



# Addressing Contamination Through Systematic Communication

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# Scraps

is a local, woman-owned, organics-only hauler servicing the Denver Metro, dedicated to making composting an accessible, sustainable & effective part of everyday life.

## quick facts:

started as a bike-based, “last-mile solution” to composting for condos & apartments

founded in **2017** as first hauler of its kind in Denver

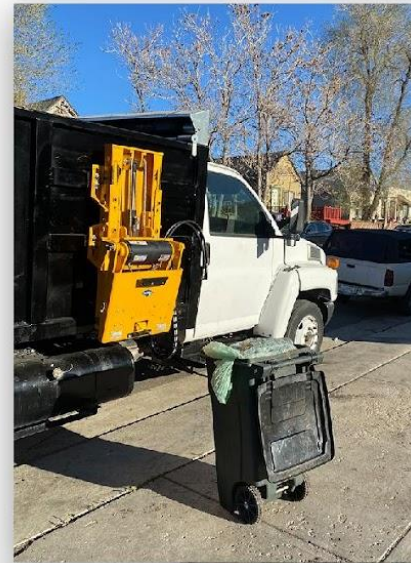
more than **5 million pounds** collected





# evolving operations, lasting vision.

- transition from bikes to vehicles
- service area & membership growth
- focus shift to commercial & municipal service, national franchises, etc.
- drastic increase in diversion
- gradual evolution toward more traditional hauling operation



consistent commitment to **empower & educate members** to compost properly to **prevent contamination.**





# commitment to prevent contamination.

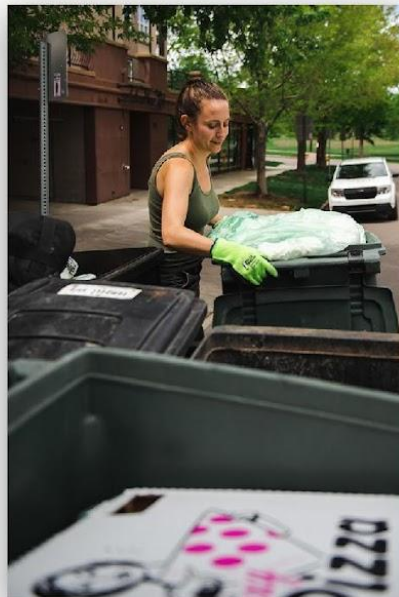
## member training.

mandatory training for all Scraps commercial members. custom signage, stickers & other educational material.



## driver responsibility.

all drivers trained on contamination identification & use of software to photograph & flag (plus minimal removal).



## engagement & support.

ongoing feedback (manual & automated), incentive & disincentive structures, enduring partnerships



## contamination audits.

strategic manual sorting of loads, internally & with processing partners; investigating & engaging suspected sources of contamination.





# robust resources

- custom searchable database of all CMA approved products
- partnership with local distributor EPD: online catalog of CMA approved products & purchasing portal for members
- training & ongoing support/education
- Eco-Products partnership

