

## Challenges:

Within the waste industry, Ecoefficiency Limited collaborates with clients and the supply chain to embed sustainability and aligns its Sustainability Strategy to ensure the fulfilment of social, environmental, and business objectives. The company challenges its clients to minimize the waste they produce. Recognizing that waste isn't always at the forefront of everyone's mind, Ecoefficiency's challenge is to work with clients to embed sustainability from the beginning. Accurate and specific reporting is crucial for clients, and Ecoefficiency continually updates its Eco Intelligence Portal to include carbon reporting, waste reporting, and compliance reporting, allowing performance to be easily assessed.

As a medium-sized business, Ecoefficiency Limited is on its own sustainability journey. Recently acquired by the Reconomy Group, the company faces the challenge of ensuring alignment with its aims and objectives, including group-wide Science-Based Targets initiative (SBTi). However, this acquisition is also viewed as an exciting opportunity that presents many possibilities for growth and diversity.

## Impact:

Ecoefficiency Limited's induction program integrates Sustainable and Corporate Social Responsibility Standards across all levels within the organization. The company has developed induction learning pathways, enabling staff to seamlessly incorporate these into their working week and learn at their own pace. Additionally, there are departmental learning pathways, such as those focused on Sustainable Procurement. Ecoefficiency actively encourages its staff to participate in initiatives like the Schools Lunch and Learn sessions and live webinars.

**E-learning** - In a bustling work environment, it is challenging for Ecoefficiency Limited's staff to allocate time for in-person courses lasting one-two-three days. The online modules and videos have proven to be an ideal solution for our team, addressing this challenge. This approach ensures that diverse learning styles can be accommodated, offering quick and convenient learning opportunities throughout the day.

### Engagements events

Ecoefficiency Limited's Sustainability Lead, Elanor Sudbury, recently participated in the 'Scaling Wellbeing & Welfare Improvement in the Built Environment #Makeitvisible Launch.' The event proved to be insightful and thought-provoking, offering valuable guidance and resources that the company can leverage in its operations.

### Resources

**Assessments:** This tool serves as an excellent resource for Ecoefficiency Limited's staff to assess their knowledge and construct their training plans around any identified gaps.

## Fact box



### Company

Ecoefficiency Limited

### No of employees

62

### HQ

Doncaster, South Yorkshire

### Website

[www.ecoefficiency.co.uk](http://www.ecoefficiency.co.uk)

### Main contact

Tony Filson

[Tony.filson@ecoefficiency.co.uk](mailto:Tony.filson@ecoefficiency.co.uk)

### Services

Ecoefficiency is a leading nationwide provider of outsourced waste management and recycling services, including soil testing and reporting.

### About

Ecoefficiency Limited has evolved based on the concept of delivering more value while creating less impact on the environment. The company is committed to environmental sustainability, utilizing innovation and best practices to provide waste management solutions that meet and exceed clients' requirements.

**Action Plan:** Action plans grant access to subjects and resources beyond an individual's job role, enabling them to broaden their knowledge.

**E-learning modules:** The e-learning modules enable Ecoefficiency Limited to assess the level of an individual's knowledge and identify any learning gaps. The company has found these modules valuable and has incorporated them into its learning pathways for employees.

### Value gained:

**Gaining Competitive Advantage:** Ecoefficiency Limited's membership provides a competitive edge, demonstrating the company's commitment to investing in and developing its staff while ensuring awareness of industry-related issues and those impacting its client base. Sustainability is a key consideration across all roles.

**Brand Reputation:** Ecoefficiency Limited aims to be at the forefront of Waste Management by consistently demonstrating its ESG practices, ensuring that operations are sustainable and provide the best value. The company desires clients to return, viewing it as a trusted partner with the technical knowledge and assurance that all work is completed with the highest regard for best practice and value.

**Operational Efficiency:** Continual learning is crucial for Ecoefficiency Limited. Encouraging new ideas and improvements, the company recognizes that as its staff members expand their knowledge base, new ideas and methodologies can be seamlessly assimilated into the business.

**Collaboration:** This is crucial for Ecoefficiency Limited's business; many clients actively participate in the school, and the use of this platform is seen as beneficial to all.

### Future proofing:

As part of the Reconomy group, Ecoefficiency Limited aims to assume more of a leadership role by assisting with case studies and sharing knowledge across the platform. This is to ensure that members and users are aware of the broader role a Waste Management Company can provide. The company intends to continue using the School's resource library to keep its staff informed about the ever-changing world of sustainability, embedding the knowledge acquired into future strategies. Ensuring alignment with clients' future strategies is a priority. The emphasis on the circular economy and resource value is crucial to reducing environmental impact, and collaboration is essential for its success.