

# Colgate-Palmolive Guayaquil Warehouse



Location

Guayaquil, Ecuador

Certification level

Platinum

Percent of Overall Diversion Achieved

90.4%

Facility Size

190,770 sq. ft.

Project Owner

Colgate-Palmolive

Project Overview

In support of Colgate Palmolive's 2025 goal to achieve 100% TRUE certification for zero waste in its global operations, Colgate Palmolive Ecuador took leadership in the Latin America Division by making the decision to direct its efforts to reduce and better manage its waste. The zero waste policy, which was implemented at the beginning of 2021, seeks to integrate the efforts of all areas of the site (operations, purchases, administration, suppliers, etc.) with the purpose of strengthening the culture of reducing, reusing and recycling; as well as analyzing which activities are prone to improvement. Through the use of waste analysis at the source, various opportunities for improvement appeared: classification at the source, training staff, generating communication strategies, alternatives for use and recycling of waste, and new projects, among others. The purchasing department was an important contributor to the project through the implementation of a policy for preference for environmentally friendly products or services, always looking for suppliers that are aligned with the zero waste culture. Through this action the site has achieved alignment of suppliers to the environmental care initiative, circular economy models, and generating awareness of the materials that come from goods and/or services, among others. This is a continuous effort to provide a guideline for Ecuador to become a zero waste to landfill site in the years to come. Among all the strategies, reviews and brainstorming, it was identified that approximately 13% of the waste came from products that met the established quality and validity standards, but had suffered slight damage due to transport breakdowns. These products could not be used in other operations such as resale

or recovery, but they could be donated to different entities. This resulted in a significant reduction that is easy to implement and has a positive social impact. Great high-impact lessons also emerged from the simple projects and ideas. “Source sorting” together with sorting education turned out to be a cornerstone of this effort that had a great impact on the employees of the warehouse and the administrative areas. Through continuous training, communication campaigns and the implementation of visual controls, all Colgate Ecuador employees took control of the proper handling of waste. Creative and out of the box ideas contributed to changing the image of the site. Taking advantage of the organic waste from the cafeteria and pruning of the gardens, an orchard and an internal composting area were implemented, reinforcing the message of care for our people, processes, communities, and nature. Thanks to these actions, Colgate-Palmolive Guayaquil reduced a total of 106 tons of waste comparing 2021 with 2020. From 2018 to 2021, the 76% reduction of waste sent to landfill demonstrates that this program is based on a constant effort of continuous improvement. It should be noted that the reduction in waste sent to the landfill and the actions taken in this program have contributed to a significant reduction in the cost of waste management. Comparing 2021 with 2019, a 44% reduction in these costs has been achieved. The journey undertaken by the site to improve and reduce environmental impact through waste management does not end here. Significant achievements have been made so far because the waste management policy is part of the DNA of workers, contractors, suppliers, and the community that surrounds Colgate Ecuador. Volunteering, donations and the Colgate Cares Day program reaffirm that it is a program designed with comprehensive social impact. Colgate-Palmolive Guayaquil, being the first Colgate-Palmolive warehouse to be TRUE certified for zero waste at the highest level: “PLATINUM”. Guayaquil’s journey will continue as the facility strives to be an absolute zero waste site. “By 2025, we aim to achieve 100% TRUE certification for our global operations, including manufacturing sites, technology centers, strategic offices and owned warehouses,” says Ann Tracy, Chief Sustainability Officer. “With enthusiastic teams, collaborative partners and this comprehensive approach to waste reduction, we’re confident we can make it happen.” Learn more about [Colgate's sustainability efforts](#).

- [PDF version](#)