

SUSTAINABLE BUSINESS



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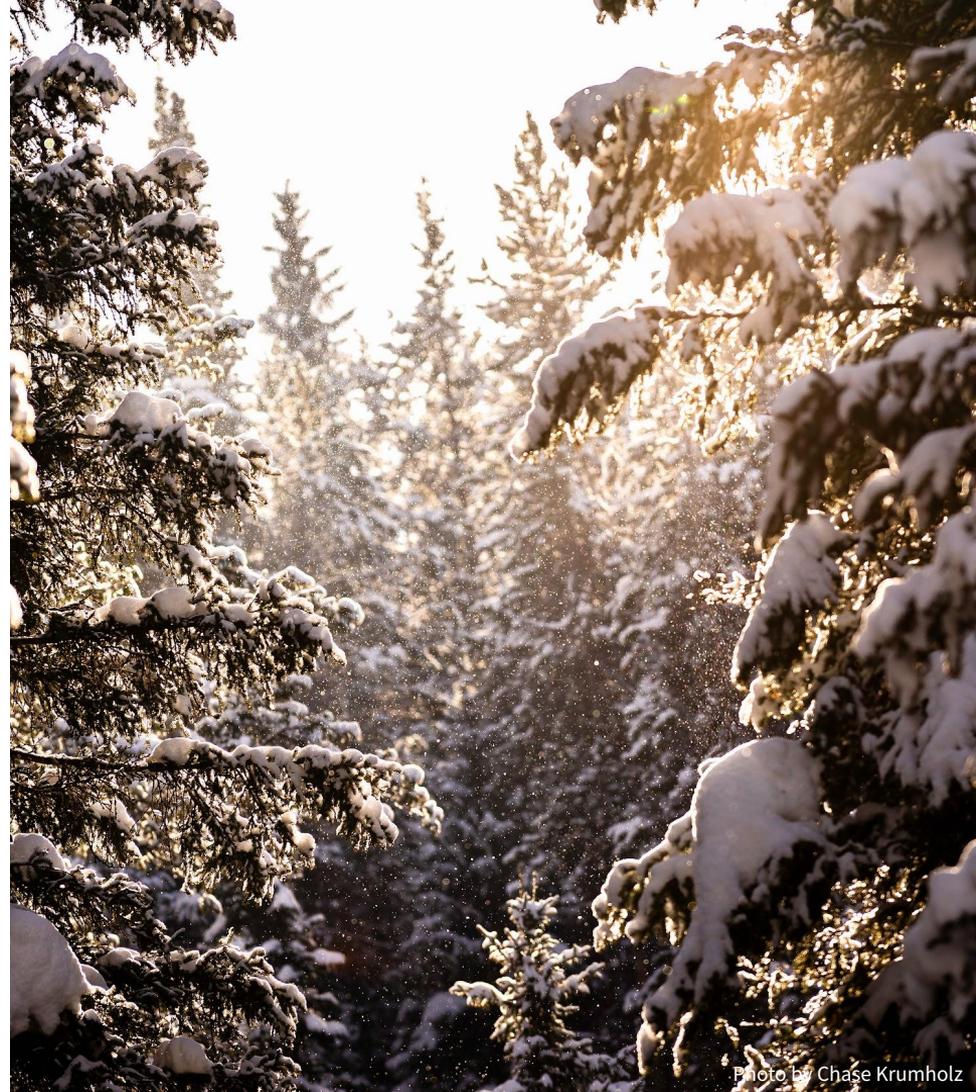
LEADERS

Understanding Impact - Grant Recipients

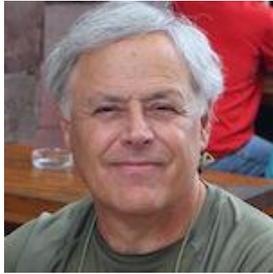
2023 Luncheon
March 7, 12 - 1:30 pm

Agenda

- 1.** Welcome and Introductions
- 2.** Grant Presentations
 - a. Avant
 - b. General Laundry
 - c. Teton Lunch Counter
- 3.** Q&A
- 4.** Breakout Activity



