

Case Study London Borough of Brent

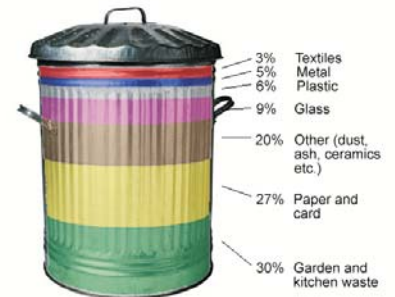


Business Eco is working in partnership with the London Borough of Brent on an internal waste management scheme. The scheme has been developed to implement internal recycling across six council buildings accompanied by communications material and training for council staff.

Waste Audits



Waste audits were carried out by Business Eco on six sites; the audits identified the waste types being produced and provided recommendations for waste segregation and disposal. Schemes already in place were streamlined to allow employees to utilise the facilities already available to them.



Internal Communications



A number of different publicity and communication media were designed by Business Eco and produced to promote the new scheme and to motivate staff. This included two posters on waste and energy, promotional mouse mats and cotton bags for 3,000 members of staff.



You have the power to make a difference.

Leaving a monitor switched on overnight wastes enough electricity to watch 30 episodes of Eastenders.

<http://intranet.brent.gov.uk/greenbrent.nsf>

going green

Every year a forest the size of Wales has to be planted to supply all the paper we use in Britain.

There are recycling containers in your office, so doing your bit is as easy as throwing your rubbish in the bin.

For more information on what you can recycle please visit:
<http://intranet.brent.gov.uk/greenbrent.nsf>
or email us at environment@brent.gov.uk

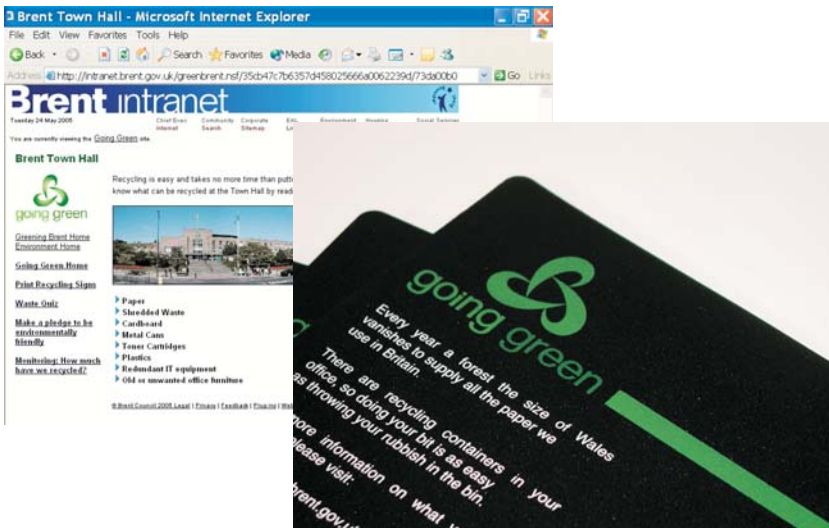
This mouse is made from recycled tyres.

If you've got time to read this, you've got time to recycle.

For more information on recycling at Brent Council visit the website.

<http://intranet.brent.gov.uk/greenbrent.nsf>

Internal Website



Business Eco also wrote waste pages for the council's internal website. The site included information about the recycling schemes, a waste quiz and links to further information.

Staff Training

Training was carried out through a presentation at each of the buildings within the scheme. Attendees included a representative from each department within the building, the general facilities management and cleaning supervisors. The training included background information on the waste problem, the new internal waste management scheme and information on borough wide recycling facilities. This enabled staff to go back to their respective departments and brief the rest of their staff.



To help companies develop their own recycling scheme, Business Eco has developed the Eco Bin. This hexagonal or square bin can be made in an array of colours and has interchangeable lids, which may be colour coded to suit different materials. Business Eco are also able to design bin signs to promote the scheme and ensure correct waste segregation.

