



CASE STUDY

Resource efficiency (Plastics processing)

The task

Envirowise is a government programme to encourage the use of waste minimisation techniques in industry for improved profits and environmental performance.

Tangram was commissioned to promote and publicise the concept of Resource Efficiency for the plastics industry. Resource Efficiency is a broader concept than waste minimisation and includes the idea of Cleaner Design to minimise the use of resources in all phases of the product life-cycle, e.g. manufacture, use, end-of-life and disposal.

What we did

Tangram devised a coherent 'global message' for the plastics industry that related Cleaner Design to the complete product life-cycle and then related this to the potential for cost reduction and management by producers.

Tangram translated the global message into a 'Route Map for Action' by the plastics processing industry that provided concrete guidance on how to implement the route map to reduce costs.

The global message and route map were first presented to the industry at the major trade exhibition (Interplas).

Tangram produced a series of articles and guidance sheets on the uses of the route map and these are to be published in one of the leading plastics and rubber trade journals.

The benefits

- Plastics processing companies were presented with clear and unambiguous guidance on how to achieve significant cost reductions in their business.
- Plastics processing companies were presented with a route map for reducing their impact on the environment.
- The profile of resource efficiency as a vital issue was raised considerably in the plastics processing industry.

More details?

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