

# Enterprising solution

Following on from recent environmental successes and awards through our Planet Range of recycled planters, Enterprise Plants decided to launch a new service for its existing client base. A year of trials and pilots with a number of committed clients, food waste recycling was clearly a good business opportunity to pursue.

As part of this new departure of service offerings for Enterprise Plants, a decision was made to brand this new department, 'Juniper'. This was a strategic decision to give the department an arms length in terms of public perception, but keep the administration and operations under the Enterprise Plants banner. The distinct branding of a department was strategic for a number of reasons. Firstly, it allowed for the possibility of the department to become a separate limited company should the need arise in the future. Externally, it is a 'new' brand offering a distinct service with a dedicated team and additionally it allowed for some truly innovative marketing to occur which would have been more challenging under our own brand umbrella.

As the department, Juniper is within the Enterprise Plants family of services, the quality assurances and certificates of certification all apply and give good consumer confidence (eg ISO 9001, Safe Contractor Approved, Green Mark). Enterprise Plants is an approved supplier to hundreds of London businesses, and has had many contracts lasting more than a decade (or two!) This level of relationship with the client gave our sales division the chance to adopt a soft approach to new services.

Enterprise Plant's operating policies and procedures were carried over to the new depot, as with the Health and Safety and Office management systems. The new project management team was installed in a tested and approved environment.

**ENTERPRISE  
PLANTS**

Making work better ...naturally

Juniper deals with food waste recovery, offering effective solutions for entire food waste recycling needs, in a simple and unobtrusive manner, carried out with the utmost consideration for the environment.

Our services include: An initial food waste audit to help identify food waste streams; a comprehensive installation and internal training plan for smooth integration and roll out; a dedicated fleet of vehicles ensuring high levels of hygienic collection and transfer of waste; regular, scheduled collection times within an agreed two hour slot with a regular point of contact at Juniper with 24/7 call out. Finally, Juniper offers the use of food waste processing technology with a natural composting process.

As with certain licensing associated with waste transfer and processing, especially those handling ABP waste, there was to be expected the normal hurdles and headaches. The handling of ABP waste is generally met with some trepidation and a little head scratching from various enforcement officers. Our position through this stage was one of prior knowledge and understanding of all relevant legislation, and good and open communication. Many of the obstacles can be easily overcome by frank and open talks with all parties involved and a willingness to be patient, yet firm.

The European Union's Landfill Directive has greatly increased the emphasis on diverting biodegradable waste from landfill. Our service ensures that food waste is being recycled in an environmentally responsible manner through a fully licensed and accredited recovery facility.

With a growing body of best practice and many operators, with well run and respected sites there is no need to re-invent the wheel. Use the practices your colleagues have worked hard to refine, and take advice from those who offer it. Advice in this sector normally comes from learning something the hard way. Make it easier on yourself, know what you need to do well ahead of doing it, be patient, and above all, be clear and honest about your operations. If a site can be licensed and used as a benchmark for approvals, it will be licensed quicker than one they expect to inspect every 4 weeks. ☺

