

An aerial photograph of a vast mangrove forest with a winding waterway. The forest is dense and green, with a narrow channel of water cutting through it. In the background, a large body of water and a distant city skyline are visible under a clear sky.

WECYCLE – An effort towards efficient recycling of furniture

Presentation at CII Waste Management Summit – 17th December 2014
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Sustainability a way of life at Godrej

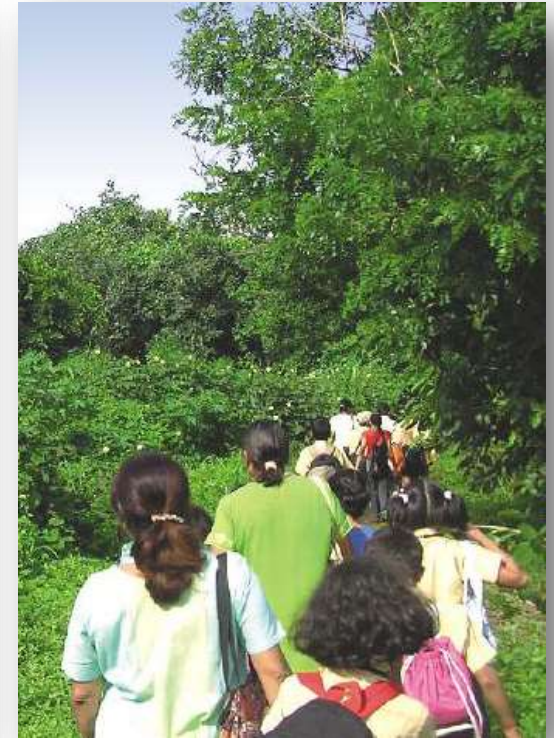
Past



Present



Future



Paradigm shift

Entirely
Process
Centric



People



Planet



Profit

↑
Scope
extending to
products, and
people
as well

Pre 2007

Post 2007



GOOD & GREEN Vision

Activities that address needs of underserved populations



Activities that address environmental issues

Beyond Business: Building a More Inclusive and Greener India

Ensuring Employability

Creating a Greener India

Innovating for Good and Green

By 2020, Godrej will...

Train 1 million rural & urban youth in skilled employment

Achieve Zero Waste to landfill, Carbon Neutrality, Positive Water Balance, Energy Efficiency & Renewable Energy Use

Have a third of its portfolio revenues comprising Good and/or Green Products and Services

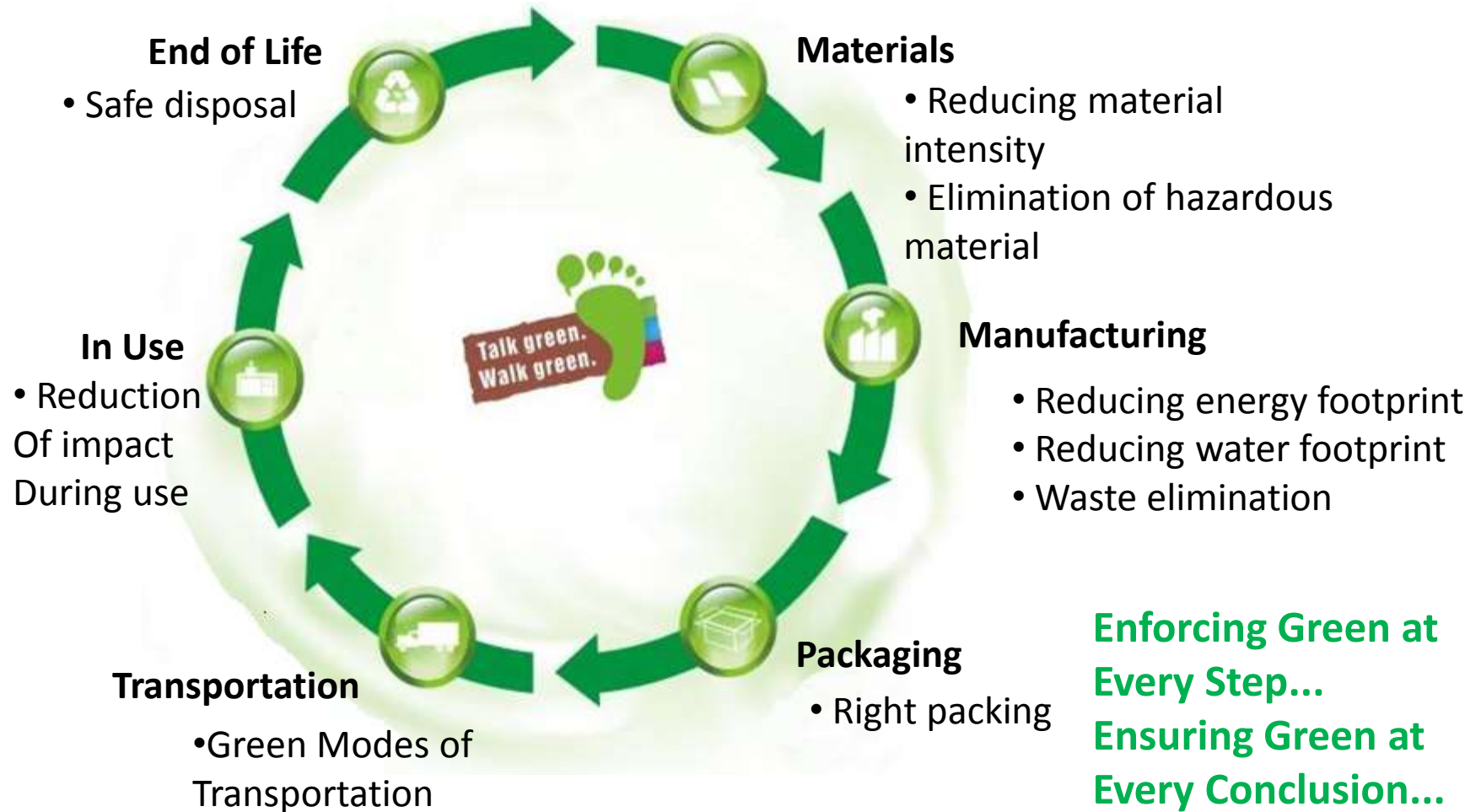
By 2020, Godrej Interio will...