| COMPANY/BRAND             | MANUFACTURER/BRAND | ITEM TYPE | DESCRIPTION                                |
|---------------------------|--------------------|-----------|--|
| AJM Packaging Corporation |                    | BAGS      | 8# NMF GB-1000 HD (PLAIN BROWN-W/ENV)      |
| AJM Packaging Corporation |                    | BAGS      | 10# NMF GB-1000 (PLAIN BROWN)              |
| AJM Packaging Corporation |                    | BAGS      | 10# NMF GB-2000 (PLAIN BROWN)              |
| AJM Packaging Corporation |                    | BAGS      | 10# NMF GB-2000 (PLAIN BROWN-W/ENV)        |
| AJM Packaging Corporation |                    | BAGS      | 10# NMF GB-500 (PLAIN BROWN)               |
| AJM Packaging Corporation |                    | BAGS      | 10# NMF GB-500 (PLAIN BROWN-W/ENV)         |
| AJM Packaging Corporation |                    | BAGS      | 12# NMF GB-1000 (PLAIN BROWN)              |
| AJM Packaging Corporation |                    | BAGS      | 12# NMF GB-1000 (PLAIN BROWN-W/ENV)        |
| AJM Packaging Corporation |                    | BAGS      | 12# NMF GB-500 (PLAIN BROWN)               |
| AJM Packaging Corporation |                    | BAGS      | 12# NMF GB-500 (PLAIN BROWN-W/ENV)         |
| AJM Packaging Corporation |                    | BAGS      | 16# NMF GB-1000 (PLAIN BROWN)              |
| AJM Packaging Corporation |                    | BAGS      | 16# NMF GB-1000 (PLAIN BROWN-DSC LOGO)     |
| AJM Packaging Corporation |                    | BAGS      | 16# NMF GB-1000 (PLAIN BROWN-W/ENV)        |
| AJM Packaging Corporation |                    | BAGS      | 16# NMF GB-500 (PLAIN BROWN)               |
| AJM Packaging Corporation |                    | BAGS      | 20# NMF TALL GB-1000 (PLAIN BROWN)         |
| AJM Packaging Corporation |                    | BAGS      | 20# NMF TALL GB-1000 (PLAIN BROWN-W/ENV)   |
| AJM Packaging Corporation |                    | BAGS      | 20# NMF TALL GB-500 (PLAIN BROWN)          |
| AJM Packaging Corporation |                    | BAGS      | 20# NMF TALL GB-500 (PLAIN BROWN-DSC LOGO) |
| AJM Packaging Corporation |                    | BAGS      | 20# NMF TALL GB-500 (PLAIN BROWN)          |
| AJM Packaging Corporation |                    | BAGS      | 20# NMF TALL GB-500 (PLAIN BROWN-W/ENV)    |
| AJM Packaging Corporation |                    | BAGS      | 25# NMF TALL GB-1000 (PLAIN BROWN)         |

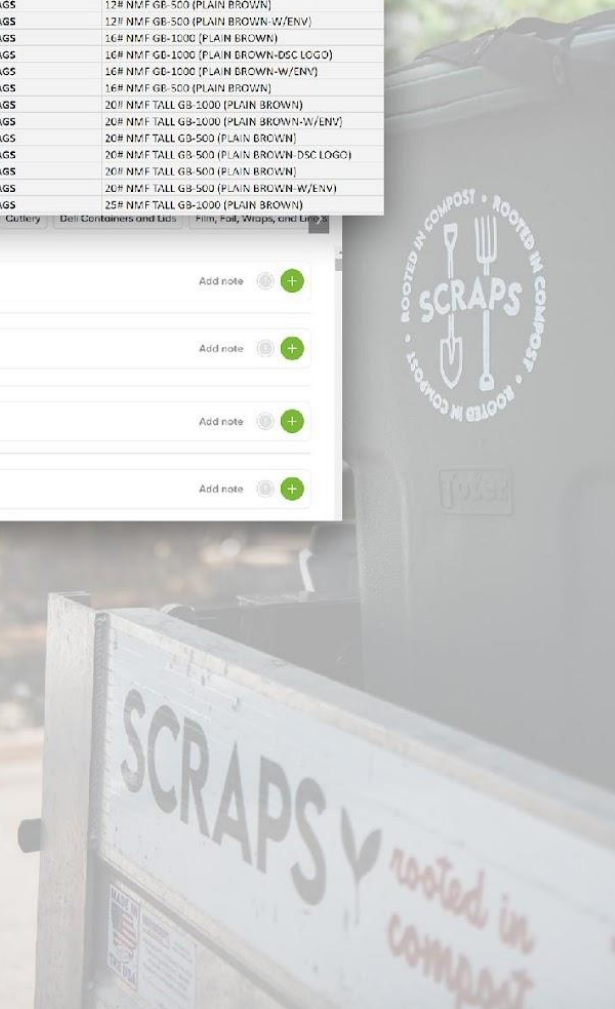
Order Guide

Pickup Only Jun 4 Cutoff 12pm 6/3

- 12-OZ, Double Wall Hot Cup, White Greenstripe, CMA Compostable  
BRAND: World Centre | MATERIAL: Paper | PACK SIZE: 1000 CT | Special Order  
WC-CJ-PA-12D - Case \$149.35
- 120-OZ, Catering Tray with 1-6 Adjustable Compartments, Natural, CMA Compostable  
WC-CA-SC-120V-LFS - Case \$175.75
- 12-OZ, Double Wall Hot Cup, White Compostable  
WC-CJ-PA-16D - Case \$172.07
- 120-OZ, Catering Tray, CMA Compostable  
WC-TR-SC-36-LFS - Case \$135.71