Sustainable Business Leaders Team



Tim O'Donoghue
RWF Executive Director



Carlyann Edwards
RWF Program Manager



Becky Kiefer
ISWR Waste Diversion
Coordinator



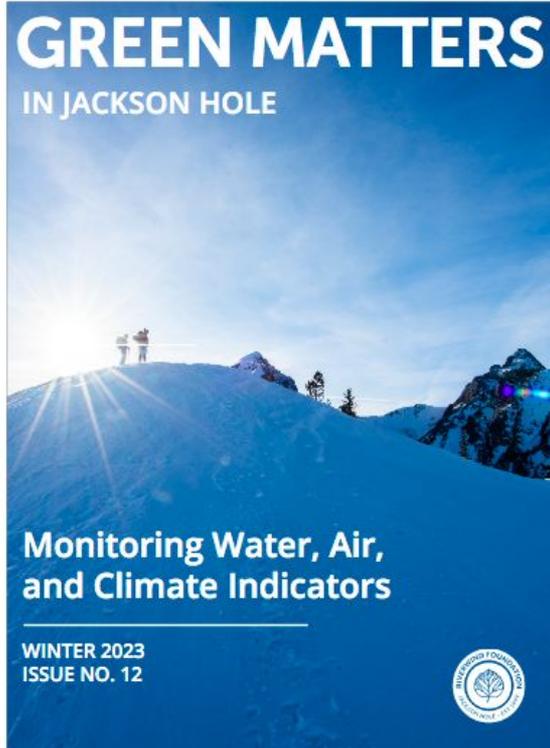
Liv Sears, SBL Specialist



Meg Kerns, SBL Specialist



Sustainable Business Leaders Updates



THE SNAKE RIVER HEADWATERS • TETON COUNTY AIR QUALITY

- 2023 Grant Recipients:
 - Teton Lunch Counter
 - Rendezvous River Sports
 - Teton Raptor Center
- Sustainability Toolbox available online
- Winter 2023 Green Matters is LIVE
- Benefits of taking updated survey:
 - New logo
 - Designation on ISWR website/2023 Sustainable Business Guide
 - Additional criteria for feedback
- Welcome to our newest SBL:



Developing Your Own Definition of Impact



Impact measurement is the process of quantifying and evaluating the social, economic and environmental impact of a program, intervention, or organization.

Key Performance Indicators (KPIs)

KPI stands for **key performance indicator**, a quantifiable measure of performance over time for a specific objective.

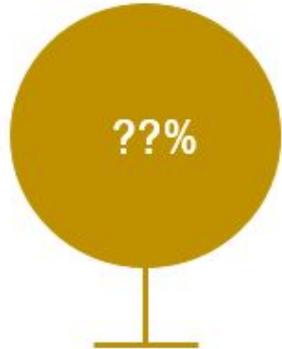
Examples of Sustainability-based KPIs include:

1. Carbon Footprint
2. Energy Consumption
3. Product Recycling Rate
4. Cost savings associated with conservation efforts
5. Waste Reduction Rate
6. Waste Recycling Rate

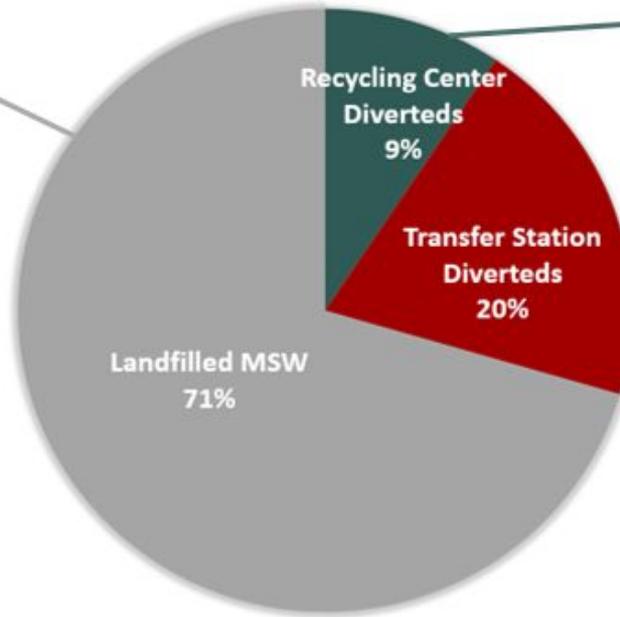
Current MSW Management

2010-2021 AVERAGE COMPOSITION

All other MSW



Community Diversions



- Aluminum cans
- Aluminum foil
- Steel cans
- Glass
- OCC
- Brown paper
- Office paper
- Newspaper
- Magazines
- Phonebooks
- #1 Plastic
- #2 Plastic
- Stretchy plastic films
- Household hazardous wastes
- Batteries
- Fluorescent bulbs
- Compressed gas cylinders
- Books
- Textiles
- Electronics

- Muchables (clean wood and yard wastes)
- Compostables
- C&D Debris
- Tires
- Refrigeration units
- Mattresses
- Carcasses

