EXCEL-ERATING SUSTAINABILITY: EXHIBITING BETTER RECYCLING

Rubbermaid® Commercial Products

excel LONDON

HOW ONE OF EUROPE'S LARGEST AND MOST SUCCESSFUL VENUES HAS SUCCESSFULLY IMPLEMENTED MULTI-STREAM RECYCLING.

As one of Europe's largest and most successful venues, hosting some 400 events per year and welcoming around four million visitors from every corner of the globe, Excel London generates an astounding 2000 tonnes of waste per annum. Recognising the pressing need to act, their first dedicated Waste Manager, Tom Blake, set his sights on transforming their recycling and implementing comprehensive waste segregation.

MULTIPLE STREAMS INSTALLED

A FOCUS ON CLEAR SIGNAGE

UPGRADING TO A MODULAR SOLUTION

OLD BINS RECYCLED

INCOHERENT RECYCLING PRACTICES ON SHOW

The team at Excel had strong ambitions to implement better recycling practices. Although the venue had been segregating non-recyclables and dry mixed recyclables (DMR), there was clearly work to be done. Some streams were not being separated at all, and with recent Simpler Recycling legislation now requiring businesses to separate DMR, food waste, paper and card, and non-recyclable waste streams or face hefty fines, it wasn't a risk they were willing to take.

Not only were some streams being completely missed, but the current recycling system was also not being adhered to due to the design of the bins, unclear signage and a lack of flexibility in the existing system. However, with some simple changes, the potential to do better was evident.

SOUND SEGREGATION

From only segregating non-recyclables and DMR to now separating non-recyclables, paper and card, plastic and cans, food and glass, the centre has come a long way. They also now have the capability to segregate bulky waste, wood and confidential waste.





MAKING A CHANGE

Working closely with Ian Sayers, Business Development Manager from RCP, and Will Tippett from SOHO Commercial, the transformation began with a waste walk around the vast site, discussing issues with the current waste management systems and spotting opportunities to improve.

The solution? An install of the Slim Jim® Recycling Stations. Their compact, lightweight, and durable design made them the ideal solution given the size of the venue and the complexities involved in collecting waste from it.





A SEAMLESS ROLL-OUT

Thanks to the support and expert coordination of both RCP and SOHO Commercial, including the hands-on unloading and labelling of the bins by the teams themselves, the transition was smooth and non-disruptive for the busy venue. What's more, the old bins were taken away for recycling - a full circle solution!

A LEANER, GREENER EXCEL

Implementing the Slim Jim® Recycling Stations marks a significant step forward in Excel London's sustainability journey. With clear signage, modular containers, and improved functionality, the new stations are helping staff and visitors alike to sort waste more effectively.

This is aiding effective waste segregation and bringing the venue closer to its environmental goals. Through initiatives like these, Excel London is not just hosting world-class events - it's also setting a standard for what a sustainable future in the events industry can look like.

"Ian and Will made this very simple and put a lot of work into a seamless roll out. The logistical challenge of delivering the bins to the site and getting them set up in one day is not lost on me, and the team smashed it on the day."





FIND OUT MORE

If you would like help on how to improve your recycling processes, as well as comply with legislation, please contact RCP.

ian.sayers@newellco.com | 07385 388802
Rubbermaid.eu