



## CASE STUDY

# Creating Value Through Sustainability



*"We worked with a team of Fox MC students to explore environmentally friendly solutions that make business sense."*

*- Rich Wood,*

*Director of Government Relations and Sustainability*

## Client Profile

Wawa, Inc. operates more than 570 convenience stores throughout Pennsylvania, New Jersey, Delaware, Maryland, and Virginia and it is about to enter the Florida market. In addition to the typical convenience store experience, Wawa offers a large fresh food service selection under the company's brand and many new stores also sell gasoline. A core part of Wawa's success has been the great value it places on people and the communities it serves. Adding to its long history of community engagement and stewardship, the company has recently begun to implement sustainability initiatives that reduce waste and increase recycling opportunities.

## The Project

Wawa engaged Fox Management Consulting (Fox MC) to develop a business case for current and future green initiatives. A key element of the project was to measure the effect of recycling/ 'green' initiatives on the Wawa brand.

## Recommendations

Fox MC recommended that Wawa expands its sustainability efforts. In particular, it is recommended that Wawa begin to market-quietly, but consistently and proudly- the successes of the Biobin and other unique initiatives the company has undertaken to improve operations and to be good stewards of the environment and surrounding communities. In order for Wawa to differentiate itself among a growing field of competition and to position the company to create goodwill and consumer loyalty, Fox MC recommends that Wawa:

- Continues in-store recycling initiatives.
- Uses local foods.
- Places greater emphasis on food recycling and waste reduction.
- Develops a "greener" supply chain.

## Results

Since the project concluded, Wawa is integrating sustainability communication into plans for new stores in established and new markets.