Today's Speakers



Sam Schwartz
Founder & CEO



Deb Grove
Owner



Victoria Parker
Owner & Chef





Making reusable an everyday option

Contact: Samuel Schwartz

Email:

Samuel.schwartz@avantdelivery.co

Phone: +1 (307)-413-4908

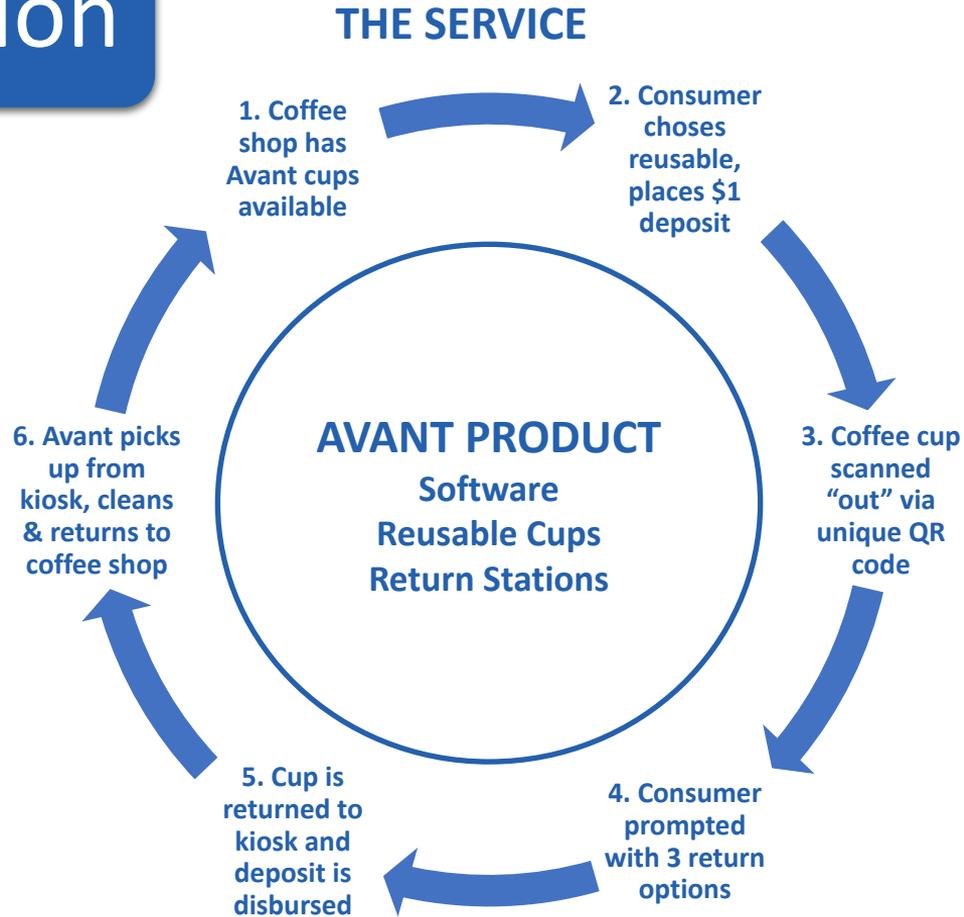
The Problem

Reduce. Reuse. Recycle.

Quick service restaurants have no solutions for consumers to reuse packaging without making major business or lifestyle changes.

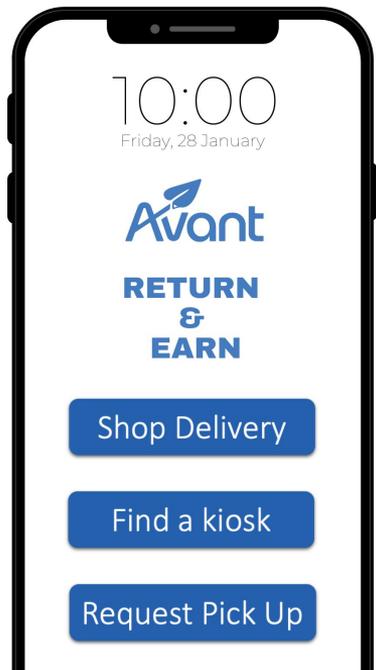


The Solution





Jackson Pilot Series



Find a kiosk pilot

Funded by \$1,000
Sustainable Business
Leaders Grant



Single use packages diverted



	June 2022	July 2022	August 2022	September 2022
# of packages	28	36	118	221
# of Public Bins	1	1	2	1
# of memberships	71	64	52	50

Challenges



1. Permission constraints



2. Lack of product focus





Kiosk

1. Touch screen return
2. QR code scanner
3. Detects when full
4. Removable bin
5. National partners





The Opportunity



Location: General Laundry is located in the heart of Victor, ID on the road between Driggs and Jackson.

