

Case Study



ICC Success

Helping the ICC Achieve its Sustainability Targets

Located in the heart of the UK, the International Convention Centre (ICC) Birmingham is one of Europe's premier conference and meetings venues. A brand of the NEC Group, the ICC hosts around 400 events annually, welcoming over 350,000 visitors from across the globe.

Having hosted these prestigious events for more than 27 years the facility has recently undergone a series of refreshes in order to maintain its premier position. Part of the process was the introduction of Leafield's Finbin Bermuda stainless steel recycling bins in front-of-house areas.

The bins help segregate mixed recycling from general waste... the first step in the ICC recycling process. Supporting the 'reduce, reuse and recycle' mantra in terms of waste management, the ICC then further separates and recycles cardboard, paper and glass following the NEC policy that 'waste should not travel more than 30 miles from the venues', which minimises carbon emissions and supports local businesses.

A district-based Combined Heat and Power (CHP) plant, installed on site, provides chilled water for air-conditioning, hot water for heating and electricity for local homes and businesses through Birmingham City Council's Waste to Energy scheme. This also reduced the ICC's carbon footprint and enables the Company to sell carbon credits.

The facility holds the ISO 14001:2004 accreditation for environmental management and is committed to the Group's 'zero waste to landfill' ethos.





'Finbins for the ICC' is the latest project in a long-standing relationship that goes back over 10 years with the NEC Group. Leafield developed the Arena Envirobin in association with the NEC. The Group were looking for a lightweight, nestable bin that would take up less space when in storage, could be moved around the venue easily and economically and would sit flush against a wall. The Arena Envirobin now features in virtually all NEC events.

NEC Group also uses Leafield TwinBins for external recycle collection and Meridian Envirobins for internal waste collection.

With coffee cup recycling recently becoming a reality the NEC now provides coffee cup collection points in the form of Leafield's EnvirocupXL bins. Cups dropped through the six, circular apertures nest neatly inside the collection tubes, dramatically increasing the number that can be collected in a bin and reducing the number of times each bin has to be collected and emptied by operatives.

The EnvirocupXL also incorporates a removable 7.5 litre central liquid hub reservoir to deal with the cold coffee and dregs that invariably pose a disposal problem.



The NEC Group is committed to sustainability. Kathryn James, Managing Director, NEC Group Conventions & Exhibitions said "We're extremely proud of our environmental footprint but we're striving for more improvements."

NEC Group has progressed from 95% of waste going to landfill some 10 years ago to now sending zero waste to landfill. Leafield Environmental is proud to have played some small part in that journey.



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