Scraps is now a **hauler-distributor** for Eco-Products, making it easier to ensure members & event partners stay supplied with approved products





# zero waste event services

- **specific & thorough protocols.**
  - only CMA approved products allowed
  - aluminum, cardboard & glass recycling; plastics & unnecessary trash discouraged
  - sauce packets prohibited
  - strict contract & enforcement/fines
- **pre-event support & sourcing.**
  - vendor intake form to pre-approve products
  - approved compostables offered in quote/service
- **monitored stations & tailored signage.**
  - critical component of contamination prevention
  - collaborative waste station siting plan to minimize disposal points & maximize diversion
- **disposal tracking, diversion reports & follow-up.**





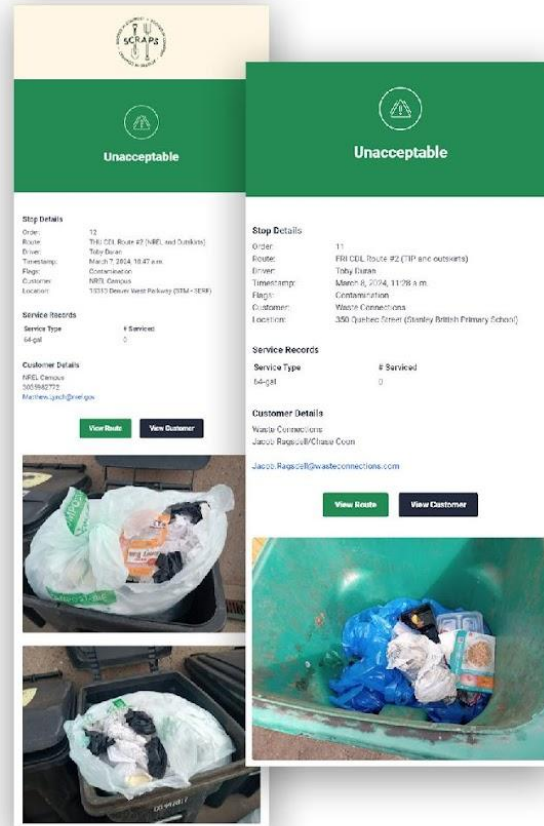
# intervention process

## bin & load inspection



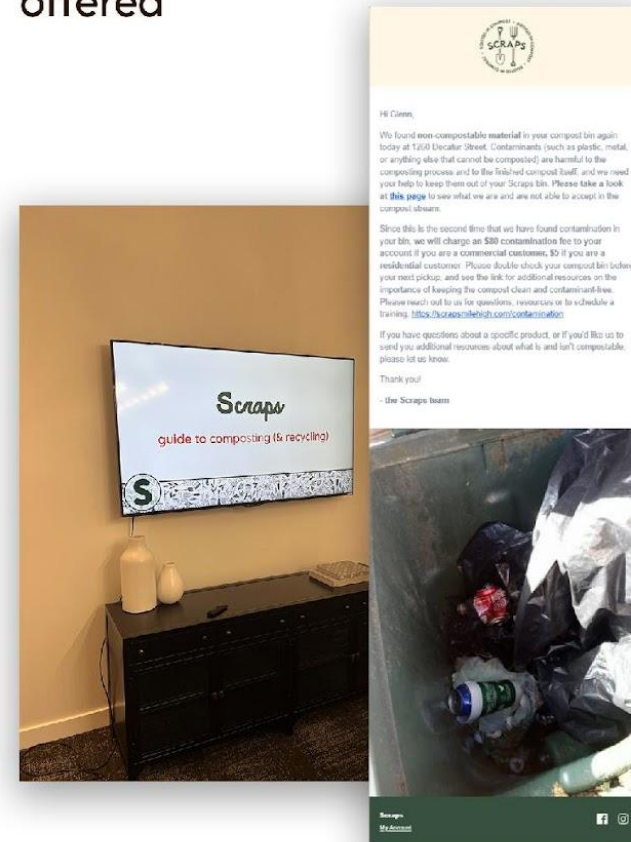
## app flag & notification

automated messages  
(to team + member)  
triggered by driver "flag"