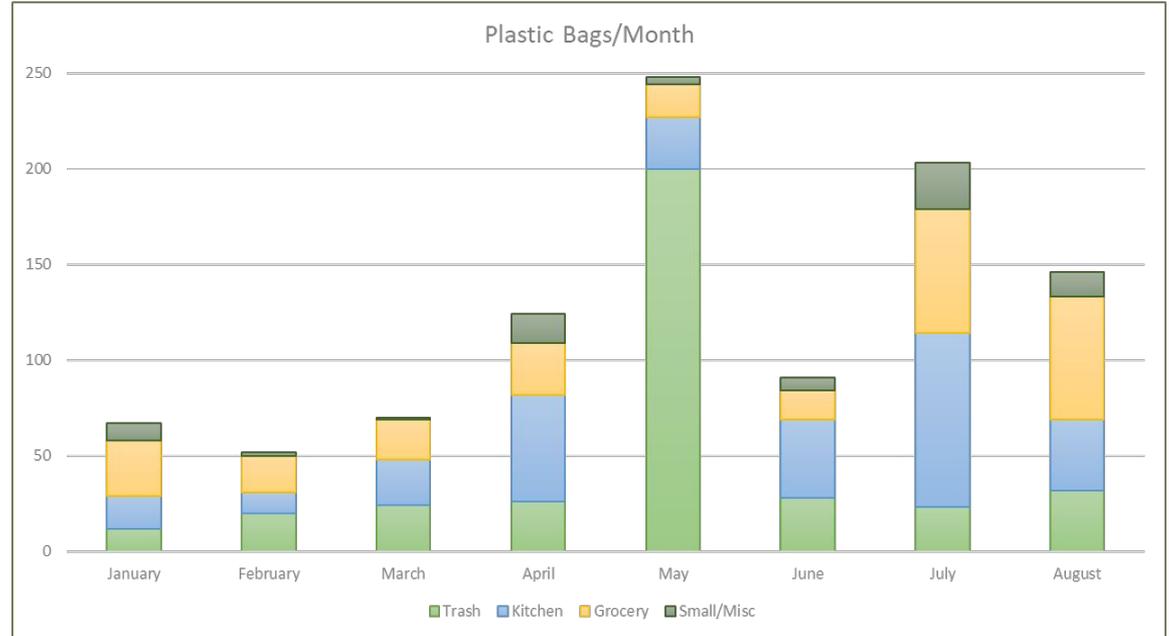
Reach: A variety of demographics are represented with the customers using the services.

Problem: Plastic bags are heavily used to bring in laundry and then thrown away.

Opportunity: Laundromat is uniquely positioned to educate and inspire change.

Project Goals

- 1. Reduce Plastic Waste:**
Average of 125 bags disposed of every month.
- 2. Provide an Alternative:**
Free reusable bags or baskets to be given to customers for all future laundry use.



Project Summary - Marketing & Community Involvement

TETON VALLEY NEWS

WEDNESDAY, AUGUST 10, 2022 | B3

General Laundry is Victor's sustainability hub

Business is running Baskets Not Plastics campaign through September

By JULIA TELLMAN

A laundromat may not jump to mind as a place that serves as the heart of community engagement and sustainability initiatives, but somehow that's exactly what owner Deb Grove has achieved with General Laundry in Victor.

Grove grew up in a place with a robust recycling scene and the habits learned there stuck with her through life. When she and Phil Hinkley purchased General Laundry in 2017, those habits crept

into how the couple manages the business and what auxiliary services are provided there.

It started with the big 32-gallon trash cans that were placed throughout the laundromat. "I didn't get in the business to be collecting that much trash every day," Grove said. She replaced the receptacles with much smaller ones and frequently combs through the bins to weed out the many things that don't need to go to the dump, like discarded clothes and plastic bags.

"It's your pocketbook," she explained. "You're paying

double or triple for the amount of garbage generated. I like to think our business is doing its part to make a small difference. It's worth it to me."

Inevitably at the laundromat, clothes are left behind. Grove, who has some skill with a sewing machine, will clean and repair what she can and put the garments in a free rack for anyone to take, or send away the clothes and fabric to 2nd ACT Thrift Store, Needle & Shred, or Desert Industries for reuse, resale, or recycling. In the General Laundry restroom, customers will find clean washcloths instead of disposable paper towels.

