

CREATE
YOUR OWN
**ZERO
HERO***
CASE STUDY

**BRUM BUSINESSES HAVE SAVED
MONEY AND REDUCED THEIR
WASTE – BUT DON'T JUST
TAKE OUR WORD FOR IT!**

* NO SUPERPOWERS REQUIRED.

1. Organisation name

Alan Sharman Agency (alansharmanagency.com)

2. Your name and job title

Director

3. Location

Jewellery Quarter

4. Number of employees

Three

**5. Area of business (brief overview of what
your business does)**

Model and actors' agency.

**6. Why did you sign up to the Zero Hero
Pledge Reel?**

Anything to do with recycling is good.

**7. What has been done to reduce waste, improve
efficiency and become a business Zero Hero?**

Recycle paper; got low energy lightbulbs.

**8. Has there been a measurable improvement in
RR&R measures since signing the Pledge Reel?**

Always ongoing.

**9. Are there any other waste reducing measures
you're planning on introducing in the future?**

No facilities in the building for any other
recycling products.

**10. Have your clients/customers/service
users responded positively to your dedication
to cutting waste?**

We don't publicise.

**11. What would your top tips be for other
businesses to encourage them to reduce
their waste?**

Be conscious about recycling.

† Case studies may be promoted by Birmingham City Council and used in promotional material.