## targeted followup

email and/or phone call to  
specific member, or mass email  
to all potential culprits in load.  
retraining & other support is  
offered



## documentation & fines

all contamination  
incidents are logged;  
members charged  
contamination fine  
after two consecutive  
incidents



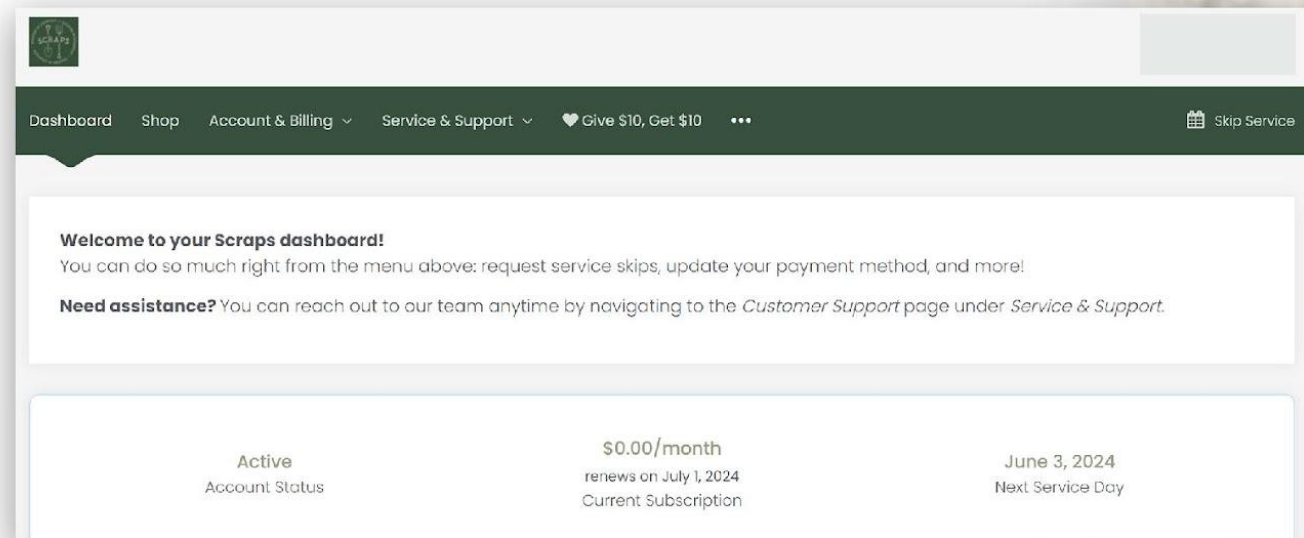
| Member ID | Member Name     | Member Contact   | Phone         | Notes on actions & fine levied |
|-----------|-----------------|--|---------------|--------------------------------|
| 101       | Chris B...      | email sent 22/2/2022 to all the other members involved | 0181 343 3433 |                                |
| 102       | James           |  | 0181 343 3433 |                                |
| 103       | David Johnson   |  | 0181 343 3433 |                                |
| 104       | Michael Johnson |  | 0181 343 3433 |                                |
| 105       | James Johnson   |  | 0181 343 3433 |                                |
| 106       | James Johnson   |  | 0181 343 3433 |                                |
| 107       | James Johnson   |  | 0181 343 3433 |                                |
| 108       | James Johnson   |  | 0181 343 3433 |                                |
| 109       | James Johnson   |  | 0181 343 3433 |                                |
| 110       | James Johnson   |  | 0181 343 3433 |                                |





# CIRC + Scraps: next steps

- developing software solution specifically for Scraps members
- systematize Scraps process + CIRC principles
- user (member) directed verification process, integrated with existing member software/dashboard
- integrated into new member onboarding process







PRODUCTS<sup>®</sup>

Green is all we

do<sup>™</sup>

We only make products from renewable and post-consumer recycled materials, and care deeply about what happens to them after use.

