

Lobbying and Advocacy Policy

Keenan Recycling is committed to a sustainable future and responsible business practices. This commitment extends to our lobbying and advocacy efforts, where we actively engage with policymakers and industry stakeholders to promote policies that benefit the environment and society as a whole.

Policy statement

- **Transparency:** We will be transparent about our lobbying and advocacy activities. Public disclosure will occur regarding the organisations we support and the issues we advocate for.
- **Social responsibility:** We prioritise policies that promote social responsibility, including creating green jobs, supporting local communities, and reducing food insecurity.
- **Environmental sustainability:** We advocate for policies that promote environmental sustainability, such as expanding waste diversion programmes, increasing renewable energy availability, and supporting a circular economy.
- **Ethical conduct:** We conduct all lobbying and advocacy activities in an ethical and responsible manner.

Examples of how we take social and environmental issues into account

1. Mandatory food waste separation

Keenan Recycling actively advocates for mandatory food waste separation regulations. These regulations have several key benefits for both the environment and society:

- **Reduced greenhouse gas emissions:** When food waste decomposes in landfills, it releases methane, a potent greenhouse gas that contributes to climate change. Separating food waste allows it to be diverted from landfills and processed through anaerobic digestion (AD) facilities. AD captures methane emissions and converts them into biogas, a renewable energy source. This significantly reduces the overall greenhouse gas footprint of waste management.
- **Increased compost production:** Through AD, food waste is transformed into high-quality compost, a valuable soil amendment. Compost improves soil fertility, reduces reliance on chemical fertilisers, and promotes water retention. This benefits both

agricultural production and home gardening, fostering a more sustainable food system.

- **Creation of green jobs:** The expanding food waste separation infrastructure creates new employment opportunities in waste collection, processing, and compost production. This contributes to a greener economy and provides valuable career paths within the waste management sector.

For example, with the introduction of Simpler Recycling guidelines in 2023, businesses of all sizes had to comply with food waste separation. This increased demand for our services, allowing us to expand our workforce and create green jobs focused on sustainable waste management solutions.

2. Supporting renewable energy

Keenan Recycling is committed to reducing our environmental footprint and promoting a sustainable future. One key way we achieve this is by supporting policies that incentivise the use of renewable energy sources like solar and wind power. However, we don't just advocate, we take action:

- **Anaerobic Digestion for renewable energy:** Food waste is broken down in an oxygen-free environment, producing biogas. This biogas can be converted into electricity or biomethane, a clean-burning fuel for transportation. By diverting food waste from landfills and utilising AD, we contribute to a reduction in reliance on fossil fuels and promote a more sustainable energy future.
- **Maintaining the food waste hierarchy:** Keenan Recycling prioritises the food waste hierarchy, aiming to prevent food waste generation whenever possible. This includes promoting food waste reduction strategies at the source, such as improved food storage and meal planning. By diverting food waste from landfill and prioritising higher-value uses like AD, we ensure valuable resources are recovered and put back into the system.

3. Promoting zero waste initiatives

We actively advocate for policies that encourage businesses and communities to adopt zero-waste practices. Zero waste minimises waste generation and prioritises resource recovery, leading to several key environmental and social benefits:

- **Cleaner environment:** By reducing waste generation and promoting resource recovery, we minimise the amount of waste sent to landfills. This reduces environmental pollution caused by overflowing landfills and leachate contamination.
- **Reduced reliance on landfills:** Landfills are a finite resource with significant environmental and public health concerns. Promoting zero-waste practices helps conserve landfill space and encourages responsible waste management strategies.
- **Resource efficiency:** Zero waste emphasises recovering valuable resources from waste streams. This includes reusing materials whenever possible and recycling resources into new products. This promotes resource efficiency and reduces the need for virgin resource extraction, minimizing environmental impact.

4. Moratoriums on single-use plastic and taking action

Keenan Recycling recognises the detrimental effects of single-use plastics on the environment. We advocate for policies that restrict or ban single-use plastics, encouraging a shift towards reusable alternatives.

Beyond advocacy, we take concrete steps to reduce our own reliance on plastic. We utilise recycled paper for printing our leaflets and other marketing materials. This demonstrates our commitment to walking the talk and promoting sustainable practices throughout our own operations.

