

# The Carbon Trust Standard for Waste



## Independent recognition of real reductions

The Carbon Trust Standard for Waste is the world's leading independent certification of an organisation's achievements in managing and reducing waste. It recognises organisations that take a best practice approach to achieving real year-on-year improvements.

Since 2008 more than 1,700 successful certifications have been awarded under the Carbon Trust Standard. Waste certifications have measured a cumulative total of 2.1 million tonnes of waste, equivalent to the weight of 350,000 African bush elephants.



### Enhance reputation

- Independent assurance of environmental credentials
- Differentiate your brand from competitors
- Improve staff retention and attract new talent

### Deliver efficiencies

- Benchmark your performance
- Identify opportunities for improvement
- Engage staff and customers

### Facilitate compliance

- Verified environmental impact data
- Comply with regulatory requirements
- Meet contracting and procurement expectations

## Join the leaders

Established in 2001, the Carbon Trust works with businesses and governments across five continents, helping them contribute to, and benefit from, a more sustainable future.

Organisations that hold the Carbon Trust Standard for Waste include:

**AkzoNobel**

**Booker**

**Branston**

**Gatwick**

**Heathrow**

**Nationwide**

**Selfridges**

**Scottish Government**



AkzoNobel has a passion for paint and have been setting the standard in colour and protection since 1792, producing a number of well-known brands including Dulux and Cuprinol. The company has continuously held the Carbon Trust Standard since 2009, recognising year-on-year reductions in carbon emissions. In 2013 the company was an early adopter of the Carbon Trust Standard for Water and helped pilot the methodology for the Carbon Trust Standard for Waste, becoming one of the first organisations to be awarded triple certification.

The company has made substantial efforts to improve its resource efficiency and sustainability. It has cut energy use and emissions through introducing more efficient processes and equipment, as well as investing in sources of renewable electricity and heat. It has reduced water use through installing advanced systems for rainwater harvesting and treatment, alongside better approaches to cleaning its production lines. AkzoNobel has been able to make reductions to waste output by targeting key intervention areas along the life cycle of products. Between 2013 and 2017 the

company was able to reduce waste by 23.1%, more than doubling the percentage being sent for recycling. At the same time, AkzoNobel has taken responsibility for reducing waste at the end of its products' life. Empty paint can recycling at Dulux Decorator Centres has enabled hundreds of thousands of cans to be recycled over the past few years. The company has introduced reverse logistics for secondary packaging, backhauling this to warehouses so it can either be reused or recycled. The company is also involved in initiatives promoting paint reuse within communities and supporting those in need.

The business has also invested more than £100 million into its new facility in Ashington in North East England, with the ambition of creating the world's most advanced and sustainable paint factory. When this was officially opened in September 2017 it represented a step change in resource efficiency within the industry, doubling AkzoNobel's UK production capacity at the same time as reducing the carbon footprint per litre of paint by half when compared with the previous plant.

“Harnessing innovation and technology has always been central to our business. Our focus on doing things better has naturally led us to resource efficiency, which goes hand-in-hand with having less impact on the environment. The Carbon Trust Standard has given us a framework for showing the progress we have made improving our use of energy and water, at the same time as dealing with our waste more effectively. It provides a clear and credible way of communicating our achievements to our customers, stakeholders and staff.”

**Samantha Balloch**, Head of Social Responsibility, AkzoNobel Decorative Paints UK