

# Case Study

## Regent's University London



284 trees  
saved



229 meals  
donated to Fareshare



81,910 kg CO<sub>2</sub>  
saved



54% recycling  
rate



### About the client

Regent's University is an independent, not-for-profit institution located in the heart of Regent's Park in Central London. Recorra has serviced the University since 2016, working closely with the estates team to create an efficient and easy-to-navigate recycling scheme for a variety of users.

### Our client's challenge

The University required:

- A waste company who could improve their campus wide recycling rates.
- A scheme which was convenient and easy to understand by all students and staff.
- An engaging scheme to attract use amongst students and staff.
- Specialist collections for the end of year student accommodation clearances.

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## Our solution

As a university, waste volumes can be sporadic and seasonal with the need for quick turnaround, particularly for student accommodation clearances. We have worked with specialist recycling partners to complete accommodation clearances and provided recycling solutions for the university to recycle specialist items such as mattresses and fire extinguishers.

- Mixed recycling was implemented in the existing scheme where all waste was going to general waste.
- Smart, consistent recycling stations were set up to attract attention.
- We designed co-branded, low-cost split bins with Regent's University for its offices to kick off the new recycling scheme.
- Set up launch stands at annual freshers' fair to help educate students.
- We undertook surveys at the university and found students has less knowledge about the recycling scheme. Recorra used this information to undertake targeted engagement activities with additional insight into the university's specific challenges.
- Created bespoke signage suitable for their audience and targeted waste streams specific to the University.