



yoyo paper always comes back

# case study: bishop grosseteste university college lincoln

## key facts

Amount of paper previously sent to landfill, which is now recycled – 3.5 million sheets of A4 were sent to landfill in 2007/2008

Number of paper recycling bins – 120

Number of sites served by yoyo – one

Number of staff yoyo is available to – approximately 144 academic and support staff and 2,000 students

With ambitious plans to cut carbon emissions by 30%, the Reprographics Unit at Bishop Grosseteste University College Lincoln was particularly impressed with the 'paper in-paper out' service which yoyo offered. The unique closed loop recycling scheme ensures that the vehicle delivering the University College's new stocks of yoyo paper takes away the collected waste paper at the same time, which is then recycled back into new paper. This reverse logistics element contributed significantly to the Reprographics Unit exceeding its target and cutting its carbon emissions by 48%.

### Ticking the 'green' boxes

On implementing the yoyo paper recycling scheme Alan Stacey, Reprographics Officer, underestimated the initial demand for recycling bins and started with a figure of 25 which he soon realised would not be enough! Alan says: "The take-up of the scheme was amazing. We were initially worried that we may have trouble getting staff and students interested but quite the reverse happened and we needed to install another 95 yoyo collection bins across the campus to cope with the demand. Sustainability issues are very high on the student agenda here at Bishop Grosseteste University College Lincoln and the way yoyo works, along with the environmental benefits it brings, are very much part of the curriculum for some of our courses.

"yoyo ticks all the 'green' boxes as far as we are concerned and the fact that prices are comparable is a bonus."

### Find a champion

With the introduction of any new scheme it can take some time for a full adjustment to be made. In order to assist, Robert Horne supplied Bishop Grosseteste University College Lincoln with marketing materials such as stickers and pop-up banners all promoting the yoyo message that paper is good, waste is bad. Alan comments: "This helped enormously to raise awareness of yoyo and, as a result, improved spoilage rates, which started at approximately 60% and are now down to 5%. Our advice to other customers would be to appoint 'yoyo champions' within the organisation who could oversee the

implementation of the scheme and help participants to understand the simple way it works."

Using yoyo has enabled Bishop Grosseteste University College Lincoln to look at its paper requirements and paper usage in a different way with the ultimate aim of reducing its carbon emissions and improving its paper recycling rates to 92%.

All yoyo services are available nationwide. For further details visit our website. [www.yoyopaper.com](http://www.yoyopaper.com)

Printed on recycled paper

