

RCBC ZERO WASTE PROFILE



Business Case Study

Awards & Achievements

Since its founding in 2006, Green Coast Rubbish has emerged as a green leader in its industry:

2015 - Featured by Vancity as a "Story of Impact"

2014: Diverted 565 tonnes of material from the landfill

2014 - Reduced operational GHG emissions (per 1K revenue) by 54%

2013 - Voted "Best Green Business" by the North Shore Outlook newspaper

2013 - Winner of Better Business Bureau's Torch Award

2012 - Winner of Vancity Community Impact Investment Award

Eamonn Duignan's Green Coast Rubbish

By Isaac Yuen

While working on his undergrad at UBC, Eamonn Duignan worked part-time in the junk removal industry and got a firsthand look at how things were done. When he saw scores of materials that could potentially be reused or recycled tossed out, he knew there had to be a better way.

"I knew things it could be done better. More sustainably."

With a passion for sustainability and encouragement from his brother Cein, Duignan started up **Green Coast Rubbish** in 2006 with a simple mandate – to offer an environmentally-conscious waste removal service that emphasizes recycling and reuse with disposal, the standard industry norm, seen as a last resort.

A Green Coast Vision

Over the past 9 years, Green Coast Rubbish has been working to develop an extensive network of recycling and reuse partners across the Lower Mainland. "Zero waste is essentially a core operating or guiding philosophy for us," states Duignan, explaining it is his company's underlying goal to maximize the reuse and recycling potential of materials for each of their commercial, residential, construction, and property management jobs.

Challenges and Opportunities

Duignan notes the chief challenge on a day-to-day basis for waste reduction is the lack of local reuse and recycling infrastructure. "We haul a vast variety of materials that have high reuse potential



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Recent Partnerships and Projects:

- Worked with Metro Vancouver to hold a one-day disposal and recycling event for residents in water-access regions of Indian arm.
- Assisted SNC-Lavalin with a major office move by recycling nearly 11,000 pounds of paper.
- Salvaged an entire kitchen for reuse at a Vancouver West End house.
- Recycled and reused all materials from an art gallery installation in Vancouver.

Green Coast Rubbish Fast Facts:

- Since 2010, they have achieved a waste diversion rate of at least 75%
- In 2014, 5.07 tonnes of reusable materials were donated to Habitat for Humanity, Salvation Army, Canadian Diabetes Association, & the Helping Families in Need Society.
- They are striving to convert 100% of their fleet to biodiesel.

from our varied client base,” he states, “but finding a home for these materials can be a real challenge logistically as well as financially for us.”

“We simply don’t have enough reuse, donation or recycling facilities to utilize.”

Duignan notes that things are changing in recent years, with growing awareness around issues of resource depletion and overconsumption, as well as the emergence of recycling as a mainstream issue. “It is getting much better as markets are developing and we have come a long way in the last 5 years alone.” Continued positive feedback in

the form of word of mouth recommendations, repeat clients, postcards and gifts in gratitude also point to future demand for greener waste removal services.

The Future for Green Coast

Duignan believes that the key to achieving zero waste lies in shifting our collective attitudes and beliefs to see waste as valuable resources. This is one of the key principles of the circular economy. “Our future vision for Green Coast is one where we achieve a diversion rate of 100% – where no waste is wasted.” Duignan concedes that it is an ambitious target. “But sometimes you need to shoot for the stars.”