

CHALLENGE

Develop a more cost-effective solution for franchisees

An international convenience store chain needed to implement a more efficient and sustainable waste and recycling program for its fast-growing group of franchisees. Previously, the company's onboarding process required franchisees to sign long-term contracts with one major waste provider. Both parties were unaware of the inevitable price hikes and hidden fees the franchisee would soon face. More fees quickly arose when the waste provider delivered the wrong size bin, creating overflow and excess trash around the dumpster, for which the franchisee would be fined.



SOLUTION

A dedicated waste and recycling team

Rubicon rolled out a franchisee opt-in program for the company, providing an easy and cost-friendly waste option for franchisees opening new locations. The program provided franchisees with a dedicated waste and recycling team that understands the needs of the franchisee and the overall waste industry. There are currently over 5,000 stores on the program at both the corporate and franchise level. Working with the stores, we implemented ongoing right-streaming initiatives to optimize trash services and introduce recycling to help reduce costs and increase diversion from landfills.

RESULTS

Savings

\$2 million saved per year since program inception

Diversion

Diverted 30% of waste from landfill from 2,300 franchised stores over two years

Right-Sizing

Provided right-sized bins to avoid overflow fines

Billing

Issued waste bills through corporate, providing franchisees with a consolidated and efficient payment method

Legislation

Notified franchisees of constantly changing city waste ordinances to prevent penalties