

## A YOTTA PERSPECTIVE

### WASTE OPTIMISATION

With mounting pressure to achieve more with less, we need to change how we do things in the waste industry.

We've all heard the consumer messages regarding waste minimisation; reduce, reuse, recycle. It would be easy to say they're not overly relevant to how the waste industry operates, but if you look at them from a different angle they're surprisingly useful prompts towards improving operational efficiency.

#### Reduce

How much of what we do has no purpose or results in wasted time and money? With a little effort and investment, new technologies like Yotta's connected asset management platform Alloy can introduce transformational efficiencies to our industry. Alloy represents a new approach to the management of environmental services, and creates exciting opportunities for innovation. If we're doing something that isn't yielding the right results, let's change how we do it!

#### Reuse

In a sense, when we don't collect and use operational data, it's a waste product. We've encountered many waste management providers who aren't quite sure where to start with data. They either don't collect it at all, or they collect it but don't put it to good use, missing opportunities to gain insight. The 'reuse' concept could be applied to the way we value operational data in the waste industry. When data is collected, structured and analysed correctly it is a powerful force for change. Yotta know data. We have decades of experience collecting and analysing data and our approach to getting the most of out of data has been distilled into our asset management software platforms.

#### Recycle

The 'recycle' principal of waste minimisation encourages consumers to convert waste products into reusable materials. What resources do you see go to waste on a regular basis? What if we were to put these 'waste' products to use in an unexpected way? A local authority waste collection officer who can stop-off to investigate reported fly-tipping at a Council-owned property that is in between zones on her scheduled collection-round? Miles and minutes that would have been 'wasted' travelling from zones a-b have now been put to good use. That's exactly what Yotta's connected asset management platform Alloy does - converts data into operational insight that can be used to improve service delivery.

When you're in the waste management industry, it's important to practice what you preach. Great progress has been made to reduce industry's environmental impact through initiatives that reduce emissions and energy consumption etc. Now it's time for us to take a closer look at other forms of waste in our industry. These may not have a direct environmental impact, but they do have an economic and social impact. They impact customers who pay for the services via Council tax or fees, our business relationships with other stakeholders and partners, and our own sense of satisfaction in knowing that we're delivering our A-game.

Yotta encourages you to become a champion of change - someone who sees something that isn't working and decides to seek a new solution - someone who can provide leadership that inspires your colleagues and managers to think big too.

We are giving new meaning to the term 'zero waste' by using data to drive efficiency in the waste industry and we invite you to join us.

**Alloy - an asset management and environmental services platform by Yotta.**

