



mitie

WASTE AND
ENVIRONMENTAL



Mermaid Quay Got the bottle campaign

The exceptional every day

Mermaid Quay refill campaign

Introduction

Mermaid Quay is a waterfront shopping centre and leisure district located directly next to Cardiff bay upon the waterfront. Mitie's Waste business provide waste collection services for Mermaid Quay through the Jones Lang Lasalle contract. Jones Lang Lasalle are a professional services and investment management company specialising in real estate. They have an ongoing commitment to sustainability and are continuously aiming to improve their overall environmental impact.

Mermaid Quay launched the new "refill Campaign" in which 10 locations, such as restaurants and pubs offered the public a place to refill their bottle for free. Mitie supported on the day by distributing free aluminium water bottles to the public, educating them on plastic waste and reduction alongside. Over 1000 bottles were donated to Mermaid Quay by "Dŵr Cymru" (Welsh Water).



Method

The idea behind the campaign was to further raise and highlight the issue we face with plastic waste. The average adult buys more than three plastic water bottles every week! Over 175 bottles each year per person! In total, 7.7 billion plastic bottles are bought across the UK each year, resulting in substantial amounts of single-use plastic waste ending up in our oceans.

With Mermaid Quay providing free aluminium water bottles the overall effect will reduce the number of plastic bottles used.

It is believed that by 2050, the amount of plastic in the ocean will weigh more than the amount of fish in the ocean! All animals whether they live on land or in the sea can be hurt by plastic waste and it's our job to stop this from happening. Mermaid Quays 'Got the Bottle' is an excellent demonstration of how organisations can come to together to help make a difference.





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Results and benefits

Other key results

Mermaid Quay is committed to reducing its environmental impact. Since 2015 it has:

- Achieved 40% reduction in general waste
- Increased waste going to recycling from 18% of total waste in 2015 to 55% in 2018
- Reduced food waste – using a biodigester to turn it into compost. From 120 tonnes of waste to 48 tonnes of compost.
- Reduced annual electricity consumption by 120,144KW (approximately 30 average UK homes annual consumption).

We are continuously working closely with Mermaid Quay to introduce other environmentally friendly initiatives.



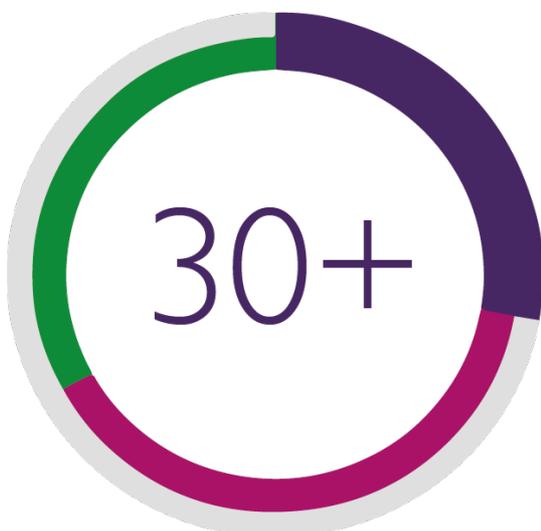
40% reduction in general waste



55% recycle rate



Reduction of **72 tones** of food waste



Year's experience in the waste industry.



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