This singular focus makes it possible for us to do things others can't or won't.

Certified



Corporation

This company meets the highest standards of social and environmental impact





from non-compostable products and other challenges are making it increasingly difficult for composters to accept even certified products

## Top Barriers for Composters

1. Contamination from non-compostable products
2. “Real World” Breakdown / Timeframes / Standards
3. Organic Agriculture rules – OMRI / NOP / CDFA, etc.





# Contamination from non-compostable materials is a significant challenge and has eroded composter confidence across the country

**Coloradans are so bad at composting, whole truckloads are being rejected and sent to the dump**

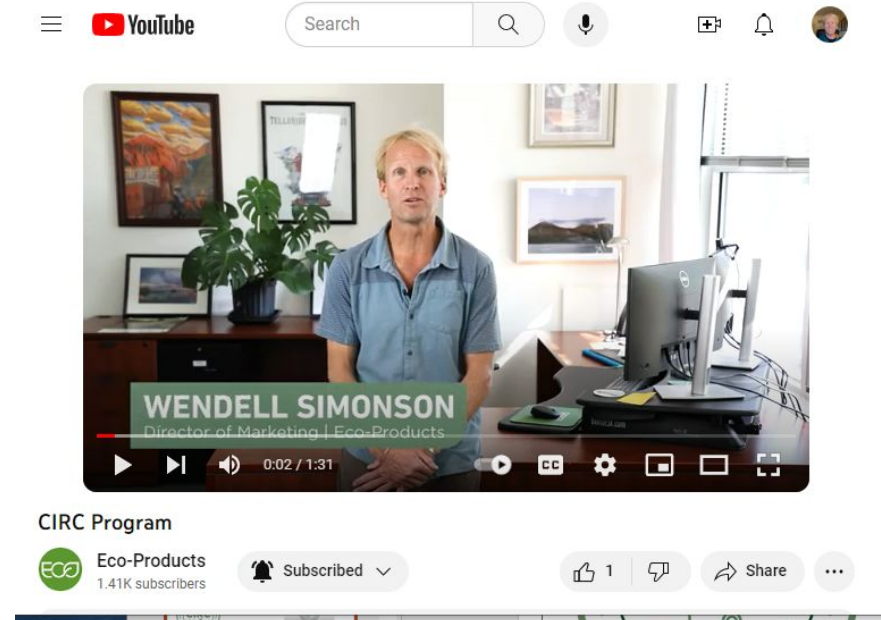


By Sam Brasch · Sep. 14, 2022, 4:00 am





# “CIRC” Controls Intended to Remove Contaminatio n



[\(Play Video\)](#)





# CIRC – An Operator-Level Verification Program Designed to Systematically Address Contamination



- 1) **Systematically control and mitigate contamination** from non-compostable materials
- 2) **Increase composter confidence** in organics streams that contain post-consumer food scraps and certified packaging
- 3) **Demonstrate that a systems approach to contamination mitigation is possible** in an array of foodservice environments





# CIRC – An Operator-Level Verification Program Designed to Systematically Address Contamination



- **Not a third-party certification** with independent standards
- **Open-sourced** and not something Eco-Products is trying to monetize
- A customizable tool to **build trust and process** between operators, composters, haulers, and distributors



