ongoing efforts to increase recycled material use in both new and existing products. In addition, 100% PCR material options are now available across seven product lines, supporting customer sustainability goals and waste diversion efforts.

PRODUCT CARBON FOOTPRINTS

Product carbon footprints are available across 100% of our product lines, based on an LCA methodology aligned with the GHG Protocol and regularly updated to enhance transparency and support lower-impact decision-making.

SCOPE 1 & 2 OFFSETS

Our commitment to lowering our carbon footprint extends beyond our product initiatives. In 2025, for the second consecutive year, we neutralized our Scope 1 and 2 emissions through third-party verified carbon offset projects. We invested in the Niagara Escarpment Forest Carbon Project through Carbonzero, a local initiative supporting the protection and enhancement of biodiversity.



ENVIRONMENTAL IMPACT IN ACTION

SUSTAINABLE SUPPLY CHAIN MANAGEMENT

In 2025, we continued to strengthen our sustainable supply chain approach by enhancing Scope 3 data collection, supplier engagement, and emissions tracking processes. Through improved reporting systems and ongoing collaboration with suppliers, we advanced our ability to monitor and better understand upstream and downstream environmental impacts across procurement and logistics activities.

Responsible & Local Sourcing

We prioritize North American and local sourcing to reduce transportation impacts and support regional supply chain resilience.

Key sourcing metrics:

- 80%+ of sourcing is national
- 100% of products are manufactured in North America

We maintain regular supplier engagement through annual surveys and feedback processes to assess environmental and social performance and identify improvement opportunities.

SUPPLIER ESG ENGAGEMENT

Supplier engagement is prioritized based on materiality, with ESG surveys covering 62.5% of total supplier spend, including 100% of our top-spend suppliers. This ensures our most significant supplier relationships are fully represented in ESG data collection and Scope 3 visibility.



SUSTAINABLE PACKAGING & WASTE MANAGEMENT

We continue to optimize packaging through supplier collaboration and material audits to reduce waste and identify lower-impact alternatives.

- Recycled-content and recyclable green bubble wrap (introduced in 2024)
- 100% recyclable shrink wrap supported by a supplier take-back program
- Corrugated cardboard sourced from recycled content and certified sustainable forestry standards

Our waste management program supports efficient, multi-stream material recovery across all locations, including organics, shrink wrap, batteries, e-waste, and coffee pod recycling. In 2025, we implemented right-sizing initiatives and introduced enhanced compaction through baler installation to improve operational efficiency. Waste-related emissions were calculated at 10,853.7 kgCO₂e using EPA emission factors.

TRANSPORTATION & LOGISTICS EFFICIENCY

We focus on improving transportation efficiency through higher fill rates, reduced unnecessary shipments, and stronger collaboration with logistics partners. Continued regional sourcing further supports reduced transport distances and lower supply chain impacts.

LEADING CUSTOMER AND INDUSTRY IMPACT

SEASON TWO OF TALKIN' TRASH

Hosted by our Public Relations & Communications Coordinator Will Nash, Talkin' Trash with Will Nash launched with a successful first season of 10 episodes and is now into Season Two, continuing to bring sustainability conversations to life through engaging interviews with experts and thought leaders. The series explores a range of sustainability topics and trends, from recycling behavior to thoughtful waste station design. Known for its approachable style and insightful conversations, the podcast helps break down complex issues and leaves listeners with practical ideas for taking action in their everyday lives.



GREEN THINKING WEBINAR SERIES

Our Green Thinking webinar series brings together industry experts and real-world case studies to share practical strategies for improving waste diversion and recycling outcomes. In 2025, the series covered topics including recycling behavior and harmonization, bin labels and signage, and parks and back-of-house programs, across five sessions, engaging over 2,000 registrants. Through free, accessible learning opportunities, we continue to equip sustainability and facility leaders with the knowledge and tools to turn intention into measurable impact.



TRUST PILOT TESTIMONIALS ★

#1 Rated Brand – we are the top rated brand in recycling & waste containers via trustpilot with over 600 reviews

“The product is of excellent quality with a sustainable story backing the products they manufacture.”

