

# Case Study



**Biffa**

**Scotland**

Resource Sector  
**Commitment**





# Biffa's Scottish Heritage

**For more than a century, waste and recycling company Biffa has been preserving resources and protecting the environment.**

We manage waste and resources sustainably, keeping materials in the loop and generating renewable energy. Doing the right thing comes naturally to us, so when the Zero Waste Scotland Regulations were introduced we already had the know-how to put the plans into action.

**Biffa Scotland handles 300,000 tonnes of waste and resources each year from over 8,000 customers**

Biffa plays a crucial role in delivering the Scottish Government's goals of Zero Waste:

- Biffa customers always receive our best advice on reducing waste at source and separating materials for recycling.
- We are partnering with members of the Community Resources Network Scotland, so that local communities benefit from re-usable materials.
- We make it simple for our customers to do their bit, with Dry Mixed Recycling collections and state-of-the-art Materials Recovery Facilities.



# Delivering the Circular Economy with the Higher Education Sector

“To thrive in a fiercely competitive international context, Scottish universities must make the most of their resources and invest for continual improvement.”

Universities Scotland, Working Smarter 2014



Biffa helps promote a sustainable, adaptable and thriving local economy by developing students' entrepreneurship skills and partnering up to deliver ideas and innovations.

Biffa actively encourages the involvement of staff and students in the continual improvement of our service.

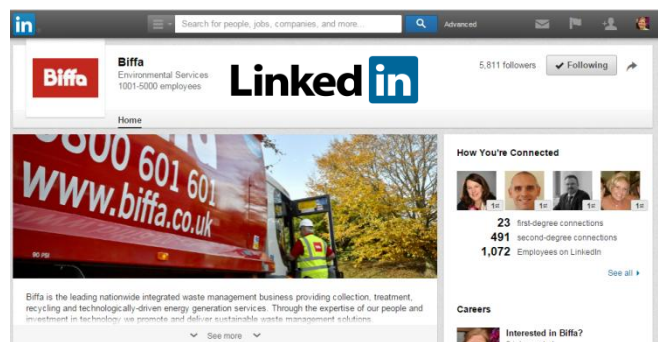
“Biffa have been absolutely great with the University of Edinburgh. It's something we were looking for from our new waste partner – an open-minded approach, a clear understanding of the way the industry is headed, and being willing to listen to and incorporate new ideas from staff and students.”

Sophie Ripperger, Waste Contracts Officer,  
University of Edinburgh 2015

Biffa's approach to managing resources sustainably supports the goals of the Universities and Colleges Climate Commitment for Scotland (UCCCfS), helping to reduce waste, recycle more, and reduce emissions through responsible disposal.

We work closely with partners and stakeholders including:

- Community Resource Network Scotland
- Waste Aware Scotland
- The Environmental Association for Universities and Colleges – Scotland
- Zero Waste Scotland



We also use LinkedIn to build relationships between colleagues and customers  
<http://bit.ly/1DwtX1w>

# University of Edinburgh

## The University of Edinburgh has refocused its approach to resource use.

With the Zero Waste Scotland regulations acting as a catalyst for change, Biffa's Edinburgh team has been working with staff and students to integrate Zero Waste and Circular Economy thinking across the vast University estate.

**Do we need to buy it?** The University has a re-use portal, redistributing books, furniture and computers to be to those who need it.

**Do we need the packaging?** The University has been working its suppliers to reduce packaging and to set up take-back schemes.

**Can it be recycled?** When a recyclable material reaches the waste stream, Biffa sorts and recycles it to keep it 'in the loop'.

**Can we avoid landfill?** Materials that can't be recycled are turned into a fuel and used to generate renewable energy.

## The Biffa approach

### Step 1: Getting the detail right

The University of Edinburgh had collected basic data on waste arisings for a long time, and provided a year's sample information to Biffa to enable planning of the new recycling scheme.

Now Biffa supplies comprehensive data back to the University, with details on each and every bin, showing how the waste is changing over time. This offers a dynamic approach to managing the materials collected at each location and contamination issues can be quickly dealt with.

### Step 2: "The best mobilisation ever"

Biffa's Edinburgh team worked at the weekends and over the Christmas holidays to minimise disruption during the roll-out of the new service. They installed a vast range of external waste containers across the estate – everything from hundreds of litter bins to bulky waste containers, all with tailor-made and branded labels produced by Biffa's in-house marketing team.

**The University said this was the best mobilisation ever.**



Explore the University of Edinburgh's dedicated recycling app at [www.recycle.ac](http://www.recycle.ac)

### Step 3: Engaging and building sustainable partnerships

Biffa worked closely with University of Edinburgh staff and students to ensure that everyone understood the benefits of separating waste at source, and importantly, how to do it.