Train 52,000 rural & urban youth in skilled employment

Achieve 22% reduction in specific energy consumption, 50% reduction in specific water consumption, 15% use of renewable energy

Have a third of its portfolio revenues comprising Good and/or Green Products and Services

Life Cycle Approach at Godrej Interio



LCA cycle assessment

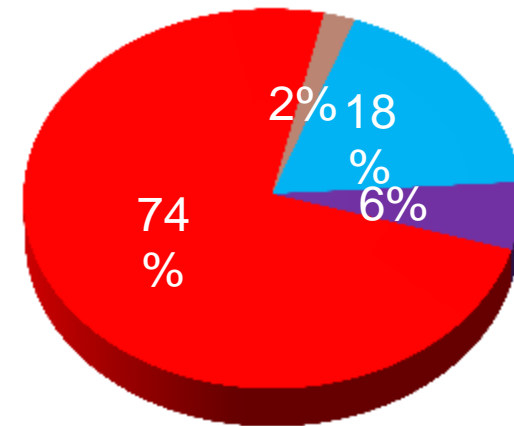
A mean to quantify the impacts



Product – WISH
(System furniture range)
Annual Volume – @ 15,000 wk

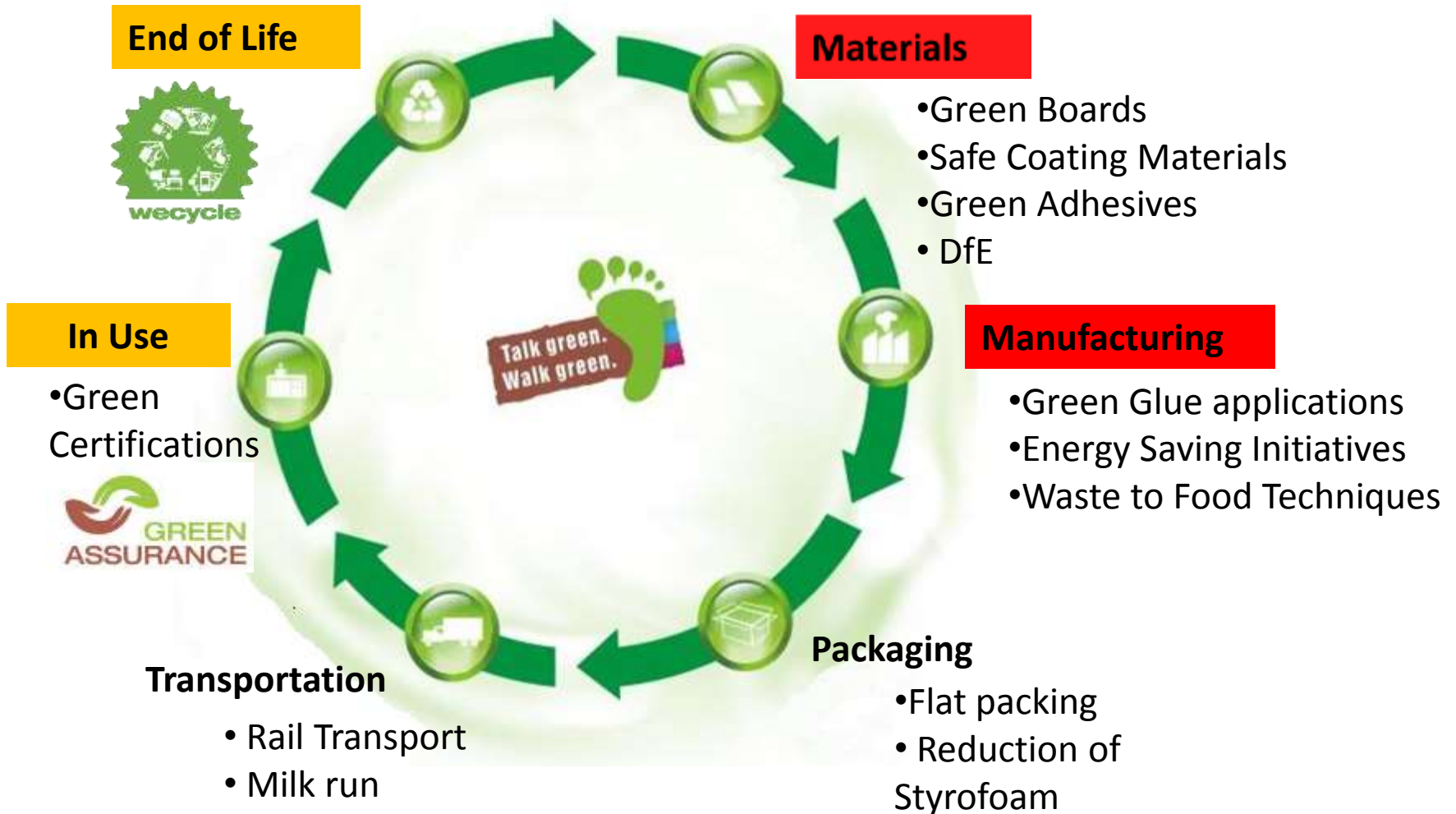


Impact at each stage
of life cycle



- Materials
- Manufacturing
- End of Life
- Transportation

Life Cycle Approach at Godrej Interio



The Context



FURNITURE also finds it way into
LANDFILLS



Problem Statement

To **FURNISH 100 SQFT** of office, we require @ **93 KG** of raw material



- 46 kg of wood base boards
- 23 kg of steel
- 8 kg of aluminum
- 11 kg of packaging material



Problem Statement



Estimated furnished office space in 2012 was →
@40 MILLION SQFT

Amount of raw material used will be in tune of
@ 37.2 MILLION KGS

Problem Statement

❓ After 5-7 years, what happens to this material?



@ 45% OF THE MATERIAL WILL BE DESTINED TO LANDFILLS



Presenting a solution



RECYCLING SERVICE

from

Godrej **interio**



Starting Point

Development of Back- end

- Creation of End of Life matrix for all materials used in furniture
- Creation of Disassembly manuals for all new products
- Ease of segregation added as a design objective

Development of Front-end

- Creation of a platform to enable customers to approach us for recycling services
- Identifying and Developing recycling partners to propagate & execute the projects



Evergreen Recyclekaro (I) Pvt. Ltd

Overall Flow for Wecycle ...

Step 1

- GI team to make presentations for WECYCLE service.

Step 2

- On receipt of enquiry GI to involve ERCK representative

Step 3

