

# Canadian Tire Corporation

Uyen Tran | Corporate Waste Intern



## Canadian Tire Corporation, Limited

Canadian Tire (CT) is one of Canada's most-trusted and longest-standing retail brands. With an extensive network of retail stores, renowned owned brands, and leading merchandising strategies, CT provides products and services to **serve Canadian customers** from coast-to-coast-to-coast.

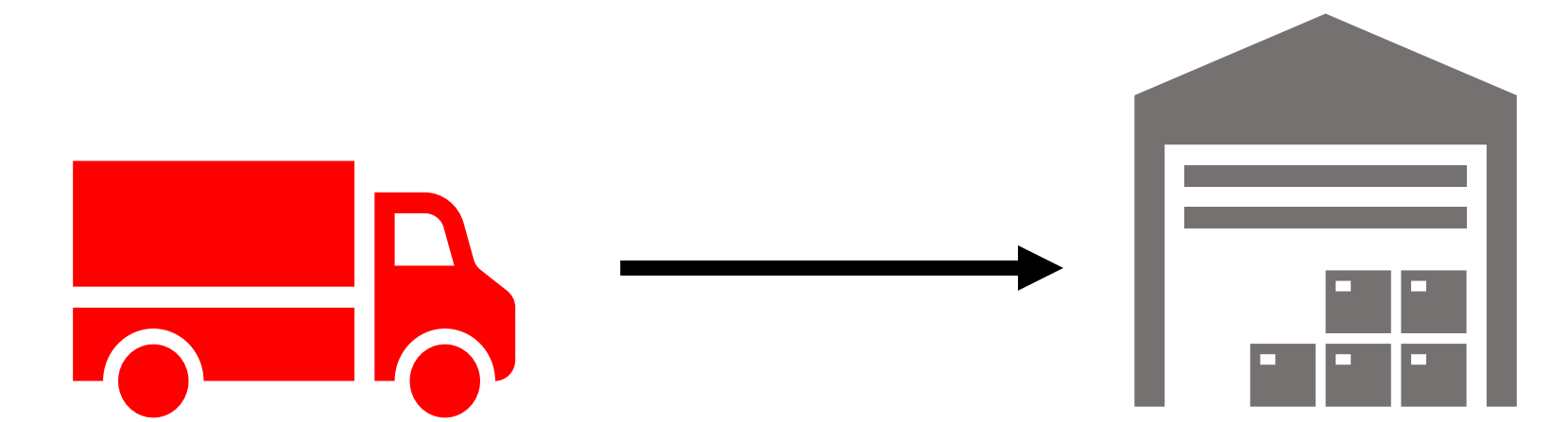
Canadian Tire's sustainability strategies seek to address complex challenges and explore opportunities in **waste management, GHG emissions reduction, merchandise sourcing**, as well as uplifting the **communities** in which CT serves.

## Responsibilities and Achievements

- ❖ **Drafted** a Waste Optimization **Strategy** for Canadian Tire Petroleum (CTP) which help to contribute to Corporate's **90% waste diversion rate** target by 2022.
- ❖ **Presented waste strategy** to and received buy-in and approval from the President and Vice President of Canadian Tire Petroleum.
- ❖ **Analyzed** current **waste services** for >150 CTP sites and **implemented changes** for optimal service level at sites.
- ❖ **Planned** for the roll out of 5 waste **pilot projects**, involving testing different **types** of **bins** and their **placement** at selected Gas+ locations.

## Memorable Moments

Visited and learned about the **operations** and **sustainability** footprints at a **CT Distribution Center**



## **Waste Optimization at Canadian Tire Petroleum**

- ❖ Canadian Tire Petroleum's waste profile is very **complex**, mainly due to being **customer-facing**.
- ❖ **Matching** true waste generation level at sites with the level of pick-up services requires taking many aspects into **consideration**.
- ❖ Pilot projects that test out different scenarios can shed a light on the **correlation** between **behavior nudging tactics** and changes in **waste diversion** rate.

### Forecast

Increase in waste diversion rate at CTP:

**46%** -> **60%**

with implemented optimization efforts

## Moments

Effecting **transformative changes** in **waste management** means effecting transformative changes in the **supply circle/network**.

## Key Takeaway 1

**Current metrics** used in the waste industry do not fully capture the reality of waste generation and **efforts** to reduce and divert.  
-> A **reform** in thinking about and measuring waste is needed.



## Key Takeaway 2

**Communication** and **co-ordination** between stakeholders need to be **specific, timely, and clear** for successful implementation.



## Skills Acquired

- ❖ **Calculating** and **projecting** waste generation volume, industry-specific waste KPIs, and waste diversion rate.
- ❖ **Analyzing** and **layering** data from multiple sources and using them to back up recommendations.
- ❖ **Drafting a strategy** and **telling** a comprehensive **story**.
- ❖ **Co-ordinating** and **liaising** with multiple stakeholders to bring a project plan to life.



## Key Takeaway 3

**Personal and organizational awareness** is the secret sauce in driving **sustainability behaviors**.

