

International WOMEN'S Day

Game-changer



Penguins, plastic and purpose

How co-founder
Jaclyn McPhadden
put the “smart”
in RecycleSmart -
spearheading a
national industry
disruption

Jaclyn McPhadden has a healthy sense of adventure. She's led expeditions to some of the most remote regions on the planet and has an enviable collection of penguin photos to prove it. So how exactly did leading tour groups into Antarctica and the North Pole evolve into leading a national recycling revolution?

Most successful ideas are born out of finding smart solutions to problems. Jaclyn was confronted with an abrupt change in environments as she furthered her career in tourism and found herself catapulted from untouched habitats to the world of hotel management. What she saw was life-changing and ignited a passion she didn't know she had.

“The contrast of being in this pristine environment with no pollution, no garbage – and then coming back to a very urban environment with excessive waste – was a shocking experience”, Jaclyn recalls. “I was convinced there was a way to reduce waste in a way that hotels could implement but didn't require them to suffer costs in the transition to more sustainable practices.”

That same adventurous spirit encouraged her to offer the management at Laurel Point Inn a plan to green their operations and work on innovative strategies that later became the win-win business model RecycleSmart uses today. Fast forward a decade and names like Westin, Fairmont and Four Season are a few of the many RecycleSmart clients that sees not only an improvement in their operations, but a substantial cost savings.

In Jaclyn's words, engaging RecycleSmart to come in and use its combination of expertise and technology is a “no-brainer”.

“We're in a perfect climate to disrupt the way waste management has been handled in the past. Increasingly, industries have a clear mandate toward social responsibility, but were unaware of solutions that could actually elevate their game while enhancing their bottom line. We offer technology and know-how that has advanced to a point where caring for the planet doesn't have to eat into profits – in-fact it makes money. Our team is tireless in innovating in these areas - and when our customers express their excitement at winning in both the environmental and cost-savings game, it feeds our passion and encourages us to keep going.”

In a decade since Jaclyn's new dream was hatched, RecycleSmart has become Canada's 12th fastest growing business, and she personally has been named by Growth500, Canadian Business Magazine, and Maclean's as being Female Entrepreneur of the Year in 2018. The penguin photo that hangs in her office is an apt symbol of how a sense of adventure and good intentions can change the face of an industry.

“Adventures in life and adventures in business aren't much different,” she offers. “At the end of the day, success and satisfaction often comes in the form of forging new territory. RecycleSmart is a perfect example of passion in progress.”