



Bridgestone ULE Claim Validation

Waste Management and Underwriters Laboratories Environment (ULE) are working together to provide clarity around zero waste to help showcase sustainability achievements. ULE's landfill diversion claim validation recognizes companies that have achieved certain diversion milestones in their pursuit of zero waste.

Customer Challenge

Bridgestone Americas, Inc. has a longstanding commitment to the environment and implementing sustainable business practices. Several years ago the company increased its focus on recycling initiatives that would significantly reduce the amount of waste material destined for landfills at its manufacturing facilities worldwide. In February 2013, Bridgestone's passenger tire manufacturing facility in Wilson, N.C., met its goal of achieving zero waste to landfill. Bridgestone sought to have their accomplishment validated by a leader in third-party validation.

WM Sustainability Plan

Given the market's preference for transparent sustainability claims, Bridgestone decided to pursue ULE's Zero Waste to Landfill tiered claim validation, under the guidance of Waste Management Sustainability Services. In working closely with Waste Management Sustainability Services throughout this audit process, Bridgestone worked with industry experts experienced in innovative waste diversion solutions and familiar with ULE claim validation. Waste Management Sustainability Services' partnership simplified the overall process.

Waste Management Sustainability Services began the ULE Zero Waste to Landfill claim validation process by first dedicating a program manager to assess Bridgestone's current operations and waste material composition. During an on-site audit, the program manager was able to quantify more than one million pounds of waste materials which were recycled internally and diverted from the landfill, but these materials were not being counted in waste diversion reports. Waste Management's Sustainability Services program manager prepared technical documentation, supporting the fact that the majority of discarded material sent to waste-to-energy facilities was used for alternative fuel purposes, which is the best possible end-use for that material. Upon reviewing the technical documentation WM prepared, ULE confirmed and validated this claim.

Green Outcome

With the help of Waste Management Sustainability Services, Bridgestone's Wilson, North Carolina passenger tire manufacturing plant achieved ULE's landfill waste diversion claim for Zero Waste to Landfill. The Zero Waste to Landfill tier is the highest claim validation awarded by ULE. Bridgestone Americas Inc. is the first facility of any kind to receive this designation, demonstrating its continued commitment to the environment.

ACCOMPLISHMENTS

- Bridgestone's Wilson passenger tire plant was the first facility of any kind awarded ULE's Zero Waste-to-Landfill claim validation.
- Waste Management identified more than 1 million pounds of material that Bridgestone had been recycling internally as eligible for ULE's Zero Waste to Landfill claim validation.
- Waste Management assisted in the verification of ULE's Zero Waste to Landfill claim, determining that a majority of the Bridgestone Wilson facility's waste-to-energy diversion is the best possible use for that material.

"Our partnership with Waste Management helped us accomplish our goal of Zero Waste to Landfill and to complete ULE claim validation. Our employees have a strong commitment to being a good corporate neighbor and this achievement validates their hard work and investment in our community."

Gary Williamson, Wilson Plant Manager, Bridgestone Americas

"The UL Environment Zero Waste to Landfill claim validation, facilitated by our partnership with Waste Management, is an important part of validating our efforts and communicating our achievements to customers, suppliers, partners and consumers."

Tim Bent, Director of Environmental Affairs, Bridgestone Americas

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