How can West Elm reduce the percentage of waste going from stores to landfills?

**ANALYZING WEST ELM’S WASTE STREAM**

- Williams-Sonoma, Inc. (WSI)’s goal is to divert 75% of their waste from landfill to recycling and composting streams across all operations by 2021.
- WSI’s current store diversion rate is at 27%.
- Most of WSI’s waste is produced by stores (approximately 2/3 of total waste in packaging and product waste).
- Williams-Sonoma, Inc. defines corporate responsibility as one of its five key values. Its vision states, “We will build sustainability into every corner of our enterprise so that our continued financial success will enhance the lives of our many stakeholders, the communities where we have a business presence and the natural environment upon which we rely.”

**KEY FINDINGS**

- The nation-wide employee survey draws a clear picture…

**KEY RECOMMENDATIONS**

**HIGH IMPACT**

- Standardizing packaging for recycling

- Styrofoam / plastic recycling

**IMPE

- Training & mixed recycling

**FEASIBILITY**

- Long-term

- Short-term

- Employee rewards & incentives

- Recycling & Segregation at store front

**IMPACT**

- Potential contribution to landfill diversion goals

**FEASIBILITY**

- Executive with current resources & level of organizational readiness

**NEXT STEPS**

- Determine the top priorities and goals for the company

- Create and implement a plan for achieving those goals

- Monitor progress and fine-tune the plan as needed

**SITE VISITS, INTERVIEWS, SURVEYS**

**INTERNAL UNDERSTANDING**

- Interviews
  - WSI Social Consciousness and Innovation VP
  - WSI Corporate Social Responsibility Manager
  - West Elm Field Training Director
  - West Elm Foreway Store Managers and Staff
- Site Visits
  - West Elm Fenway Store (Boston)
  - West Elm Corporate Headquarters (New York)

**INDUSTRY UNDERSTANDING**

- Interviews
  - RILA Director of Energy, Sustainability & Research
  - Gap, Inc. Sustainable Innovation Sr. Manager
  - WestRock Recycling Program Manager

**FIRST IDEAS**

- Combination of internal and external learnings

**VALIDATION**

- Store Questionnaire

**RECOMMENDATIONS**

- Derivation of final recommendations