



CASE STUDY

City of Carlsbad - Sustainable Materials Management

MUNICIPAL CLIENT

OVERVIEW

WNC proudly partners with the City of Carlsbad as its first municipal client, providing comprehensive waste and recycling support for food-generating businesses from small establishments to Tier 1 and Tier 2 properties.

APPROACH

The WNC team conducted in-depth business assessments, identifying program gaps, tracking progress, and delivering tailored solutions to achieve compliance with state and local regulations. Through this approach, WNC helped the city guide businesses by reducing overall waste and increasing diversion rates.

IMPACT

This partnership demonstrates how strategic, data-driven waste management solutions can deliver measurable environmental and operational benefits for municipalities and the businesses they serve.

RESULTS

- 01 Business Engagement:** Supported multiple Tier 2 businesses with SB 1383 compliance assistance.
- 02 Eco Eats:** Supported 55+ local small restaurants with food waste reduction and diversion

