

## **Waste not, Want not!**

Recycling, a hot issue to every business and household in the country, has now found a new 'Waste Awareness Champion' in the form of Michelle Higgitt, Quality Assurance Assistant at Redditch based Oakland International Limited.

'Waste Awareness Champion' Michelle said: "Since the launch of our 'Waste Not, Want Not' campaign back in May, we have seen a steady increase in recycling as people begin to change their waste habits. Today, Oakland recycles all cardboard and shrink wrap packaging, generated via our chilled and contract packing operations.

"We have also launched the 'Save a Can' campaign, in support of local charity Padstone Day Centre in Bromsgrove, who recycle the cans and use the money generated to provide jobs for people with learning disabilities."

Recently acknowledged for their energy savings, Oakland's recent investment of £52,000, through the Carbon Trust, will see the company achieve savings of £1,500 per month and a reduction in energy requirement of 1.3 million kilowatt hours over the next 5 years. Enough to run an average family home for a Century.

Said Michelle: "I'm really enjoying my additional role as 'Waste Awareness Champion' and it's great to see firsthand how small changes can and do make a 'big' difference to the environment."



Image details: Michelle shows off a mountain of cardboard ready for recycling.