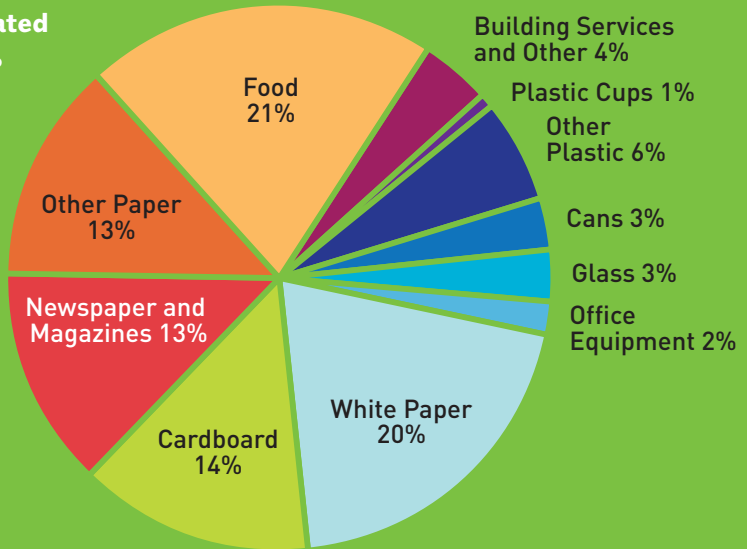




Why waste reduction and recycling are so important

It has been estimated that roughly 4.5% of a company's turnover is spent on waste disposal, with the vast majority of this waste ending up in landfill. This diagram shows the breakdown of business waste in the UK.



Composition of business waste in the UK

Why should I be interested?

- **It will save you money** by reducing your waste disposal costs.
- **It's easy** once you've got a good system in place.
- **It's good for the environment** and reduces your carbon footprint.
- **It's good for your image** as customers like businesses that have a conscience, so if you're environmentally responsible then you're heading for success.
- **It's your legal obligation** as you're responsible for your waste disposal.

Your 4 step guide to a more waste aware business

1. Find out the situation

Before you know how you can reduce the amount of waste you create it is important to know what you are creating in the first place. Performing your own waste audit will tell you what it is you are throwing away and where the biggest cost savings can be made. A waste audit is simple enough to do – just select the bins you wish to monitor over a set period of time, get some rubber gloves, and start segregating the rubbish.



2. Reduce as much as possible

Reducing the amount of waste you produce in the first place is a great first step and can involve everybody in your business.

Quick wins

- Choose suppliers who minimise or collect their packaging.
- Get rid of any 'disposable' products and opt for reusable ones.
- Use email instead of paper wherever possible.



3. Reuse what you can

In many instances you can reuse items over and over and avoid having to buy in new.

Quick wins

- The packaging you do use can often have a number of other uses.
- Reuse any misprinted or draft paper as scrap paper throughout the organisation.
- Buy a compost bin and reuse your kitchen scraps in your garden or plants.



4. Recycle whatever is left

Your workplace can easily set up a recycling scheme to take care of all of the leftover waste. The best way to do this is to involve everybody and follow the 4Cs:

- Undertake initial **consultation** to set up an effective system.
- Clearly **communicate** this system to all staff and indeed customers.
- Nominate a person or team to **coordinate** your scheme.
- Ask everybody in the organisation to **cooperate**.



All of these 3Rs tips are great for your image. People want to be associated with organisations who have good green credentials so always tell your customers what you are doing.