

# 'GOOD HOUSEKEEPING' GUIDE APPLICATIONS IN COMPANIES

**SBA**  
Sustainable Business Associates

**DELTA PROGRAMME**  
DELTA Palestine

## INCREASING PROFITABILITY BY PREVENTING LOSS OF RAW MATERIAL RAYYAN DAIRY CO., PALESTINE

### WHAT IS THE 'GOOD HOUSEKEEPING' GUIDE?

*This Guide is a simple management tool developed by GTZ/P3U and SBA. It contains Checklists and describes common sense measures that companies can take related to 'good housekeeping'.*

*These measures can help companies to reduce their production costs, enhance product quality, and minimise the impact of industrial operations on the environment.*

### IN BRIEF

In this small enterprise of dairy products the main focus of the Manager was to improve his marketing and his distribution networks. During a visit to the

factory, the Good Housekeeping resource person in Palestine discussed with the Manager the use of the Guide. During the filling process, the overflow of buttered milk was identified as a waste of raw material and a small technical improvement was suggested in order to improve the system.

### THE CHALLENGE

An operator was filling the bottles with buttered milk using a continuously running hose. When transferring the pipe from one bottle to the next, a small amount of buttered milk was lost on the ground. By installing a dosing valve and a conveyor belt, this manual operation became a semi-automatic step allowing for a cleaner method.

### APPLICATION OF THE 'GOOD HOUSEKEEPING' GUIDE

By using the Guide's checklist for Efficiently Using Raw Materials, the Manager observed that the buttered milk was lost on the floor during the filling process. A quick calculation was made to evaluate the costs and savings related to making the improvements on the existing system. The Manager immediately ordered a control valve and a semi-automatic conveyor belt. Like in a gas station, the control valve stops the flow of buttered milk when the bottle is full. Thus avoiding the loss of raw material while handling the hose. As for the conveyor belt, it facilitates the handling of the bottles.

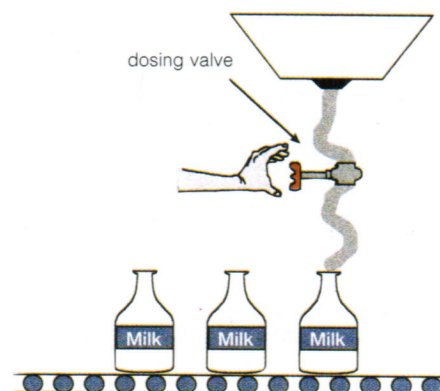
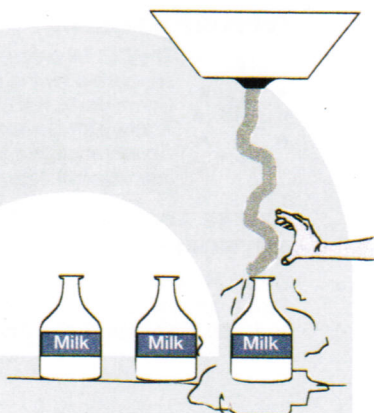
### ACTION TAKEN WITHIN THE COMPANY



THE PROBLEM



THE IDEA



## ECONOMIC RESULTS

Investment cost	600 US\$ for the control valve and the conveyor belt
Annual savings	8'000 US\$ of raw material
Payback	1 month

## ENVIRONMENTAL RESULTS

The floor was washed daily with fresh water in order to evacuate the losses of buttered milk. By controlling the flow of raw material while filling the bottles, the waste water is now less saturated with acidic buttered milk and is therefore less polluted.

## LESSONS LEARNED

In a small enterprise, the operator is usually responsible for many tasks. He therefore cannot grasp the economic value arising from the loss of small amounts of a product. A systematic management approach such as Good Housekeeping, highlights such losses and translates them into costs and environmental impact.

## COMPANY

Rayyan Dairy Company, Ramallah, Palestine; food sector, dairy processor, 35 employees.

## FOR FURTHER INFORMATION

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## WHO IS SBA ?

SBA, Sustainable Business Associates is an international non-governmental organisation (NGO) working to engage industrialists in 'eco-efficiency' with the aim of minimising environmental impact and improving business productivity. To pursue this aim, SBA has initiated the DELTA Programme to sensitise industrialists to new business risks and opportunities, and to provide them with the management tools and training to move towards sustainable development.

## WHAT IS DELTA?

DELTA stands for Developing Environmental Leadership Towards Action.

Chapter 30 of Agenda 21 (an outcome of the 1992 United Nations 'Earth Summit') indicates that business & industry have a critical role to play in achieving sustainable development goals. After an initial awareness-raising phase, the DELTA Programme focused on structuring industrialists in 'business & environment' networks (DELTA Networks) in 11 countries of the Mashrek & Maghreb. These Networks are composed of key industrialists interested in taking a proactive, leadership role on environmental issues. The DELTA Networks are practical, working structures for industrialists to obtain information & contacts, exchange experiences, develop environmental

know-how, and gain access to practical management tools that can offer 'win-win' options based on eco-efficiency.

## SUPPORT TO DELTA



The DELTA programme is supported by the European Commission (LIFE), the Swiss Agency for Development & Cooperation and other international organisations.

## WHERE ARE THE DELTA NETWORKS?

DELTA Networks are operating in: Algeria, Egypt, Jordan, Lebanon, Libya, Mauritania, Morocco, Palestine, Syria, Tunisia and Turkey.