knowbe4



Summary

Zero Waste Plan

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INTRODUCTION

Zero Waste

Here at KnowBe4 (KB4), we take sustainability seriously and aim to take responsibility for how we impact the environment. One of the ways we do that is by operating sustainably, and following our Zero Waste Plan (ZWP).

Sustainability can be defined as focusing on meeting the needs of the present without compromising the ability of future generations to meet their needs. Sustainable practices support ecological, human and economic health and vitality.

According to the Zero Waste International Alliance (zwia.org):
"*Zero Waste is a goal that is ethical, economical, efficient and visionary, to guide people in changing their lifestyles and practices to emulate sustainable natural cycles, where all discarded materials are designed to become resources for others to use. Zero Waste means designing and managing products and processes to systematically avoid and eliminate the volume and toxicity of waste and materials, conserve and recover all resources, and not burn or bury them.*
Implementing Zero Waste will eliminate all discharges to land, water or air that are a threat to planetary, human, animal or plant health."

Diversion

For waste measurement purposes, diversion is any combination of waste prevention (source reduction) that reduces waste disposed of at landfills and transformation facilities. Diversion is achieved through the implementation of diversion programs.

Acceptable forms of diversion include:
Reduction
Reuse
Composting
Recycling
Anaerobic Digestions
Other processing technologies (not including WTE)

$$\text{Diversion rate} = \frac{\text{Materials diverted from landfill, WTE, and the environment}}{\text{Total Generation}}$$

Baselines

Many of our international offices are shared spaces where acquiring baselines is not feasible. For that reason, unless otherwise noted, all baselines established in the ZWP are for the Clearwater, FL offices.

REDESIGN

Review all points of waste generation

Review all points of waste generation for opportunities to ensure each material meets highest and best use in that area as compared to baseline practices.

REDUCE

Document Materials Reduced by Commodity

Identify at least one material that is being reduced and collect documentation of the material volumes from a determined baseline period. Establish a methodology to appropriately calculate the reduction by weight or volume for each material. Calculate reduction and display results by commodity.

Go Paperless for at Least One Major Office Function

Identify one or more office functions that currently use paper that would be suitable for a paperless program. Implement the paperless program for at least one chosen office function and estimate the reduction in paper waste.

Set all Printers to Duplex Print

Ensure all printers within the facilities are set to duplex printing.

REUSE

Develop Systems that Emphasize Reuse

Identify single-use materials and establish a program to help reduce or eliminate at least one material/item type. Develop systems that enable the reuse of materials either within the facility or downstream through third parties.

Establish Program to Reuse Office Supplies and Materials

Establish a process to collect and redistribute unwanted office supplies and/or materials internally or externally.

Use Reusable/Durable Food Service Ware

Provide reusable/durable alternatives to disposable service ware in employee break rooms and common areas. Outline the estimated reduction of waste materials and savings through the program.

COMPOST (RE-EARTH)

Collect Compostables Separately from Other Materials

Create a process for the collection of source separated compostables. Separate collection should take place in break rooms. Compostable material must remain separate from other materials at all times.

Compost Food Scraps and/or Soiled Paper Off-Site

Identify and utilize a composter for off-site compositing of soiled paper and/or food.

RECYCLE

Meet Highest and Best Use for Materials

Identify which categories of materials are generated at the facility. Identify the highest and best use for each material generated at the facility.

ZERO WASTE REPORTING

Document Diversion by Commodity or Waste

Compile 12 months of data for each commodity and waste stream. Use the data to calculate an overall annual average diversion from landfill, incineration (WTE), or environment, and track progress year over year. Reuse and reduction may be included, provided each commodity is tracked.

Because KnowBe4 does not own our buildings and does not have full control over waste data, weights can be estimated. To do this, take daily weights over one week and use them to calculate an average weight, reported semi-annually. If weights are not available, volume to weight conversions from the EPA, a state agency, or a similar reference are acceptable (per TRUE certification).

Identify the various waste streams for each building, and determine whether and how each is currently tracked. Develop and implement tracking procedures for any untracked stream, using actual weights where possible.

