

# Beloved zero waste goal on target



“ An excellent partnership for ourselves, NISP and Eco-Sustainable Solutions. This project has significantly reduced our impact on the environment by drastically reducing the amount of waste that we send to landfill. ”

Paul Croker,  
Engineering & Environmental Manager,  
James Wellbeloved

## THE CHALLENGE

James Wellbeloved has implemented a challenging zero waste to landfill policy. It already reused many of its waste materials but was looking to find a more sustainable solution for its rejects from the pet food production process.

## THE SOLUTION

NISP introduced James Wellbeloved to Eco Sustainable Solutions, a local company able to treat organic waste material in compliance with the Animal By-Product Regulations.

## RESULTS

- **97% of waste generated by James Wellbeloved is now diverted from landfill.**
- **The synergy resulted in a carbon reduction of 1,620 tonnes per annum.**
- **Both James Wellbeloved and Eco Sustainable Solutions benefited from significant cost savings.**

## COMPANY BACKGROUND

James Wellbeloved is based at Castle Cary in Somerset, where it manufactures top quality, natural complete dry pet food for dogs and cats. James Wellbeloved foods are sold through specialist pet stores. The company employs 200 associates and has an ambitious waste policy, operating a compactor on site and recycling cardboard, paper, metals and wood.

Eco Sustainable Solutions is a family business based in Dorset, where it processes green waste, food waste, soil, and clean and dirty wood to produce a range of products including turf, compost, animal bedding, mulch and a horse riding surface. The company is fully licensed to treat category 3 food waste, making it a suitable partner for food manufacturers such as James Wellbeloved.

## NISP INTERVENTION

Within just a few months of attending one of NISP's synergy workshops James Wellbeloved was shifting 97% of the waste material generated on its site to an established NISP member.

NISP's initial focus with James Wellbeloved was on the larger waste streams and having successfully found a sustainable and profitable solution is now turning its attention to the remaining 3% of material by-products generated which are more difficult to process.

It is this ongoing support that NISP is able to provide to its members that will play a key role in helping James Wellbeloved achieve its zero waste to landfill ambitions.

# About NISP

## CONNECTING INDUSTRY, CREATING OPPORTUNITY

NISP is an industry-led business opportunity programme. It uses the industrial symbiosis approach to link industrial processes at source to facilitate sustainable production. NISP also identifies mutually profitable transactions between businesses so that under used resources such as energy, water and/or materials from one can be recovered, reprocessed and re-used by others elsewhere in the industrial network.

## DRIVEN BY BUSINESS

NISP is unique in that it is demand-led by industry, responding directly to the needs of business, whatever sector that may be. It is nationally co-ordinated and regionally delivered throughout the UK. Each of the 12 regional teams works closely with a Programme Advisory Group (PAG) comprised of key industry representatives relative to the area and who give their time and expertise on a voluntary basis. The group assists the regional teams to ensure the programme's direction is relevant for each region. PAG members include representatives from Shell UK, Arla Foods, Ricoh Products, Birse Civils, Veolia Environmental Services and Lafarge Cement.

## FREE MEMBERSHIP

NISP is publicly funded so membership is free for all businesses, regardless of size, turnover or sector. NISP has over 13,500 member companies including corporates such as Shell UK and Lafarge Cement, and entrepreneurs, micros and SMEs (which make up over 90% of NISP's membership).

## OUR RESULTS

All of NISP's outputs have been externally verified. Between April 2005 and March 2010 NISP helped its members:

	In-year benefits	Lifetime benefits*
<b>Cost savings to business</b>	£148 million	£780 million
<b>Additional sales to business</b>	£163 million	£880 million
<b>Landfill diverted</b>	6.7 million tonnes	35 million tonnes
<b>CO<sub>2</sub> reduction</b>	6 million tonnes	30 million tonnes
<b>Virgin material saved</b>	9.4 million tonnes	48.5 million tonnes
<b>Hazardous waste eliminated</b>	371,000 tonnes	1.8 million tonnes
<b>Water savings</b>	10.5 million tonnes	47.8 million tonnes

\*Lifetime benefits are based on NISP's experience that a synergy providing benefits will continue to deliver the same level of benefit in the subsequent years based upon the rational expectation that the participating companies will continue with the synergy. For example a synergy delivering 100 tonnes of CO<sub>2</sub> savings in year 1 will deliver 500 tonnes of CO<sub>2</sub> reduction over a lifetime of five years.

NISP is devised and managed by International Synergies Limited and remains the world's only national industrial symbiosis programme. NISP is one of only five Europe-wide initiatives to have been awarded Eco-Exemplar status by the European Commission through its Environmental Technologies Action Plan.



Material change for a better environment

NISP is funded by WRAP to provide industrial symbiosis support to businesses in England. NISP is also supported by the European Commission's Life+ Programme.

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