Executive Summary

The Company:

Starbucks Coffee Company is one that everyone knows. It is a global presence that is a staple in the lives of many. The products that the company has to offer fuel many people across the planet each day. With great presence however comes great waste. With over 75,000 stores nationwide the company produces a massive amount of waste each day.

The Unique Problem:

Every single retail Starbucks location is unique: each one has a different leader, group of baristas and culture. Every store serves a different community of people. Due to this type of diversity that is truly intrinsic to the brand every store has a different complication surrounding waste and the type that is generated most greatly. Some stores may serve most customers in a to-go manner, and because of this may have problems with paper waste. Others could be in a community that serves more brewed coffee than any other offering and might suffer from a great amount of whole bean coffee waste. The problem is that waste is not specific across the company, and each store needs a solution that is catered to it.

Needing to Solve the Problem Quickly:

Starbucks has made a commitment to eradicating waste in several areas by the end of this calendar year: 2020. The ongoing problem is that waste reduction is not sustained, and that is largely because creative solutions have not been put in place to secure a sustainable future for each store. Every store is different and offering the same solution for each one simply is not sustainable.

The Solution:

The utilization of a tool that offers individualized waste reduction like the waste reduction job aid (WRJA) that has been created offers results that are sustainable because solutions include the input of every barista working in a store. Results are sustainable because every person matters, and every person is a part of the solution.