



## Case study

### The bigger picture

Who: Caret

Where: Birmingham

Recycling needs: Office paper

#### The problem

Caret, a leadership development consultancy in Birmingham, is passionate and experienced in helping leaders improve business performance and general organisational wellbeing.

Keen to help Caret reflect this within the organisation and get a head start on the road to sustainability, Client Coordinator Alison Marland volunteered to organise the office's recycling efforts.

"We produce a lot of waste office paper," explains Alison. "And we really wanted to find a simple and convenient recycling solution."

#### The solution

After some research, Caret was delighted to find a local recycling company, who now provide them with sacks for waste paper, and a regular collection service that suits the company's needs.

"We pay for the service as we use it, which suits us fantastically," enthuses Alison. "To find somebody who could provide such a flexible and responsive service was great. Had we realised what good value it is, we would have done it a lot sooner. I don't think people are aware of how easy and convenient recycling at work can be."

As a company that supports others in the work they do, Caret is keen to demonstrate its own business values. They now have recycling collection containers around the office, to provide a visible indicator of their environmental commitments.

#### Key facts

# 12.5m tonnes

We use 12.5 million tonnes of paper and cardboard every year in the UK.\*



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”

**Alison Marland,**  
Caret.

## The future

Alison believes that recycling is increasingly important to the business: "We are all keen to recycle as much as we can, and after the success of the paper collection, my colleagues are now asking about how we might recycle our glass and plastic."

And, according to Alison, Caret is also looking at its wider environmental footprint: "The recycling we all do at the moment is just one part of our bigger environmental picture, and we plan to do much more. Recycling really is having a positive impact on the culture of the business."

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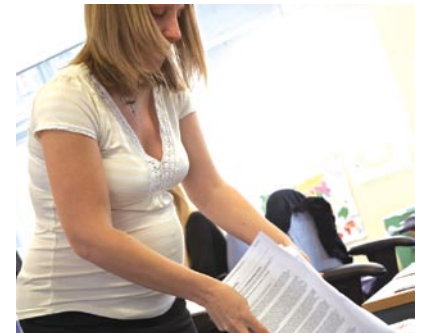
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Key facts

# 7 weeks

On average every person in the UK throws away their own body weight in rubbish every 7 weeks.\*

\*Source: Waste Watch

**Waste & Resources  
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