Generate Climate Impact Report Using the U.S. EPA Warm Model

The U.S. EPA developed the Waste Reduction Model (WARM) to help organizations track and voluntarily report greenhouse gas (GHG) emissions reductions from several different waste management practices. WARM calculates and totals GHG emissions of baseline and alternative waste management practices - source reduction, recycling, anaerobic digestion, combustion, composting and landfilling.

Enter data into the U.S. EPA's WARM Model tool for all applicable material types on an annual basis, at a minimum. Generate and save the report.

Collect and input weight data for baseline year/scenario and current year and answer all questions in the tool. Generate report listing environmental benefits such as:
Total greenhouse gas emissions saved in metric tons of carbon dioxide equivalents (MTCO2e), total BTUs (million) saved, oil (barrels) saved, gas (gallons) saved and the reduction of "average" passengers cars on the road per year

ZERO WASTE PURCHASING

Adopt an Environmentally Preferred Purchasing (EPP) Guideline or Policy

Write, adopt, and implement an EPP guideline or policy that reduces waste or addresses zero waste products, packaging, and services.

LEADERSHIP

Adopt Zero Waste Goal at Upper Management Level

Create and adopt a company and/or facility zero waste goal. Implement (this) plan to achieve the goal. Set targets for reduction, reuse, recycling, composting, etc. develop a plan and timeline to meet targets within the zero waste goal.

Review Annual Diversion Activities with Upper Management

Upper management reviews annual diversion, prioritizing cost savings from zero waste activities.

Encourage and Incentivize Employee Participation

Establish a system to collect written or verbal suggestions from all employees on the zero waste program. Establish a program to identify and reward those who make outstanding contributions to reducing waste.

Gather employee suggestions and organize a suggestion and awards program. Disseminate the program throughout the company. Can be set up for employees to benefit from recommendations implemented, with recognition, prizes, or monetary bonuses. Or can be structured to benefit charities selected by employees.

Promote Zero Waste in the Community Utilizing Upper Management Personnel

Upper management representative(s) work beyond their internal operational boundaries to encourage and promote zero waste action in the community.

TRAINING

Provide Zero Waste Goal/Policy to All Employees

Provide all employees with established zero waste policy and/or goal in some form, including but not limited to: employee handbook, addendum to handbook, website, Slack, revised "common sense" policy, etc.

Incorporate Zero Waste into Employee Orientation

Incorporate information on zero waste into company orientation for all employees, contractors, vendors, and consultants working in the facility. Training should include overall program information (such as zero waste goals and policies), why the program is important, how to recycle, compost and if there is a reuse program.

Communicate with Employees About Zero Waste Activities Quarterly

Communicate with employees about zero waste program updates, successes, and/or opportunities for improvement at a minimum of once a quarter.

Dedicate at Least One Person for Zero Waste Leadership Role

Designate one person to be a manager of the zero waste program. Create a green team leader, recycling champion, recycling manager, etc.

Provide all Employees Access to Zero Waste Training

Post general information and training on our zero waste program on Slack. Make the onboarding training module available on KB4 Training for everyone and provide information to staff about availability. Information should include zero waste purpose, guidelines and contact person for any questions.

Clearly Label all Collection Receptacles

Clearly label and identify all receptacles for collected recyclables, compostables, landfill material, and other diversion streams.

ZERO WASTE ANALYSIS

Complete Annual Physical audit of Recyclables

Complete annual recycling audit by on-site personnel or third party during the reporting period. Process requires physical separation of the recyclables by commodity and contaminate. Identify weights and percentages of contamination in the recyclables that should be removed for a more accurate diversion rate.

HAZARDOUS WASTE PREVENTION

Reuse or Recycle Electronic Waste

Collect and properly dispose of electronic waste (e-waste) generated at the facility.

Collect Electronic Waste from Employees

Develop and implement a system to collect e-waste from employees. Ensure proper disposal of collected e-waste.

CLOSED LOOP

Require a minimum of 30% Post-Consumer Recycled Content for Office Paper

Create a written policy or enact a standard practice that requires the use of minimum 30% post-consumer recycled content for office/copy paper.

Require a minimum of 20% Post-Consumer Recycled Content for Janitorial Paper Products

Create a written policy or enact a standard practice that requires the use of minimum 20% post-consumer recycled content for janitorial paper products.