



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Zero Waste Scotland
Country/Region: Scotland, UK
Name of nominated project developer: Gleneagles Hotel
Name of nominated action: Supplier Take-back initiative
Place: Gleneagles Hotel
Town: Auchterarder
Region: Scotland
Country: UK
Nominee category: Business / industry
Dates of action 20th - 28th November
Year: 2010

2. Please select the theme(s) highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:



4. Please give a detailed and precise description of the nominated action:

Gleneagles, one of the world's most coveted 5 star resorts, and a member of The Leading Hotels of the World group, has approximately 1,000 suppliers. Throughout the course of the week the hotel, through its Risk Manager Fiona Smith, organised a 'Supplier Take-Back initiative' through which they raised awareness with the suppliers about the need to reduce the packaging on their goods.

This was done in a very visual and original way; by asking the suppliers to take-back the packaging received with all the goods delivered, highlighting to the suppliers how much waste is produced and asking them to think more sustainably about how goods are packaged and delivered.

5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants:

The target group for this action was the suppliers to Gleneagles Hotel. For any supplier, whether of food, interiors or any other items, selling their goods to Gleneagles Hotel is prestigious and very important to the profile of their organisation.

All suppliers delivering to the hotel during the week participated. Gleneagles reported that this included up to 1000 different suppliers.



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6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below (you can add your criteria if needed):

- 1) Visibility and communicational aspects
- 2) Good practice, originality and exemplarity
- 3) Quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) Follow-up in long-term and lasting impact

The decision to nominate the Gleneagles Hotel in this category was really an easy one. Although we saw many great actions during EWWR 2010 from businesses across Scotland, the Gleneagles Hotel demonstrated that they not only met every criteria for the award, but also excelled in each one.

The Gleneagles Hotel is a world famous hotel. Its visibility is substantial, not only in Scotland but across the United Kingdom and the world. By leading by example in this way, the hotel are demonstrating good practice by encouraging suppliers to think again about the packaging they produce. As 'luxury' has traditionally been associated with additional rather than less packaging, Gleneagles are leading the way in breaking these longstanding perceived links between luxury and unnecessary packaging.

The action is original and unique, as rather than simply discussing this issue with their suppliers, they chose to demonstrate this visually to each of the suppliers they work with. This helped to make a strong impression with suppliers and send a clear message that Gleneagles, a very prestigious client, is serious about reducing packaging waste. In this way, this action is also exemplary. The commitment to interact with their suppliers in this way shows a readiness to lead the way in a business sector that has traditionally generated a substantial amount of waste.

Sometimes the simplest actions are the best. They are the ones that capture people's attention and bring the most focus to an issue. We believe that in this category of the awards, this is what Gleneagles has achieved.

Because it is a simple action, it is also one that could be reproduced by any establishment, in any sector, not only in Europe but across the world. The lasting impact could be substantial. Where establishments like the Gleneagles Hotel go, others follow.

7. Please provide us with photos, videos, web links or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.