By prioritising these environmental and social issues, Keenan Recycling strives to be a responsible leader in the waste management sector. We are dedicated to promoting a circular economy, minimising our environmental footprint, and creating a more sustainable future for generations to come.

Due diligence on supported organisations

Before supporting any organisation or group, Keenan Recycling conducts thorough due diligence to ensure their objectives align with our policy statement. This due diligence may involve:

- Reviewing the organisation's mission statement, strategic plan, and annual reports.
- Researching the organisation's past activities and accomplishments.
- Engaging with the organisation's leadership and staff through meetings or email communication.
- Consulting with relevant industry experts and stakeholders.

Examples of due diligence measures

Supporting Industry Associations: We support industry associations that promote sustainable waste management practices, such as:

- **Anaerobic Digestion and Biogas Association (ADBA):** We review their annual reports and attend conferences to ensure their focus on renewable energy aligns with our goals.
- **Composting Association:** It is the leading trade organisation for the biodegradable waste management industry in the UK. It helped to develop the BSI PAS 100 industry standard for composts. We research their projects and engage with their staff through email communication to confirm our commitment to sustainable compost production.
- **The Association for Renewable Energy and Clean Technology (REA):** Previously known as the Renewable Energy Association, the REA is a leading trade association in the UK that champions the development and deployment of renewable energy and clean technologies. While their primary focus may not directly align with waste management, their commitment to a sustainable future and a circular economy

resonates with our own goals. We collaborate with the REA on advocacy efforts that connect renewable energy generation with waste reduction and resource recovery.

- **Zero Carbon Forum (ZCF):** The ZCF is a leading membership organisation dedicated to accelerating the transition to a net-zero carbon economy in the UK. Their focus on innovation and collaboration aligns perfectly with our commitment to developing and implementing sustainable waste management solutions. We participate in ZCF events and working groups to share our expertise and learn from other industry leaders. Moreover, we collaborate with the ZCF on advocacy efforts that promote policies incentivising waste reduction and resource recovery, ultimately contributing to a lower carbon footprint for the entire industry.
- **Business in the Community (BITC):** BITC is a leading business network that inspires and supports companies to be a force for good in society. We value their commitment to corporate responsibility, which aligns with our own social and environmental goals. By partnering with BITC, we participate in initiatives that promote sustainable business practices within the waste management sector. Also, we leverage BITC's platform to share best practices with other businesses and inspire them to adopt sustainable waste management solutions.
- **Chartered Institute of Waste Management (CIWM):** CIWM is the professional body for waste management in the UK. We strongly support their role in promoting professionalism and ethical standards within the industry. Partnering with CIWM allows us to engage with a network of waste management professionals. We participate in CIWM training programmes and conferences to stay updated on the latest industry trends and ensure our workforce possesses the necessary skills and knowledge to deliver sustainable solutions.

Partnerships with environmental NGOs: We partner with environmental NGOs that advocate for policies that benefit the environment and society.

- **Zero Waste Scotland:** We actively engage with Zero Waste Scotland, the Scottish government agency responsible for developing and implementing waste prevention and resource recovery strategies. We support their ambitious goal of achieving a zero-waste Scotland by 2040. We participate in consultations on proposed legislation and collaborate with Zero Waste Scotland on initiatives that promote food waste reduction and composting in Scottish communities.
- **Scottish Enterprise:** Partnering with Scottish Enterprise allows us to explore opportunities for collaboration and innovation in the Scottish waste management sector. Scottish Enterprise's focus on economic growth aligns with our commitment to creating green jobs and supporting local communities through sustainable waste management solutions. We work with Scottish Enterprise to identify potential funding opportunities for research and development projects that could advance sustainable waste management practices in Scotland.

By partnering with these diverse environmental NGOs, Keenan Recycling leverages their expertise and broad reach to amplify our advocacy efforts for a more sustainable future.

Keenan Recycling believes responsible lobbying and advocacy are essential for promoting positive change. By adhering to this policy and conducting thorough due diligence, we ensure our efforts contribute to a more sustainable and socially responsible future.

We will maintain a publicly accessible record of our lobbying and advocacy activities on our website. This record will include the organisations we support, the issues we advocate for, and any relevant communication materials.

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