

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

Bootcamp Media (bootcampmedia.co.uk)

2. Your name and job title

Jamil Shabir

3. Location

Jewellery Quarter

4. Number of employees

8

5. Area of business

Internet marketing and web design.

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

Because we already had some measures in place.

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

Use of energy saving lightbulbs. Policy in office is not
to print if it can be avoided.

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

We don't have very much waste to take away.
Low printing levels. Waste is taken by Birmingham
City Council, the majority of waste is food waste,
most other things are recycled.

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

Using energy saving lightbulbs throughout,
and switching off as much as possible.

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

We don't share our policies with the public or
other businesses.

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

Do you need to print an item, or can you use email?
Use tablets in meetings to further reduce paper waste.

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