



case study

environmental sustainability



Objective One is part-financed by the European Union



The Objective One Partnership for Cornwall & the Isles of Scilly

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the project

ReMaDe Kernow is working to find new uses and markets for materials currently regarded as waste. The project works with Cornish businesses to help them respond to market opportunities associated with the reuse of materials, through expert advice and some capital investment.

The Programme has invested £251,000 from the European Regional Development Fund (ERDF) in the project which has a total cost of £502,000.

measures of environmental sustainability adopted

To promote the prudent use of natural resources

The project helps to create local markets for the waste materials produced by businesses and householders in Cornwall, and encourages businesses to make efficient use of resources. The project first developed Material Specific Strategic Business Plans for glass, plastic, paper, cardboard and compostables.

To take advantage of the business opportunities afforded by growing demands for environmental goods, processes and services

Using the knowledge from the strategic business plans ReMaDe Kernow subsequently helped a plethora of businesses to develop environmentally friendly products incorporating reused and recycled materials in an energy efficient manner.

One such company is Green Glass UK which produces glass goblets from recycled bottles. ReMaDe Kernow helped the company by advising on developing a business plan, finding sources of recycled bottles, securing markets for the end product, loaning capital equipment to facilitate increased manufacturing capacity and developing their strategic marketing and ecommerce capabilities.

Green Glass UK won Recycled Product of the Year at the National Recycling Awards 2001.



Glenn Slade of the Green Glass Co who picked up the 'Recycled Product of the Year' award

To protect and improve the environment

Project officers have informal carshare arrangements, only travel when necessary and make extensive use of IT. 'Big spenders' in Cornwall's supply chains (e.g. the NHS, local authorities, police, Combined Universities of Cornwall) and smaller businesses are encouraged to buy products containing recycled materials. ReMaDe Kernow has published a product directory for businesses to source such goods. The project advice stresses that transport costs are a major part of business expenditure and so encourages local procurement of materials.

To increase awareness of residents, businesses and visitors of the value and importance of the environment

ReMaDe Kernow promotes the benefits of using natural resources efficiently through the product life cycle and in doing so works with manufacturers, retailers, the tourism industry and householders. It is closely associated with parallel projects working to cut the amount of waste created, increase energy efficiency, the reuse of products, and care for the environment in Cornwall.

benefits of environmental sustainability

The shorter the distance a material travels to and from business the more positive the impact on that



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business's viability. The more a material is used and reused the less the impact on the natural world. Local procurement can increase the competitiveness, profit margin and success of a business. This is also true of waste which has significant and increasing associated costs and risks to business.

By creating Cornish markets for waste products the project is applying the proximity principle (i.e. using goods and services which are as local as possible) but equally importantly it is creating and keeping wealth within Cornwall.

Encouraging organisations with large procurement needs to buy recycled ensures stronger markets for businesses using recycled materials, which in turn creates demand for quality material recovered through domestic recycling collections.

In summary, the economic benefits created by supporting the development of environmentally friendly products and their markets have been: cost savings; increased competitiveness and niche market development for industry; and job and wealth creation and improved waste management for Cornwall's community.

lessons learnt

Director of ReMaDe Kernow, Michael Poole, points out, *“Environmental sustainability requires a big change in the way we use and reuse materials. This requires a long term sustained initiative to produce a prosperous and much more materially efficient economy. Strong stable markets for recycle are a key ingredient for success.”*

Glenn Slade of Green Glass UK said: *“We're on a mission to make Green Glass a household name in the UK for quality recycled glasses and environmental innovation, and working with ReMaDe Kernow is proving an enormous help.”*

David Owens, Waste Manager at Cornwall County Council said: *“ReMaDe Kernow has the potential to be a key partner in closing the recycling loop in Cornwall through facilitating the economic, social and environmental benefits of processing locally recovered recycleable and compostable materials - the development of local markets for these materials will help ensure we meet our recycling targets.”*

For more information about how you can incorporate environmental sustainability into your project please contact the Objective One Partnership Office on 01872 241379 or email objectiveone@cornwall.gov.uk.