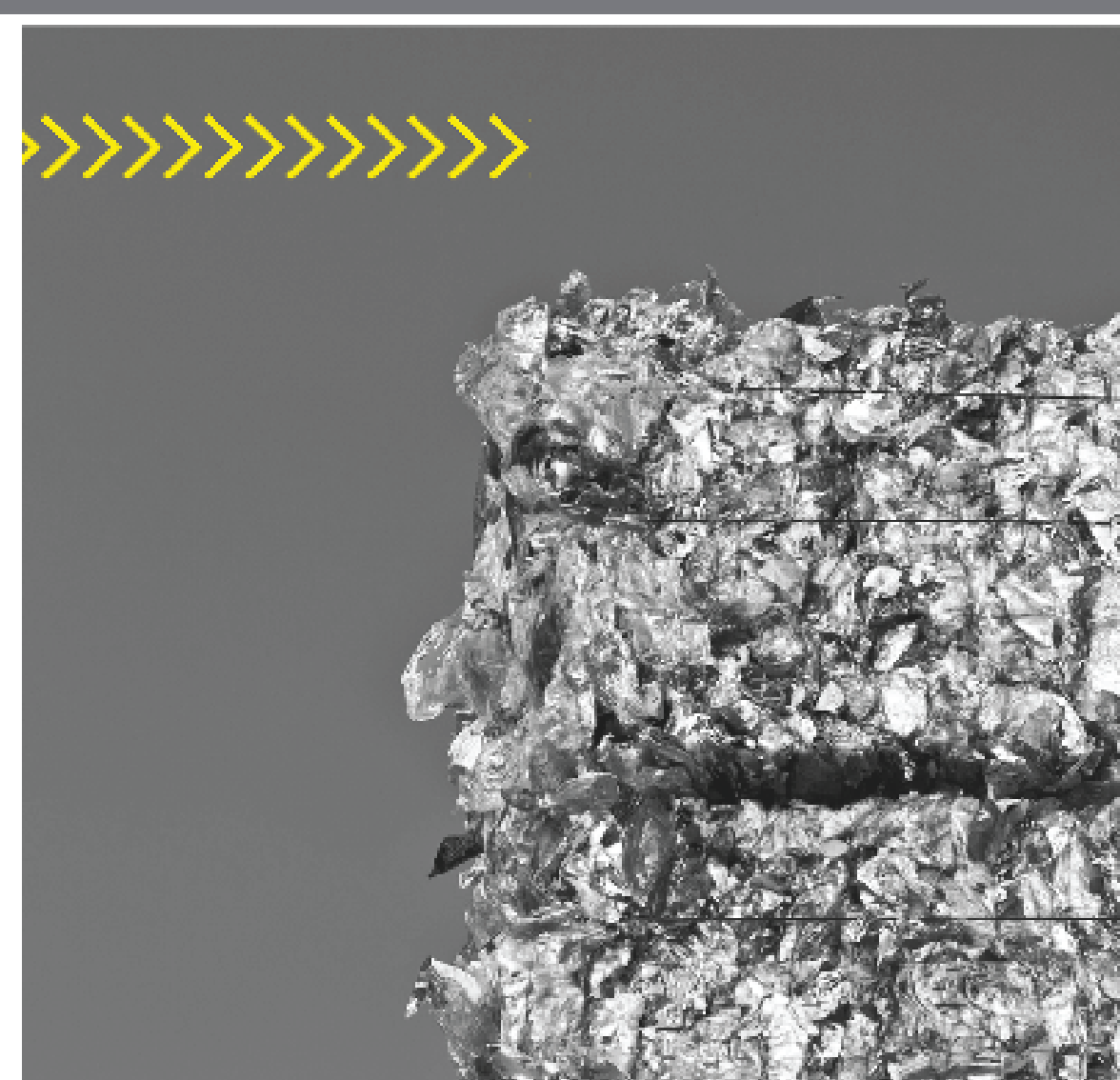




# CANADA FIBERS URBAN RESOURCE GROUP

## AISHWARYA BABU - EXECUTIVE SUSTAINABILITY ASSISTANT

### PURPOSE OF INTERNSHIP



- Gaining insights in the technological and institutional barriers within waste management.

- Exposure working with a "sustainable business" in a manufacturing setting.
- Applying sustainability knowledge, experience and skills to help meet team goals and gain noteworthy accomplishments.
- Collaborating and networking with like-minded and progressive professionals.
- Seeking inspiring leadership and mentorship from the individuals in the sector.

### COMPANY PROFILE

- 700+ Employees
- 1,000+ Local Customers
- 27 years



- 13 Recovery
- 4 Recycling
- 17 Facilities in Province
- 600,000+ Tonnes / year

Over the last 25 years, Canada Fibers Ltd. has successfully developed into one of North America's largest full-service and highly integrated material recovery companies. Canada Fibers Ltd. is committed to save valuable landfill space by aiming for high quality, cost-effective and environmentally sustainable waste management solutions.

### STATE OF WASTE MANAGEMENT



- Global Waste Management market valuation is projected to reach \$435 billion (double) by 2023.
- Restricted markets for recovered materials & increased demand for purity in materials.
- Council mandated diversion targets stalled at 50% or less, and aren't meeting targeted goals of ~70% material is being missed.
- Organics recovery is limited as the "ick" factor continues to discourage proper separation of food waste.

### KEY PROJECTS



#### KPI Reporting System & Dashboards

- Amplified magnitude of impact on decision making and value of business intelligence for executive management by developing automated KPI dashboards that focused on critical areas in operations and safety.

#### Contract Management (RFP / RFI)

- Gathered technical data and supervised the consistency of maps in an expeditious manner with a high level of accuracy and aesthetic value when developing RFPs and RFIs.

#### Business Development & Strategy

- Estimated the cost of carbon emissions from freight transportation of goods.
- Developed strategic recommendations to municipal partners for encouraging government stakeholders to adopt PCR mandates and incentives to drive local end-markets.
- Developed a data visualization framework to report incoming medical waste accurately.

#### Marketing & Communications

- Identified and highlighted value proposition of the company and each of its units by evaluating mission statements and branding positioning. Used the research to present key findings and recommendations.
- Composed and edited strategic presentations, endorsement letters, municipality reports, contracts, and correspondence while meeting tight deadlines for projects.
- Devised a social media plan using market research reports, previous social media activity and website analytics.
- Conducted a comparative analysis of CSR practices in the global Waste Management sector.
- Planned and hosted a corporate event in honor of our new logo and branding strategy for 400 employees.

### KEY TAKEAWAYS



- Municipal reluctance to spend \$ on upgrade of aging equipment, and municipal personnel turnover is accelerating.
- The evolving 'ton' impacts from increasing the diversity of material used for packaging.
- The proliferation of materials in Blue Box program and increasing costs of negligence.
- Growing population is increasing contamination enhanced by changing material and medical waste.
- Challenges in controlling and managing occupational health and safety communication.
- Juggling priorities and meeting deadlines when working in a dynamic business environment.
- Strict safety and environmental regulations in effect amid China's new import restrictions.
- Changing business environment and internal dynamics are putting pressure for financial results, and creating barriers to progress with sustainability in business framework.
- Recyclables collected in multi-res buildings is o poor quality; thus, creating barriers to process in MRFs & meet recovery targets.



Canada Fibers has diverted over 15 million tons of waste from landfills throughout Ontario since 1990.