



Building Locally
Competing Globally

Diageo

Date: December 2008

Programme Details

The National Industrial Symbiosis Programme (NISP), supported locally by Invest NI, is a business competitiveness programme which offers businesses the opportunity to match an excess of any resource such as waste, transport, storage, skills, capacity or energy with other businesses that could use that resource.

The Company

The Diageo bottling and canning plant at Marshall's Road in Belfast is an important asset for Diageo Global Supply, operating world class standards of quality and efficiency. It plays a key role in servicing the packaging needs of the business in Ireland.

The plant is also the sole producer of Diageo small pack products (cans and bottles) for Ireland and export markets across the world. The equivalent of over 140 million pints are packaged annually at this plant.

The Challenge

Diageo's environmental policy states that the business must operate a sustainable business and cause no long-term degradation of natural resources. In recent times, challenging corporate environmental objectives have been set including the diversion of waste from landfill. Recycling is actively encouraged throughout the site.

Although Diageo were making steady improvements year on year with the recycling of materials such as plastic and cardboard, there were difficulties with recycling some materials that were deemed hazardous such as waste labels removed from bottles using a corrosive agent. Though not a large quantity, Diageo was determined to end the practice of disposal to landfill.

The Solution

Diageo's Marshall's Road Plant was introduced to another NISP member, ISL Waste Management, a company that prides itself in looking for alternative recycling solutions. ISL, through collaboration with others, was able to offer neutralisation and composting of the hazardous labels. The resulting product from this process is a non-hazardous compost which has commercial value.

The Benefits

This alternative process resulted in the diversion of 70 tonnes of hazardous material from landfill. The composting process also saved Diageo 60% of its disposal cost.

This process not only made environmental sense but also financial sense. Instead of the labels taking up space in a hazardous landfill, they have been turned into a commercial compost.

Our involvement with NISP has given us a great networking and benchmarking opportunity. This has not only enhanced our environmental performance but has allowed us to develop partnerships with other local businesses. These partnerships have proven to be mutually beneficial from both business and cost perspectives.

Diversion of Waste from Landfill is one of our current Key Business Drivers and we believe our relationship with NISP is fundamental to its success. (Joanne Doak, Compliance Manager, Diageo Global Supply, Belfast).

Part funded by the European Regional Development Fund

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