

# Waste Wise Program

Keep Knoxville Beautiful is excited to share an opportunity to be involved our Waste Wise certification program. The overarching goal of this program is to assist businesses interested in sustainability by providing ample resources and a certification process that will allow consumers to recognize sustainability.

## The Objective

- Educate, support, and incentivize businesses that are currently practicing or are interested in implementing recycling and waste reduction initiatives.
- Create a recognized brand for the program to allow consumers, innovators, and the like to access, support, and collaborate with sustainable businesses.
- Increase access to waste reduction resources for customers, business owners, and employees.

## The Opportunity

- Be an example of sustainable initiatives in Knox County.
- Gain recognition as a sustainable business in Knox County through the Keep Knoxville Beautiful website and social media promotions.

## The Proposal

Since 1978, Keep Knoxville Beautiful has been working with community members, volunteers, and local businesses to keep Knoxville clean, green, and beautiful. Through volunteer involvement, educational outreach, and community events, we have helped to create the foundation for sustainability in Knoxville.

To continue moving forward towards a greener future, we have developed an in-depth program, certification process, and incentives for local businesses to utilize in their efforts to divert waste from our landfills.

## The Execution Strategy

Numerous municipalities have inspired Waste Wise by having similar programs in place. Keep Knoxville Beautiful has adapted the program to fit the specific-focus areas associated with Knox County.

## How it Works

The process for certification in Waste Wise includes:

1. Businesses must have some base level recycling practices in place to attain our first tier of certification, as indicated on the provided application. Keep Knoxville Beautiful is able to help your business meet these base requirements, just let us know what you need assistance with!

2. Keep Knoxville Beautiful will set up an initial consultation with the business owners/staff to discuss current efforts. This will also entail ensuring the minimum requirements are met.
  - a. Once complete, KKB staff will evaluate and assign a tier status (Bronze, Silver, Gold) based on the number of recycling and waste reduction elements met. This tier will help to highlight the businesses current initiatives while addressing potential areas for growth.
  - b. KKB is also available during this initial consultation to advise the organization on how to implement the required strategies to meet a Bronze, Silver, or Gold tier.
3. Once a minimum number of requirements is met and the business has been assigned a certain tier, Keep Knoxville Beautiful will audit business recycling practices yearly to maintain certification. Keep Knoxville Beautiful can offer advice, potential shifts in strategy, and help to assist in the implementation of recycling and waste reduction initiatives.

## Expected Results

Our expectation is that Waste Wise will offer the following results:

### Financial Benefits

- Free marketing and publicity labeled as a sustainable business. Consumers, most notably younger generations, are more likely to spend more money for sustainability. Businesses that join Waste Wise will be listed on our website as a sustainable business, they will be featured on our social media platforms and in our monthly newsletters, and they will be given a specialized decal for their place of business indicating their certification as a Waste Wise business.
- Potential for lower operating costs as correlated with a reduction in waste.
- Less staff turnover due to increased morale among staff due to a tangible sense of creating change.

### Other Benefits

- Community recognition as a sustainable leader.
- Networking opportunities among other local sustainable industry leaders.
- Increased customer loyalty.

## Conclusion

Keep Knoxville Beautiful wants to work with local businesses to create a more wholesome future for all of Knoxville. We want to create an effective program to give recognition to businesses in the area that are already doing their part while creating incentives to make long-lasting changes in the name of sustainability. We hope to provide worthwhile resources, workshops, and incentives dedicated toward a more sustainable future.

If you have questions about the program, including resources on how to implement some of the required strategies, please contact Keep Knoxville Beautiful's Executive Director at [info@keepknoxvillebeautiful.org](mailto:info@keepknoxvillebeautiful.org) or by calling (865) 521-6957.