# We have taken this framework and created a tool for verifying that the appropriate mix of controls are in place

## Examples from the Scorecard

| Focus Area  | Operational Component  | Yes | Sometimes | No | Required or Encouraged |
|-------------|--|-----|-----------|----|------------------------|
| Procurement | <b>Ordering Guide:</b> There is a comprehensive ordering guide approved by the venue and composter.  |     |           |    |                        |
| Procurement | <b>Ordering Guide:</b> All foodservice products on order guide have 3 <sup>rd</sup> party certification for compostability (BPI and / or CMA) and have sufficient on-item labeling |     |           |    |                        |
| Procurement | <b>Ordering Guide:</b> Non-compostable items have been eliminated from the consumer facing FSP lineup as long as compostable options are available.                                |     |           |    |                        |
| Procurement | <b>Distributor Support:</b> There is a signed distributor agreement to stock all products on the ordering guide with penalties for non-compliance.                                 |     |           |    |                        |
| Operations  | <b>Staff Responsibility:</b> Staff are assigned to monitor specific waste stations throughout the venue to help guests sort properly and remove contamination.                     |     |           |    |                        |
| Operations  | <b>Bin Management:</b> Compost bins should never on their own, and should be accompanied by at least a landfill bin and preferably a recycling bin as well.                        |     |           |    |                        |
| Operations  | <b>Sorting:</b> All FOH and BOH organics are inspected for contamination during and after every event.   |     |           |    |                        |



# We have taken this framework and created a tool for verifying that the appropriate mix of controls are in place

## Examples from the Scorecard

| Focus Area                    | Operational Component  | Yes | Sometimes | No | Required or Encouraged |
|-------------------------------|--|-----|-----------|----|------------------------|
| Communications                | <b>In-Venue Messaging:</b> There is disposal direction signage at concession locations / point of purchase.  |     |           |    |                        |
| Communications                | <b>In-Venue Messaging:</b> There are public address announcements about proper disposal behavior, waste sorting operations, and how important it is not to contaminate the compost stream. |     |           |    |                        |
| Communications                | <b>Out of Venue Messaging:</b> There is social media messaging from the venue and partners about proper disposal behavior and reducing contamination.                                      |     |           |    |                        |
| Communications                | <b>Out of Venue Messaging:</b> There are email campaigns from the venue and partners about proper disposal behavior and reducing contamination.  |     |           |    |                        |
| Composter & Hauler Engagement | <b>Inspection:</b> Hauler checks for contamination upon pick-up and rejects if any contamination is present.   |     |           |    |                        |
| Composter & Hauler Engagement | <b>Dedicated Haul:</b> Truck does not service other operators, OR only services other approved operators.  |     |           |    |                        |
| Composter & Hauler Engagement | <b>Identification:</b> There is a system for specifying a certified operator load that the operator, hauler, and composter have agreed upon. (i.e. specific liners)                        |     |           |    |                        |



# A customizable tool to build trust and process between operators, composters, haulers, and distributors

The core resource in the CIRC Toolkit is a menu of recommended contamination controls spanning Procurement, Operations, Communication, and Composter & Hauler Engagement that we call “the scorecard”.

[Download the CIRC Contamination Controls Scorecard](#)

| OPERATIONS  |     |           |    |                        |
|---|-----|-----------|----|------------------------|
| <i>Staff are knowledgeable about compost and waste diversion.</i>   |     |           |    |                        |
| Operational Control   | Yes | Sometimes | No | Required or Encouraged |
| <b>Training &amp; Communication:</b> There is industry-standard color-coded signage near BOH waste sorting stations.  |     |           |    | Required               |
| <b>Training &amp; Communication:</b> There is regular training on sorting methodology.  |     |           |    | Encouraged             |
| <i>Staff are actively responsible for the management of waste streams.</i>  |     |           |    |                        |
| <b>Staff Responsibility:</b> There are regular reminders at pre-shift meetings around the need for a clean compost stream and the role staff plays in that effort.  |     |           |    | Encouraged             |
| <i>Bins for all three waste streams are strategically co-located throughout the venue.</i>  |     |           |    |                        |
| <b>Bin Management:</b> All BOH and FOH waste collection stations follow a uniform layout throughout the operation, with Landfill, Compost, and Recycling bins arranged in the same order.   |     |           |    | Required               |
| <i>If a sort of one or all waste streams is conducted prior to collection, adequate controls should be in place to ensure contaminants in the compost are removed.</i>  |     |           |    |                        |
| <b>Sorting:</b> The on-site sorting area has effective signage, including a reminder of what to pay special attention to in order to keep contamination out of compost.   |     |           |    | Required               |
| <i>Compost bins awaiting pick-up are unlikely to be contaminated with outside material.</i>   |     |           |    |                        |
| <b>Preparation for Hauling:</b> External compost bins intended for hauler servicing are checked each time additional material is placed in the receptacles to ensure contamination has not occurred outside of the building operations. |     |           |    | Required               |



