

## Sainsbury's

*"...Valpak gave us the confidence that partnering with them to achieve this ambitious target would be possible and gave us all the necessary operational and communications support we needed to make it a success with our customers. ...the experience with Valpak has been invaluable to test what can be possible through innovative collaboration in order to create an environmental solution."*

**Sainsbury's Supermarkets Ltd**

### Identifying the Problem

Sainsbury's Recycling "Make the Difference" Day was established after customers and colleagues raised concerns about how to recycle certain items. Chargers emerged as being one of the most common redundant household items. Feedback suggested that people often kept these at home since they were unsure of how to dispose of them correctly and responsibly.

### Solving the Problem

Sainsbury's partnered with Valpak to launch a unique charger recycling campaign. The aim was to collect 150,000 unused chargers, saving 40 tonnes of waste from going to landfill.

In collaboration with Sainsbury's internal project team, Valpak identified end markets, offered advice and help sourcing recycling containers and point of sale information and organised the transportation and recycling of the waste chargers.

A bespoke chargers' recycling page was developed, which sits on Valpak's consumer facing website [www.recycle-more.co.uk](http://www.recycle-more.co.uk). This page links to recycle-more's unique recycling bank locator and enables Sainsbury's customers and other consumers to find their nearest charger recycling points.

### Benefits of the Project

The Sainsbury's-Valpak partnership resulted in a successful recycling system that identified end markets and arranged the necessary recycling containers, point of sale information and transportation means to recycle waste chargers.

In addition, the recycle-more search facility will help to ensure that these items will continue to be recycled in the future. Since July 2010, the Sainsbury's chargers recycling page on recycle-more has received 474 hits and, over the past six months, more than 123,000 people have searched for waste electronic recycling facilities via the recycle-more bank locator.

