

TRAVELODGE & BRITISH HEART FOUNDATION CASE STUDY

Waste not, want not - the closed loop circular economy in practice. How donating unwanted items to charity helped Travelodge to reduce their environmental footprint, whilst helping local communities.



TRAVELODGE & BRITISH HEART FOUNDATION CASE STUDY

Waste not, want not - the closed loop circular economy in practice. How donating unwanted items to charity helped Travelodge to reduce their environmental footprint, whilst helping local communities.

When the hotel chain Travelodge decided to upgrade their hotel interiors, Reconomy was appointed to deal with the textile and furniture aspects of the waste management operations.

In the course of this refurbishment programme a large number of sofa beds became redundant, even though the majority was still perfectly usable. The historical practice would have been to dump such items, as they are not easily recyclable. But instead, it was decided to tackle the problem at the top tier of the waste hierarchy and find a way to REUSE them.

CHALLENGES:

A total of 3,200 sofa beds had to be collected from Travelodge sites around the country and evaluated for their reusability.

65% of all sofa beds that were inspected were either deemed suitable for reselling directly or were reworked to make them sellable.

SOLUTION:

In waste management, best practice means keeping items in circulation for as long as possible - by finding ways to reuse, or 'up-cycle' them.

In this case, Reconomy was able to initiate a donation scheme between the Travelodge Hotel Group and the British Heart Foundation Furniture & Electrical stores (BHF).

This was worth a potential value of

£250,000

in fund raising for the BHF, while Travelodge saved money on their landfill bill and gained distinction with regard to their Corporate Social Responsibility profile. The schemes' obvious environmental benefits also helped Travelodge to achieve their sustainability targets - an example of a cooperative partnership at its best.

The money raised through this scheme directly supports life-saving heart health research funded by BHF, 'heart start' schemes and health care professionals, or flows back into the community of BHF charity stores.

OUTCOMES:

A total of **3,200** sofa beds could be diverted from the landfill at no cost to Travelodge, while helping to raise a **TOTAL OF £160,000** for charity and life-saving research.

Reconomy took an active role in promoting 'closed loop recycling' by mediating collaborative initiatives between industry and charities or re-use networks, with the aim of achieving the best possible social and environmental results.

As a market leader in waste management and recycling services, Reconomy is in a prime position to help forge such relationships between unrelated industries and facilitate win-win agreements.

“ We're thrilled to be working alongside Reconomy, who provide a waste management solution to the Travelodge Hotel Group. Reconomy approached us with the news of a sofa-bed upgrade for the hotel chain and we were delighted to step in and collect those with fire labels, in a saleable conditions to take on and sell in BHF Furniture & Electrical stores. ”



Every penny of profit made will go on to fund life-saving research into heart disease. Working with Reconomy we're not only raising valuable funds, but also helping to reduce landfill

Karen O'Donoghue,
National Stock Generation Manager, British Heart Foundation



TAKEAWAYS

-  Landfill or recycling are not the only options - materials should be re-used wherever possible.
-  'Somebody will love that' - everybody benefits from a closed loop circular economy.
-  We helped our customers to raising funds for charity, and improve their corporate social responsibility, without extra costs or effort.

To discuss more ways Reconomy can help you address your waste management challenges call us today on:

0800 834 133

[BOOK AN APPOINTMENT NOW](#)