



CASE STUDY

Westpac NZ



We started on our Method journey with 70% of our waste going to landfill. Three years later we now run at 30% to landfill.

Westpac have been rated the most sustainable bank globally ten times.

The Australasian company is committed to change, looking after the environment and reducing their carbon footprint however they can.

Show Place, Westpac's headquarters in Christchurch comprised of two buildings and with over 400 employees, is their number one best performing site for sustainability in New Zealand.

After trialling various "pod-bins," the branch were looking for a solution that would be clearly marked, simple to use, and consistent with the colour scheme of the city's waste service providers standards.

Christchurch

This great result has been helped by their partnership with Method, along with their innovative ideas when it comes to wasting less. Westpac The Terrace in Christchurch have recently launched a new initiative where any catering or hospitality firms they work with are mandated to ensure that all waste is able to be put in the Organics bin – platters, bamboo skewers, cutlery, disposable cups, anything.

Reusable cups are put through the dishwasher with eco-friendly liquid, and visible Method Recycling Stations ensure that recycling and composting becomes simple.

"Westpac are committed to doing that and to show it happening," says Paul Bonini.

"We've made [Method bins] a feature in the event space because we're actually proud of our recycling."



Finding success

How have Westpac found such success? Each night the waste in each liner is recorded by Westpac's cleaners. Monthly figures are then produced in the three categories - landfill, recyclables, and organics - so the results can be specific and measurable.

Method's philosophy of Open Plan Recycling recommends that recycling bins are placed within a 10-15 second walk of employees - this way they are effective, inspire action and promote activity in the workplace.

“We wanted to encourage people to do what we call ‘micro breaks’ in an office environment,” says Paul Bonini. “We want people to get up and walk around.”



At Westpac, Method Recycling Stations were set up where staff would naturally walk past, with entry and exit doors the main targets.

Each station was set up in the same sequence, in accordance with the local council's waste standard. Westpac wanted to make it easier for employees to understand the system and recycle more effectively, while ensuring that cleaners and waste service providers would also be able to achieve their goals successfully.

Consistency and visibility was incredibly important to Westpac, which is why they chose Method.

Implementing and educating

Education was also key to Westpac's success with their recycling initiative. Management were able to use labels by paper towel dispensers to inform employees that the towels were able to go in Organic waste.

Learnings from cleaners would provide some of Westpac's most informative findings. After sitting down with their team, Paul Bonini and his team realised that an Organics bin by their coffee machines could really help divert more waste from landfill. “We need everyone involved to have that holistic view for success,” says Bonini.

The adaptability of Method bins have worked well with a company that are always looking to improve their sustainability goals.

A solution for the future

HD Connectors have recently been implemented onto Show Place's Method Recycling Stations. "The HD Connectors [are] fantastic. Our cleaners would sometimes knock them out of position... but now with the HD Connectors it looks clean. Those are the lines we're trying to show, they look very stylish in our corporate space."

Behaviour-changing Method bins have been purposefully designed to be out in the open. Following three years of researching, prototyping, and testing, Method found that accountability is crucial to better diversion rates; by being visible, Method bins encourage users to think more about what they're putting in which waste stream in front of their peers, and therefore greatly reduce contamination with recycling.

What else is Westpac's Christchurch headquarters up to? Biodegradable and recycled procurement is a strong focus, with other sustainability drives too. "We've got lots of green initiatives inside the building from solar panels to recycling, so it gives our staff something to be proud of and actually take them on part of the journey." Westpac keep their employees up to date with recycling figures and thank them for their hard work. It's this attitude and commitment to sustainability with their collection of businesses that creates real change.



"We started on our Method journey with 70% of our waste going to landfill. Three years later we now run at 30% to landfill,"

And what about the future?

At Westpac The Terrace in Christchurch, Paul Bonini would like to see landfill rates down to 20% over the next two years with the help of Method bins. Policies and products at work in Christchurch are being rolled out into other Westpac sites to help achieve the same success.