

CREATE
YOUR OWN
**ZERO
HERO***
CASE STUDY

**BRUM BUSINESSES HAVE SAVED
MONEY AND REDUCED THEIR
WASTE – BUT DON'T JUST
TAKE OUR WORD FOR IT!**

* NO SUPERPOWERS REQUIRED.

1. Organisation name

2. Your name and job title

3. Location

4. Number of employees

5. Area of business

6. Why did you sign up to the Zero Hero
Pledge Reel?

7. What has been done to reduce waste, improve
efficiency and become a business Zero Hero?

8. Has there been a measurable improvement in
RR&R measures since signing the Pledge Reel?

9. Are there any other waste reducing measures
you're planning on introducing in the future?

10. Have your clients/customers/service users
responded positively to your dedication to
cutting waste?

11. What would your top tips be for other
businesses to encourage them to reduce
their waste?

[†]Case studies may be promoted by Birmingham City Council and used in promotional material.