

## At a Glance

Supermac's is Ireland's largest and fastest-growing indigenous fast food group with over 100 restaurants in Ireland.

The CGPP project in Supermac's looked at investigating environmental savings, with trials in four restaurants initially.

Following this trial, successful project elements were rolled out to company restaurants and will **be adopted across all 100 restaurants**.

The main areas of focus included energy reduction, water conservation, waste reduction and environmental training for staff. The project was successful in delivering a range of environmental and economic improvements.

- **€99,000 per year** saved based on environmental improvements
- reduction of 68 tonnes of plastic and cardboard packaging.
- reduction of 2,984 kg of waste to landfill
- displacement of 300 litres of chemical cleaning agents by using chemical-free alternatives
- reduction of 50,000 litres of cooking oil consumed per annum
- 210,000 litres of cooking oil reused for bio-diesel
- energy savings of 58,335 kWh p.a. (equating to 30 tonnes of CO<sub>2</sub>) and a reduction of 2.98% energy p.a.
- 23% saving on refrigeration load following ecube device installation equating to 22 tonnes of CO<sub>2</sub> saved
- 4,700 m<sup>3</sup> of water saved per year
- 90 restaurant managers received energy awareness training and over 300 staff received CGPP environmental awareness training

## 2008-CP-15-S2

### Super-Sustainable at Supermac's



**Ballybritt Industrial Estate, Ballybritt Galway, Ireland**

**Website:** [www.supermacs.ie](http://www.supermacs.ie)

Supermac's is Ireland's largest and fastest-growing indigenous fast food group. The first Supermac's restaurant opened its doors as far back as 1978 in Main Street, Ballinasloe, Co. Galway. Since then, Supermac's has gone from strength to strength with a turnover well in excess of €82m and well over 2,500 employees.

With over 100 restaurants throughout Ireland & Northern Ireland, along with aggressive expansion plans in the medium term, Supermac's is looking forward to an exciting future.

The company's success is built on a unique menu, ideally suited to local tastes, using real food and food ingredients sourced locally wherever possible and enhanced by quality in every aspect of the operation. This quality philosophy has been recognised by the Gilbey's Award for Food Excellence and the Excellence Ireland Hygiene Mark.

The quality of service is underwritten by Supermac's staff, who give the restaurants their unique, friendly atmosphere. It is for these reasons that Supermac's has become the great success story that it is.

## Aims of this project

The following were the CGPP project aims:

- explore substitution of packaging with alternative compostable materials
- reduce waste going to landfill by composting the waste arising in-restaurant
- substitution of cleaning chemicals with green alternatives to reduce the environmental burden and reduce any negative side effects to employees or property
- undertake a waste and energy minimisation initiative to save cooking oil and electricity in cooking and ancillary equipment
- minimise water consumption through improved controls and rain water harvesting
- train staff on CGPP principles to enable them to improve the environmental performance of each restaurant

## Project Description

The team analysed the consumption of the following resources to understand the areas for capitalising on potential prevention opportunities:

- Packaging
- Cooking oil
- Cleaning chemicals
- Electricity consumption
- Waste arising
- Water consumption

Following a review of the resource consumption statistics for the above areas, Supermac's engaged with key stakeholders to assess the value of progressing projects in each of these areas. The project sought input on prevention opportunities and engaged in a variety of initiatives which informed the decision making process.

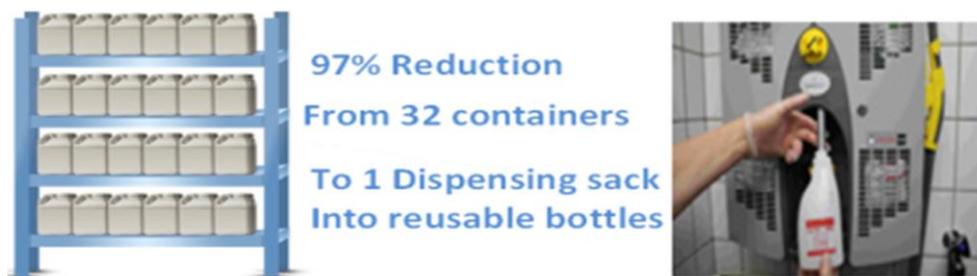
Staff were asked for input about the CGPP project and their views on prevention opportunities were taken on board.

## Outcomes

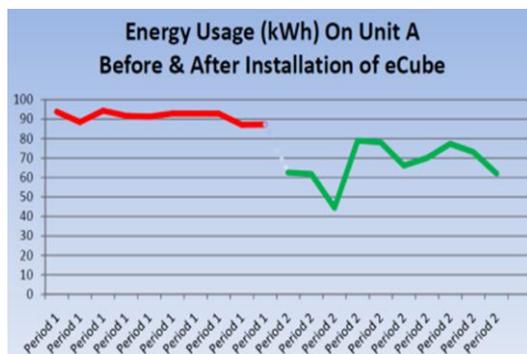
The Supermac's CGPP project was very successful, with the following key outcomes and improvements achieved:

- **€99,000 per year** saved based on environmental improvements
- reduction of 68 tonnes of plastic and cardboard packaging. One of the measures adopted to accrue these savings is illustrated below, highlighting packaging and container use pre and post CGPP:

### Packaging reduction



- reduction of 2,984 kg of waste to landfill
- displacement of 300 litres of chemical cleaning agents by using chemical-free alternatives
- 4,700 m<sup>3</sup> of water saved per year
- reduction of 50,000 litres of cooking oil consumed per annum
- 210,000 litres of cooking oil reused for bio-diesel
- energy savings of 58,335 kWh p.a. (equating to 30 tonnes of CO<sub>2</sub>) and a reduction of 2.98% energy p.a.
- 23% saving on refrigeration load following ecube device installation equating to 22 tonnes of CO<sub>2</sub> saved. The graph below illustrates the energy usage for a freezer before and after ecube installation, showing a significant reduction in energy use as a result of the ecube device:



- 90 restaurant managers received energy awareness training and over 300 staff received CGPP environmental awareness training.

### Lessons learned

The company has successfully utilised cross functional teams to brainstorm opportunities that could deliver environmental and cost savings. The economic climate changed entirely during the course of the project making capital investment projects less attractive.

Supermacs would suggest that other companies engage with universities or institutes of technology to get students on a placement to work on some of the project elements on a full time basis for three to six months.

### More Information

For more information on this project please contact:

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### The Cleaner Greener Production

**Programme (CGPP)** of the EPA is funded under the National Development Plan 2007-2013. The CGPP was launched in 2001 as a grant scheme to fund Irish organisations to implement cleaner greener practices while achieving significant cost savings.

Cleaner Greener Production is the application of integrated preventive environmental strategies to processes, products and services to increase overall efficiency and reduce risks to humans and the environment.

*Production processes:* conserving raw materials and energy, eliminating toxic raw materials, and reducing the quantity and toxicity of all emissions and wastes

*Products:* reducing negative impacts along the life cycle of a product, from raw materials extraction to its ultimate disposal.

*Services:* incorporating environmental concerns into designing and delivering services.

The programme aims are focussed on avoiding and preventing adverse environmental impact rather than treating or cleaning up afterwards. This approach brings better economic and environmental efficiency.

The CGPP is funded by the EPA STRIVE and NWPP programmes

Additional case studies from companies that participated in CGPP are available on our website ([www.cleanerproduction.ie](http://www.cleanerproduction.ie)), including:

- A full technical report for each project
- Programme brochures, summarising all projects funded under CGPP

More information on CGPP is available from the EPA:

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