**“We are working with Biffa to nurture the new generation of professionals who will deliver the Zero Waste Scotland agenda. We encourage student involvement, for example a number of undergraduate and postgraduate students have written their dissertations on the way resources are managed in the University.”**

Sophie Rippling, Waste Contracts Officer,  
University of Edinburgh 2015

During the University's Innovation Learning Week, Biffa invited students to visit the **Materials Recovery Facility in Broxburn** so they could see firsthand how the dry mixed recycling is sorted.

Since then, Biffa Scotland has hosted more students at the site, always happy to explain or demonstrate how systems work.



Biffa has also helped the University of Edinburgh join up with Yooz and MARC, members of **Community Resources Network Scotland**, to re-use materials including rubber floor tiles and furniture.

Our aim is always to treat resources as high up the waste hierarchy as possible.



See all the photos of University of Edinburgh students at Biffa's Broxburn MRF on our shared Flickr page: <http://bit.ly/1MOEGYh>



#### Step 4: Monitoring and continual improvement

Biffa Scotland supplies detailed information to the University of Edinburgh, showing exactly how much has been collected and from where. The data also reveals levels of contamination so that resources can be targeted appropriately.

The University of Edinburgh and Biffa Scotland are working as a team to improve how waste and resource are managed, using:

- Email system for feedback and communication
- Monthly meetings for timely feedback and communication
  - Key Performance Indicators
  - Response times
- Quarterly meetings to review progress
- Annual meetings with waste and environment staff and procurement teams.



“The University of Edinburgh’s goals and approach to the circular economy are a perfect fit with the work we’re doing at Biffa in Scotland. It’s an exciting time as traditional patterns of resource use make way for **greener, smarter ways of thinking.**”

Brian Rooney, Biffa Sales Manager in Scotland



Download the film made by Biffa and the University of Edinburgh from our shared Dropbox folder: <http://bit.ly/1KSvUbl>

## Step 5: Expanding the reach of the circular economy

Biffa Scotland is now working with the University of Edinburgh to help deliver actions identified in the report, “Circular Economy Thinking in Action”, including:

- Innovative approaches, new research ideas and collaboration opportunities;
- Potential financial savings from efficient use of resources;
- Reduction in emissions and landfill;
- Employment opportunities and skills development for existing staff and students and the wider community; and
- Opportunity for the University to differentiate itself and set itself as a forward-thinking, exemplar University.



Watch the film “How recycling works at the University of Edinburgh” on YouTube: <http://bit.ly/1W3lcC4> and via Biffa’s own marketing channel <http://bit.ly/1OSMS7p>

Based on our success with the University of Edinburgh, Biffa will also be delivering resource management services for the Edinburgh Festival Fringe throughout the month of August.



The Edinburgh Festival

fringe

With so many University buildings being repurposed for the major international showcase, it's the perfect opportunity to engage with people about how a more **resourceful future for Scotland** will look.




Biffa

@Biffa · Jul 28

It's #transformationtuesday & one of our bins is feeling particularly glamorous next to this street art!

ColinCampbellSports

@CCSportsShop · Jul 19

New Adidas windbreaker tops on the way to @Dulochjuniors sponsored by @Biffa All the best for the season ahead!

We engage with students, staff, colleagues, community groups and other circular economy organisations through our Twitter handle [@Biffa](#)



# What Biffa can do for Universities and Colleges in Scotland

Delivering Zero Waste Scotland ambitions to reduce waste and recycle more

Moving resources up the waste hierarchy and reducing emissions from waste management

Nurturing circular economy opportunities for sustainable community enterprise in Scotland

Forming partnerships that benefit the environment and Scottish society

Engaging with staff, students and other stakeholders, sharing our knowledge to improve together

Making it easy for people to do their bit, with simple systems and state-of-the-art facilities

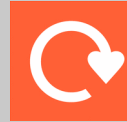


## What you get from us:

- Best value
- Recycling-led solutions
- Flexible, customer focused waste solutions
- Services you can rely on
- Largest fleet of vehicles
- Local presence

## Connect with us and see what we can do for you

Professional networking  
between customers and  
colleagues



Engaging with customers on  
appropriate platforms and  
networks

Engaging site visits with guided  
tours and professional  
photography for broader  
engagement



Sharing information, reports  
to engender an attitude of  
continual improvement

Professionally produced  
“explainer” videos and innovate  
awareness raising approaches



Keeping up-to-date with the  
latest news and views, from  
education to waste and  
everything in between