



Business Mission, Values and Vision Statement

The world is changing all around us. To continue to thrive as a business over the next ten years and beyond, we must look ahead, understand the trends and regulation that will shape our business in the future and move swiftly to prepare for what's to come. We must get ready for tomorrow today. That's what our 2020 Vision is all about. It creates a long-term destination for our business and provides us with a "Roadmap" for winning together with our clients and contractor partners.

Our Mission

Our Roadmap starts with our mission, which is enduring. It declares our purpose as a business and serves as the standard against which we weigh our actions and decisions.

- To innovate and stimulate thought provoking environmental leadership with all communities and companies we reach.
- To inspire sustainability delivery.
- To create value and make a difference.

Our Vision

Our vision serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable quality growth.

- **People:** Be a great place to work where people are inspired to be the best they can be.
- **Portfolio:** Bring to the communities in which we work a portfolio of quality waste recycling processes that anticipate and satisfy landfill avoidance desires and needs.
- **Partners:** Nurture a winning network of customers and suppliers, together we create mutual, enduring value.
- **Profit:** Maximize long-term return to shareowners while being mindful of our overall responsibilities.
- **Productivity:** Be a highly effective, lean and fast-moving business.

Our Winning Culture

Our Winning Culture defines the attitudes and behaviours that will be required of us to make our 2020 Vision a reality.

Live Our Values

Our values serve as a compass for our actions and describe how we behave in the world.

- **Leadership:** The courage to shape a better future.
- **Collaboration:** Leverage collective talent.
- **Integrity:** Be real.
- **Accountability:** If it is to be, it's up to me.
- **Passion:** Committed in heart and mind.
- **Diversity:** As inclusive as our brand and award winning processes.
- **Quality:** What we do, we do to the best of our ability.



Focus on the Market

- Focus on needs of our customers in line with ever changing regulation.
- Get out into the market and listen, observe and learn.
- Possess a market view.
- Focus on execution in the marketplace every day.
- Be insatiably curious.

Work Smart

- Act with urgency.
- Remain responsive to change.
- Have the courage to change course when needed.
- Remain constructively discontent.
- Work efficiently.

Act Like Owners

- Be accountable for our actions and inactions.
- Steward system assets and focus on building value.
- Reward our staff for taking risks and finding better ways to solve problems.
- Learn from our outcomes -- what worked and what didn't.

Be the Brand

- Inspire creativity, environmental leadership, passion, optimism and fun.

A handwritten signature in blue ink, appearing to read 'Martin Smith', written in a cursive style.

Martin Smith

C.E.O.

20th September 2016