General Laundry owner Deb Grove stands in front of some of the branded laundromat trash bags full of clothing.

More LAUNDRY | B6



GENERAL Laundry Co.
220 South Main St. Victor hours: 7:00am-10:00pm

IS PLEASED TO ANNOUNCE OUR
2022 EARTHDAY
REDUCE
DISPOSABLE BAG USE
CAMPAIGN

General Laundry hopes to encourage reusable solutions in our disposable society by providing laundry baskets or hampers to those who bring their laundry in trash bags and toss the bag.

We welcome your contributions of used baskets, hampers, or cloth laundry bags to donate to laundromat users in our campaign to educate folks on alternatives to disposables.

Made possible with a generous financial contribution from the Riverwind Foundation Sustainable Business Leaders Grant

Riverwind Foundation

- Campaign launch - Earth Day 2022
- Flyers posted around town
- Article in the teton valley news



- Campaign poster designed by TVCR board member, Stacey Oldham
- Baskets and bags donated by community to laundromat
- Local store participated by providing discounts
- Farmers market collected additional monetary donations

Project Summary - Recycling Plastic Bags & Customer Success



- Salvaged bags can be used again!
- Bags donated to Teton Valley Food Pantry
- Bags are folded, stacked and stored for client or personal trash use

- Customers are returning with their new laundry bags/baskets
- They now have the tools to be more sustainable



What do we do?

Our mission is to directly reduce tourism waste & support local economy! How?

- Through supporting Guides and Outfitters who recreate & service Grand Teton National Park
- By supporting over a dozen local small ranchers, producers, farmers, bakers & other businesses
- By actively reducing waste with our stainless-steel durable containers that would otherwise go in our landfills
- By educating & encouraging other local businesses to reduce their waste, too
- By inspiring tourists that enjoy our meals in the Tetons, to reduce their waste & support local, making a statement that "This is the Teton Way"



How do we measure?

We track everything!

- Compost bins pick ups
- Recycling- example: We took the 25 gallon bin out 6 times from May-October
- We track our garbage waste
- Reporting to Rhizome Sustainability
- Individual Client Reports
- Track our meals out the door- each meal amounts to 4 pieces of waste.

Additional Efforts

- Relationships with our vendors
- Staff training
- Equipment selection
- Menu selection (less cooking = more)
- Hiring a Sustainability Kitchen Intern
- Growing an herb garden
- Quarterly meetings on how we can do better
- Saying NO to clients who want single use plastic
- Getting creative with alternative packaging- example: beeswax
- Community Involvement



**KPIs: Tracking
Success**

Project: Containers for Growth.

In order to scale & create a sustainable longevity in Jackson, Teton Lunch Counter is dramatically growing in the upcoming 2023 season. We have taken on 3 new full time clients and have the workload, kitchen, staff and capacity to do so. However, something we didn't have- is much capital for growth!



Thanks to the grant opportunities and partnerships with ISWR, The Riverwind Foundation and the Teton Conservation District, we are able to purchase our additional containers, which are needed to increase production and prevent even more waste in the Tourism and Outdoor Industry.

Our Community?

What does this mean for the environment?

Growth means preventing a minimum of 35,000 single use plastic containers and cutlery from landing in our landfill! This number will continue, year on year. For our community growth provides a sustainable stable service, supporting the economy and providing jobs all while focusing on conservation in the Tetons.



Supports Local: Growth also benefits our community. We are slated to spend \$80-\$100,000 on food. This means keeping tourism dollars right here in Wyoming & neighboring states by purchasing goods from local farmers, producers, ranchers and bakers. Even the E-bike is from a local bike shop.

Sets an example: Tourists eat a meal that make a statement.

Job Creation: Although there is typically an employee shortage, our growth allows us to provide 3 additional jobs.



Questions?

A long-exposure photograph of a mountain range at night. The sky is filled with numerous white and yellowish star trails, creating a sense of motion. The mountains are dark and silhouetted against a faint orange and yellow glow on the horizon. The foreground is a dark, flat landscape.

Breakout Activity

How Do You Measure Your Organization's Impact?

Please work with your table to work through the following items:

- 5 minutes: Independently brainstorm your organization's impact
- 10 minutes: Share within your group, discussing challenges and how those challenges are addressed/measured
- 5 minutes: Designate one organization from each table to present



Thank You!

Feedback? Email us at jhsustainablebusinessleaders@gmail.com.



Additional Resources

- Riverwind Foundation
 - BEST Certification
 - SMP Template
- Road2ZeroWaste
 - Sustainable Business Leaders
- Teton Lunch Counter
- Avant Delivery
- General Laundry