PARTNERSHIPS

We engage in industry partnerships and associations to stay aligned with best practices, support sector collaboration, and help advance more effective recycling and sustainability systems. This includes organizations such as the U.S. Green Building Council, Canada Green Building Council, and the Circular Innovation Council, as well as state and regional recycling coalitions including the Carolina Recycling Association, Georgia Recycling Coalition, and the Michigan Recycling Coalition.

SUSTAINABILITY ADVISORS

In 2025, our Sustainability Advisors remained active across the industry, strengthening both their expertise and our external impact.

Mackenzie achieved her LEED Green Associate Certification, strengthening our ability to support customers with practical, standards-aligned waste and recycling solutions in green building projects.

Alec delivered presentations at key conferences, including the Association for the Advancement of Sustainability in Higher Education, as well as at state recycling coalitions and industry conferences such as NYSAR3, the New Mexico Recycling Coalition, the Georgia Recycling Coalition, NH Recycles, and the Kansas Waste Reduction Conference.



Mackenzie Bradbury
Sustainability &
Eco-Impact Coordinator

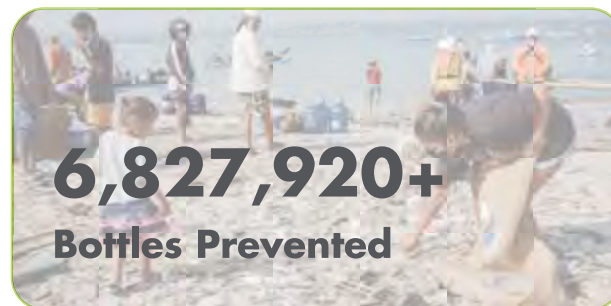


Alec Cooley
Senior Advisor



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

In addition to the bottles Busch Systems diverted in 2025, we introduced a customer-facing initiative in partnership with Plastic Bank, where every qualifying purchase (orders over \$500 before tax, excluding freight) supports the recovery of the equivalent of 100 plastic bottles. This program helps reduce plastic pollution while encouraging more environmentally conscious purchasing decisions and directly connecting customer behaviour with measurable environmental impact. Since partnering with Plastic Bank in 2023, our contributions to this initiative to date are highlighted below.



ESG STRATEGY OVERVIEW & 2026 GOALS

This section reflects our Environmental, Social, and Governance (ESG) priorities, bringing together the initiatives we are advancing and the goals that guide our ongoing commitment to positive impact.

ENVIRONMENTAL

Focus Areas

Climate action, circular economy, supply chain and waste reduction

Initiatives

- Scope 1 & 2 emissions offsetting
- Product carbon footprinting (LCA)
- PCR expansion across product lines
- Plastic Bank partnership
- Sustainable packaging & local sourcing
- EPP procurement policy
- Supplier environmental assessments
- Educational webinars, podcasts, case studies & blogs

SOCIAL

Focus Areas

People, Inclusion, Recognition, and Community Impact

Initiatives

- Living wage & profit sharing
- Women-led management representation
- Employee engagement surveys
- Wellness programs (yoga, learning sessions)
- Paid volunteering & charity support
- Regional innovation centre partnerships
- Employee recognition programs

GOVERNANCE

Focus Areas

Transparency, accountability, certifications and supplier governance

Initiatives

- B Corp certification and improvement
- Supplier sustainability surveys
- Sustainable procurement policies
- Sustainability partnerships and collaborations
- Product carbon transparency
- Supply chain tracking systems
- Embedded ESG decision-making

2026 GOALS

Environmental | [SDG 7](#) | [SDG 9](#) | [SDG 12](#) | [SDG 13](#)

- Formalize and publish climate action plan (2026–2027)
- Launch circular product line (2026)
- 100% Scope 1 & 2 offset annually
- Expand customer sustainability education resources

Social | [SDG 3](#) | [SDG 4](#) | [SDG 5](#) | [SDG 8](#) | [SDG 10](#)

- 100% sustainability training for employees by 2027
- 350+ collective volunteer hours annually
- Monthly internal sustainability communications

Governance | [SDG 12](#) | [SDG 13](#) | [SDG 16](#) | [SDG 17](#)

- Enhance sustainability policy framework
- Strengthen Scope 3 emissions tracking across procurement & logistics activities
- Expand supplier sustainability accountability framework and emissions reporting

