



EAUC Annual Conference University of Leeds 23 – 25 March 2015

CHALLENGING CONNECTIONS

Incorporating the Student Sustainability Summit, Further Education Sustainability Summit and Transformational Leadership Summit

Exchange B3: Increasing employee engagement in recycling

Vince Wright, Key Account Manager, Leaffield Environmental and Phil Maddox, Managing Director, Leaffield Environmental



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CHALLENGING CONNECTIONS

Increasing Employee Engagement In Recycling

March 2015

Philip Maddox (Managing Director)

Gary Mills (Business Development Manager)

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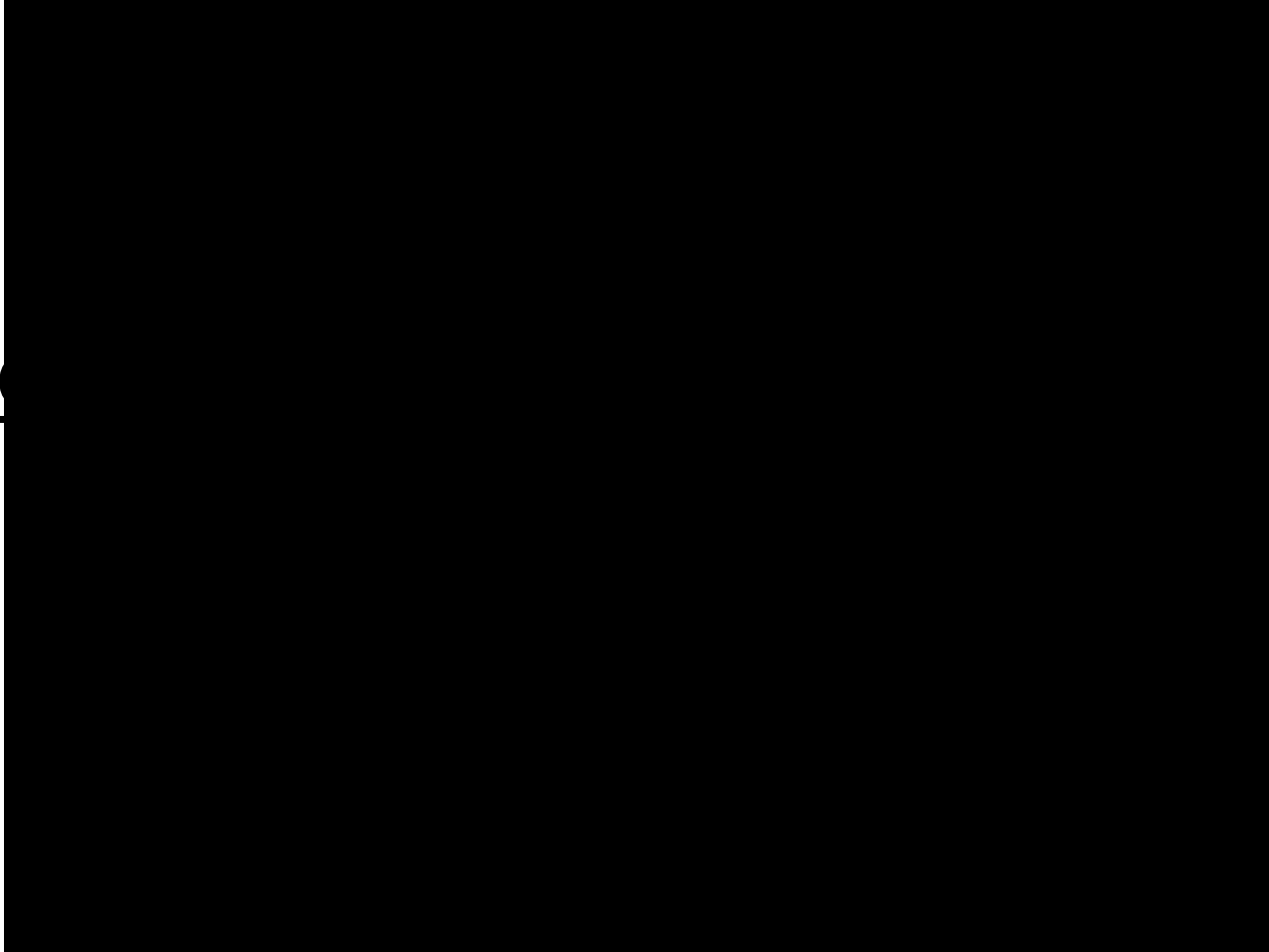
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Estates and
Operations



Incremental Development



Director)

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Manager)

Gary Mills (Business Development



Why is it important to Engage with Employees and Students?



Environmental Benefits

- Less landfill waste reduces the production of powerful greenhouse gasses such as methane
- Recycling saves energy. Recycling 1 glass bottle saves enough energy to light a 15 watt low energy light bulb for 24 hours
- Recycling saves raw materials.



Increased Recycling Saves Money !

- Reduce landfill costs
 - Recycling reduces landfill weight
 - Landfill currently at £80 per tonne (rises in line with RPI)
 - Lift charges approx. £15 - £20 per unit handled
 - Gate fees approx. £30

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Why do staff and students have problems with recycling?





Firstly organisations have no plan

- Research best practice
- Look for relevant products to support a programme
- Make sure ALL stakeholders are considered
- Ensure implementation and follow up structure in place

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Secondly Poor Signage



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Bin Anxiety...





*So what makes a successful
recycling scheme?*

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Bin the Bin!



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Make it fun !

**EAT,
DRINK,
SLEEP,
RECYCLE**



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Make it fun and factual !

DID YOU KNOW?

EAT,
DRINK,
SLEEP,
RECYCLE

**IT TAKES
24 TREES
TO MAKE
ONE TONNE
OF PAPER**

Source: recycling-guide.org.uk

Leaffield
environmental

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Use readily available information

- Recycling posters (need to be A3 or A4)
- Recycling banners/labels/stickers for bins, can be used for e-newsletters, website, social media
- Recycling survey results where available
- Did you Knows? Top tips, and student recycling facts.
- **Social Media Guide & Media release templates** (student focus for website, local press and newsletters)
- **Quiz - Recycling hero or complete waster?** Fun recycling personality quiz download with link to share on website/social media. <http://apps.facebook.com/quizmaker/quiz.php?quizid=131583>
- **Use useful links e.g.**
<http://www.coca-cola.co.uk/environment/recyclometer.html>
<http://www.everycancounts.co.uk/resources/>
<http://greenladderproject.org/>



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Appoint Recycling Champions



Create a campaign...get
volunteers if possible



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Clear Signage





Coventry University

Case Study

- Recycling Exhibition
 - Present chosen recycling bin
 - Examples of recyclates
- Regular Staff Meetings
 - Promoting fresh messages
- Waste contractor asked to present to cleaning teams
- Poster campaigns
- Employee feedback throughout process



Coventry University

Case Study

- Incentivise Cleaning Teams
 - Target 5% increase in recycling
 - If target achieved they receive high st. shopping vouchers
 - Teams were asked to view bin content and adjust if required
- Recycling Waste Audit
 - Bin contents examined
 - Cleaning team present

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Summary

- Recycling saves money and raw materials
- Problems:
 - Poor signage
 - Complicated labels
- Solutions:
 - Bin the Bin
 - Appoint Recycling Champions
 - Clear concise labels and signage
 - Stakeholder buy in



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Thank you for your time

