

## **Bin Design Encourages Recycling**

"Given a stimulus to 'stop and think', most people would prefer to recycle rather than commit waste to landfill." Based on this concept, Leafield Environmental, in partnership with the University of Greenwich, produced the Meridian Envirobin designed to encourage users to segregate recyclables from non-recyclable waste at source.

Prior research indicated that as much as 70% of the waste generated in the university was recyclable so a twin-lidded bin was produced with a 70:30 split in favour of the recyclables stream. The 'stop and think' stimulus was achieved by putting a lift lid on the non-recyclable waste side while providing clear, instructional signage.

The scheme turned out to be a great success, proving the concept and helping the University along its sustainability journey towards a Zero Waste goal.

In order to meet other customer requirements, the 110 litre Meridian Envirobin has been developed further with a range of lid combinations that includes triple lids, and a round aperture module for cans, bottles or cups. A liquids reservoir and lid were also made available and soon after, a 100% open top version and a 70:30 split lid with both sides open.

Seeing the 100% open lid, a customer suggested that a lower version with a smaller capacity would be ideal for use in an office environment and the Mini Meridian was born with a capacity of 87 litres

All lids come in WRAP compliant colours, are interchangeable and can be complemented with clear instructional labelling and signage.

With so many lid combinations the Meridian range could now be considered as the most flexible and customisable waste collection and 'segregation at source' solution available.

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