

Case Study: National Retail Chain – Multiple Locations

Aldo Group

Project Locations: NY, LA, Chicago, Miami

Aldo Group, the large international shoe and accessory retailer, has approximately 3,000 locations worldwide. Aldo Group wanted to determine the type of waste materials their US stores were generating, the current recycling rate, the potential recycling rate if all items were properly sorted, and the steps needed to increase recycling and reduce waste throughout its US stores.

Synergis –Zero Waste Group was contracted by Aldo Group to analyze the waste in 8 of their US stores, in NY, LA, Chicago and Miami. For each store, **an on-site audit of their waste was conducted, store management was interviewed about the volume and types of waste they generate, the local mall/shopping center recycle program was reviewed, the local recycle hauler was contacted to get clarification on items accepted for recycling, and the current and potential recycle diversion rates were calculated. Additionally, opportunities for reducing waste were explored, including use of returnable shipping containers, reuse of discarded packing paper, requesting that the local hauler expand the recycle program offerings, setting up standardized in-store recycle stations, and setting up e-waste recycling programs for fluorescent bulbs and rechargeable batteries. It was determined that the current 42% recycling rate could be increased to 82%, and a list of recommendations on how to achieve this was developed for Aldo Group’s stores across the US. As a result of the study, Aldo Group distributed a template for expanding recycling throughout its US stores, and measuring recycling diversion at each store.**

