

McDONALD'S CAPITAL ARCHES GROUP SET BENCH-MARK FOR REVERSE LOGISTICS

**BUSINESS
CASE
STUDY**

Maximising Waste Re-use and Recycling Potential



"Being smarter with our waste is not only good for the environment but it's good for business too! We also convert our used cooking oil into bio-diesel to power our fleet."

Claude Abi-Gerges (Managing Director, Capital Arches Group Ltd. McDonald's franchisee)

ISSUE



Too many deliveries and collections for the stores



Return trucks were not at capacity



Limited local options for recycling

RESULTS

450,000

tonnes of CO₂ saved annually in London stores

£4 million

savings in landfill costs since 2018 by reverting waste streams

60%

reduction of van use

100%

bio-diesel fleet has reduced NOx emissions

ACTION



Introduced reverse logistics to improve efficiency for deliveries



Reduced the number of waste trucks from 3 to 1

also



Minimised staff time on deliveries



More efficient deliveries resulted in improved storage



3 new waste streams introduced: cups, uniforms and cooking grease



Saved money on fuel by using oil waste collected from store to fuel fleet

WHAT IS THE CLEAN AIR VILLAGES PROGRAMME?

A Central Government-funded programme which aims to **enable and support businesses to reduce emissions from deliveries of goods and services whilst saving them time and money**. The project is working across 10 air pollution hotspots – the ‘villages’ – within 5 London boroughs.

For more information, please see www.crossriverpartnership.org



VILLAGES

-  Brixton
-  Deptford High Street
-  Fulham Town Centre
-  Archway
-  Earl's Court Rd & Warwick Rd
-  Streatham Hill
-  Lewisham Town Centre
-  Shepherds Bush
-  Bunhill / Old Street
-  Ladbroke Grove & Westway



LOCAL SOLUTIONS

In partnership with local businesses and communities, localised solutions are being implemented to improve air quality. These include:

-  Sharing suppliers with neighbouring businesses
-  Switching to suppliers that use low or zero emission vehicles
-  Reducing delivery frequency

PARTNERS

Cross River Partnership is proud to be delivering this DEFRA funded project and to be working with the following Local Authorities:



Emissions reductions are estimations based on data provided