

# Cut the Carbon Fund

## Craven College case study



<b>Title of project</b>	<b>Lets Go Zero</b>	
<b>Lead partner organisation name and address</b>	Craven College	
<b>Contact details (lead organisation)</b>	Ann Harding aharding@craven-college.ac.uk	Phone 01756 693 910
<b>1. Aims of the project</b>	The aim of the project was to work in conjunction with Leeds Recycling to make recycling at Craven College a success and to have a 'Zero Landfill' policy. This would be done by several means; new types of bins, new composting areas, and the 'Lets Go Zero' campaign. This will eventually involve around 7000 people and cut our CO2 Emissions.	
<b>2. Situation: Identify the situation or issue that faced you</b>	The situation we faced was no common structure in place to promote and facilitate recycling, together with inadequate or difficult facilities. Staff and student surveys consistently showed a will and desire to recycle; but this was not matched by the available facilities.	
<b>3. Task: Define the outcomes you needed to achieve</b>	<p>The outcomes we sought from the project were:</p> <ol style="list-style-type: none"> <li>(1) To change the waste collection from Craven District Council to Leeds Recycling</li> <li>(2) To launch a marketing campaign</li> <li>(3) Change all the bins</li> <li>(4) Develop a new composting area</li> <li>(5) To collaborate with Caretaking and Catering staff to ensure the success of the project</li> <li>(6) To monitor the weight of waste and recycling and utilise the data to improve student awareness and reduce wasted materials.</li> </ol>	
<b>4. Actions that you took in order to achieve your plan, and your approach</b>	<p>The actions and approach we took to achieve the plan included:</p> <p>Initially looking at the way we collect waste now and then working with Leeds Recycling to agree the best way for us to collect waste so that they are able to process it better. We installed some large new composting areas and removed the existing bins. These will be replaced by two bins in each classroom/public area – one for mixed recycling and the other for general waste</p>	

<p><b>5. Results that you obtained including:</b></p> <ul style="list-style-type: none"> <li>• practical achievements (what's in place)</li> <li>• quantitative change (statistics etc)</li> <li>• qualitative change (behaviour, culture, thinking, attitudes etc)</li> <li>• what the organisation(s) have learned from this</li> <li>• what it means for learners</li> </ul>	<p>The results we achieved from the project were:</p> <ul style="list-style-type: none"> <li>• New bins delivered and in installed</li> <li>• Marketing campaign for 'Let's Go Zero' launched</li> <li>• Media students designed and made promotional videos</li> <li>• Composting bays constructed</li> <li>• Bin liner colour coding introduced to improve ease of waste removal by Caretaking staff</li> <li>• Contract agreed with Leeds Recycling</li> <li>• New recycling and waste system agreed with Caterers</li> <li>• Carbon counter loaded onto the College website</li> <li>• Press release agreed with local newspaper</li> <li>• Training and work carried out with appropriate staff</li> </ul> <p>The new outside bins arrived in week beginning 18 April.</p> <p>As discussed with our 'Critical Friend', the project has suffered delays. This has meant the change of provider actually took place on 27 April. We will begin to process the statistics available from that point and publish them on our College website.</p>		
<p><b>6. What made the project a success? What were the key ingredients?</b></p>	<p>The full success of the project will be better judged once all outputs have been completed, and we will submit a further project report once the @Lets Go Zero' project has been implemented fully.</p>		
<p><b>7. Any resources or tools produced by the project</b></p>	<p>The resources and tools we produced for the project were:</p> <ul style="list-style-type: none"> <li>• A promotional video is currently in production and will be available when completed.</li> <li>• Marketing materials – project logo agreed and marketing strategy produced.</li> </ul>		
<p><b>8. Total costs of the project</b></p>	<p>LSIS funding</p> <p>£6 159.95</p>	<p>Match funding</p> <p>No cash match, however Craven College will pay the ongoing uplift cost for waste and recycling removal.</p>	<p>Total funding</p> <p>£6 159.95</p>



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