- Together with customer and ERCK representative conduct an audit for the material to be recycled.

Step 4

- ERKC to give an offer to the customer with a copy to GI team

Step 5

- Offer if acceptable , ERCK to arrange for pick –up and make payment at the time of picking the material

Step 6

- ERCK to give the recycling report within 8 weeks after material pick-up

Wecycle Advantage

1

- Material Audit And Inventorization



Wecycle can help in

- Identification of material for refurbishing or recycling.
- Making of accurate inventory of material to be scrapped

Wecycle Advantage

2

- Support For SEZ Documentation



Godrej Interio can assist in

- Providing detail information on material composition of the product to enable accurate estimation of scrap value
- Retrieval of all old bills.(upto 10 years)

Wecycle Advantage

3

- Product Analysis For Better Recovery Rate



- Godrej Interio can provide detail information on product material composition through tools like “Green Assurance cards”, Disassembly Manual, which can help in maximization of material segregation thereby increasing the material recovery rate

Wecycle Advantage

4

- One Shot Pick Up And Quick Transaction



Dealing with Wecycle team is hassle free as

- We pick all kinds of furniture waste, be it wooden, metal or glass
- Payment made in full at the time of pick-up itself

Wecycle Advantage

5

- Transparent End Disposal Reporting



6 to 8 weeks after pick-up of material, a detailed recycling report will be provided which can be used for sustainability reporting or for qualitative input for annual report.

Wecycle Initiative Spread

Transocean

TCS

Bank of India

Punjab National Bank

ONGC

Azonoble

Kansai Nerolac

Hindustan Dorr Oliver

BHEL

Maersk

Mazgoan Docks

Nokia Siemens

Ultra tech

Oracle

TATA Housing

Union Bank

TNSC





Initiative by Godrej Interio

THANK YOU !!!

For more details about WECYCLE write to us at interiogreen@godrej.com