# Who is it For?

**The CIRC Program is designed for a specific set of audiences – all of whom play a critical role in keeping foodservice organics out of landfills.**



## Generators (Restaurants, Stadiums, Venues, etc)

Generators, and the compost streams they are creating and sending to composters, are the focal point for CIRC. The whole program is aimed at preventing non-compostable items from getting into generator compost streams, and making sure that only agreed upon compostable materials are being sent to composters.

## Manufacturers

Compostable product manufacturers must provide accurate information about their products, secure distributor stocking positions for approved items, and assist with ordering as needed. The Eco-Products PZW team exists to do exactly this kind of work, and will manage the CIRC process for Eco-Products customers every step of the way.

## Distributors and Other Procurement Partners

Distributors are responsible for maintaining inventories of certified compostable products that have been approved for collection and processing by composters, and meet the business needs of the generator. This is an extremely critical piece of the equation, as controlling what flows into an operation is the best way to keep non-compostable material out of the compost stream.

## Haulers

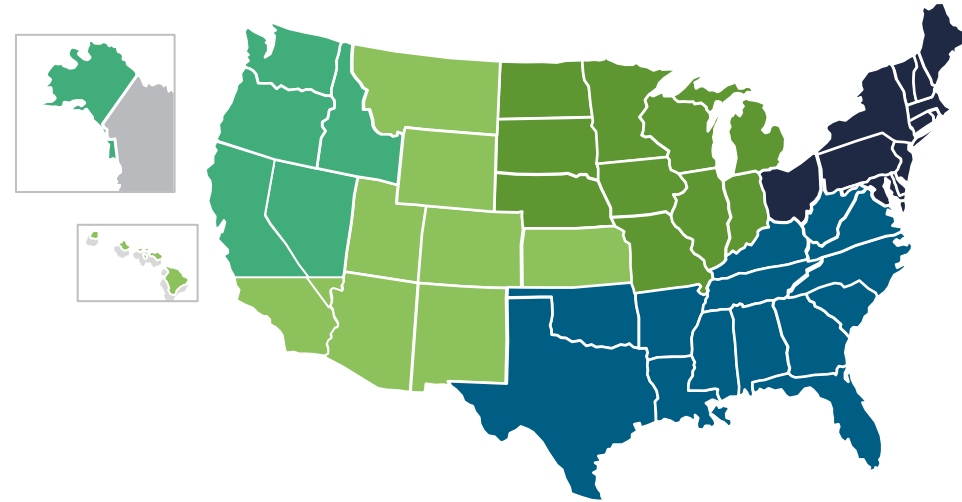
Haulers collect compost (and possibly other waste streams) from the generator, and deliver it to composters. Most haulers that collect post-consumer organics are well-versed in contamination, and will do some form of load inspection at pick-up. This makes them the first independent reviewer of the compost stream, and a valuable first check on the effectiveness of contamination controls.

## Composters

Composters determine what materials they will accept and process in their facilities, and ultimately decide whether or not accepting food scraps and compostable packaging is possible for their business. Providing composters with contaminant-free streams is the goal of the CIRC program, and should be the goal of every stakeholder in the organics diversion value chain.

# We have an unmatched team of in-market experts focused on composting, legislation, and all things waste diversion

Our regional Product & Zero Waste Specialists work with end users, haulers, composters, and recyclers to create meaningful Zero Waste success stories.



## PZW duties include:

- Keeping up to speed on local legislation, policy, and composting infrastructure.
- Supporting broker and distributor sales reps with any key operator opportunities.
- Gatekeeping database and analytics specific to our network of composters and haulers in their marketplace.
- Assisting in the advancement of waste-diverting operators by offering both marketing and training support.



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*Sustainability Manager*



**Miki**

*Sustainability Coordinator*



**Jenny**

*Pacific Northwest*



**Meghan**

*Southwest*



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*Midwest*



**Wayne**

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*Northeast*



# Thank you!

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