

STAMP OUT WASTE (UK)

FAST FACTS:

- Our Stamp Out Waste posters were so popular we still have requests for them
- Lyreco placed our posters on the backs of toilet cubicle doors to grab peoples attention!
- We removed a staggering 169 bins from people's desks in Phase two! These were sold as B grade rather than being sent to landfill
- Lyreco were awarded a Gold Level Green Apple Award in 2009 for our Stamp Out Waste project
- Lyreco recycles drinks cans, paper, flyers, catalogues, envelopes, cardboard, WEEE, batteries, polythene, plastic drinks cans, pallets, toner cartridges and is planning to soon recycle plastic bottles
- Lyreco increased recycling by 6.4% in 2008 to a massive 89.5%

WHAT WE DID

In **September 2007** Lyreco designed a series of eye catching posters to raise awareness of the global requirement for increased recycling. This saw the exciting launch of Phase one of Stamp Out Waste.

- 10 Day email campaign to educate and raise awareness
- Bright/colourful posters
- Introduction of green "footprint" Stamp Out Waste logo which is now used on all Stamp Out Waste documents and communications
- Drinks cans and plastic drinks cup recycling launched to divert these from landfill and ensure materials can be re-manufactured
- 1 of 3 desk bins removed to start getting employees used to having less bins

In **October 2008** Lyreco launched Stamp Out Waste Phase two. With the same drive and motivation to reduce the waste sent to landfill we pushed forwards with the project.

- Removal of all desk bins
- Creation of dedicated recycling points for employees and visitors to use
- Competitions on the launch day including "create a creature" where we challenged employees to create a creature using re-usable items
- Emails and posters placed around the building
- Comments box in canteen for a week
- Trial of tin foil recycling



TIMESCALE: Phase one September 2007, Phase two October 2008

AIM/OBJECTIVE: To reduce waste sent to landfill by increasing recycling



MEASUREMENT METHODS:

Invoices from waste partners, weights entered onto waste spreadsheet to calculate tonnages to ensure accurate reporting. Visual checks on recycling points.

ROLES/RESPONSIBILITIES:

Project launched by Quality & Environment Department. National Distribution Centre responsible for storage and handling of cardboard, polythene and office paper. All staff responsible for correct segregation of waste streams and for keeping waste areas tidy. Cleaners responsible for emptying the recycling points in office areas.

BENEFITS:

- More hygienic for employees as no desk side bins to harbour germs
- Raises general environmental awareness so that employees can continue recycling when they get home
- Lyreco supply the Rubbermaid Slim Jim bins in our catalogue so we can encourage customers to adopt similar projects
- Save money as sending less waste to landfill, increases in landfill taxes mean that it doesn't make business sense not to recycle.

WHERE WE ARE NOW:

Lyreco are now planning how to further reduce the amount of waste we send to landfill across all of our sites

- Segregation at source in head office and National Distribution Centre
- Paper recycling at Regional Distribution Centres
- Cardboard and Polythene packaging segregated and baled, this is then sold onto to our recycling partner. This then helps fund new recycling points and other initiatives
- Working with other local businesses as part of the Business Environmental Support Scheme for Telford (BESST) to provide support and guidance
- Best Of The Bins competition on a monthly basis to praise the department who is segregating their waste the best when we do visual check
- Stamp Out Waste is becoming a well know "trade mark" at Lyreco with other efficiency programmes coming under the same banner and adopting the same logo
- Participation in NISP waste marketing event in April 2011 with Telford other businesses