

DYPO POWER

Zero Project Case Study



**THE ZERO
PROJECT**

REDUCING WASTE • REDUCING COSTS
AN INITIATIVE FROM THE CITY BIN CO.

the city bin co.



Zero Project Case Study

PADDYPOWER.

Paddy Power is an Irish bookmaker. Offline and in stores it conducts business through a chain of licensed betting shops in Ireland and the United Kingdom, and by operating Ireland's largest telephone betting service.

- The City Bin Co. won the contract to handle their waste in November 2014.
- In sitting down with Head of Facility Management for the Paddy Power Group (Philip Devlin) we recognised that the subcontractor network being used was costing a lot of money. We also recognised that the waste was being presented in black sacks and this was labelled general waste. The City Bin Co. invested in its very own truck for collecting this waste across various locations.
- We encouraged the company to start using clear bags as the product being disposed of was paper and not general waste. We offered their stores a tailored collection service to divert ALL of this waste through our truck collection service away from landfill.
- The net result here was that the time invested by both companies in explaining how to present this waste to us and the timings of the waste collection gave the cost saving. They were no longer experiencing a service where collection days were irregular and waste was being left outside getting wet or contaminated.

If you would like more information on the Zero Project, please contact John Farrell, The City Bin Co.
email john@citybin.com



Philip Devlin from Paddy Power receiving their Zero Award.

Check out other case study videos...
<https://www.youtube.com/watch?v=QrNPueOXM8>

<https://www.youtube.com/watch?v=qXHkX07uLvE>

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