

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

University of Birmingham (birmingham.ac.uk)

2. Your name and job title

Matt Beveridge, Deputy Manager,
Environmental Services

3. Location

Edgbaston

4. Number of employees

7

5. Area of business

Environmental Services

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

We liked the campaign, and were keen to engage with RR&R [reduce, reuse, and recycle] projects like this. We'll support anything the city is trying to do to reduce waste. It's good to tap into the kits and info provided; we liked the branding and can relate to it, we thought it would appeal to young people.

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

We took part in the spring community Zero Hero campaign. In March, students helped as volunteers with a bottle amnesty, we collected over 4,000 bottles.

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

Probably already doing a lot of it.

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

Looking at introducing food waste – using a pilot group (small group of students) as green champions.

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

Would look to support [a similar campaign] again. [University of Birmingham's] 'The Green Community' involves 184 people, as the university offers accommodation to first year students who have an interest in sustainability [students live in housing with an emphasis on creating a sustainable environment and legacy].

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

Get everyone involved.

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