



## Waste Optimisation Action Group

Background to the Initiative  
"No Bag for 3 Items or Less"



### ENTRANT

Elizabeth Higgs  
Head of Marketing  
09 255 2223



### CATEGORIES ENTERED

Environmental Impact



### SPECIAL FEATURES



As one of the largest companies in New Zealand, Woolworths Ltd's Progressive Enterprises takes its social and community responsibilities very seriously. A key part of this responsibility is the impact the company has on the environment so enhancing the environmental sustainability of the business is of paramount importance.



A component of the eco programme is the company-wide waste reduction initiative that was set up 2 years ago which included establishing an internal watchdog body WOAG (Waste Optimisation Action Group) in March 2005. The company has a significant goal to reduce waste by 20% over the next 5 years so initially WOAG focussed on a complete system and benchmarking audit to identify opportunities and assist with developing waste optimisation strategies. WOAG's ongoing priorities are to monitor the success of the company's waste optimisation strategy and pinpoint any issues that might hinder achieving this target.



Internal training of staff includes a staff video on waste optimisation, inter-company competitive challenges, and the promotion of new initiatives seeking continuous improvement aimed at one target - the efficient minimisation of waste.

007-31



The above has changed the balance Woolworths Ltd's Progressive Enterprises waste equation from 51% waste disposal and 49% recycling to 43% and 57% respectively.

