



CASE STUDY: MIDLANDS ARTS CENTRE

THE ART OF COMPOST: CREATING SOIL IMPROVER FROM PACKAGING

A CENTRE OF SUSTAINABILITY

Midlands Arts Centre (MAC) is a pioneering arts complex based in Birmingham, attracting over 1.1 million visits every year. MAC offers a busy programme of theatre, dance, independent cinema, music, spoken word, comedy, exhibitions and special events, as well as a wealth of practical classes in all aspects of creativity.

Rooted in the local community, MAC is committed to ensuring the organisation minimises its impact on the environment and actively promotes sustainable ways of working. To meet this aim, MAC's Catering Managers researched how to make practical changes in the Café and Arena Bar.

THE SWITCH TO VEGWARE

After conducting research, the Catering team found that Vegware was one of the only brands offering a wide range of environmentally-friendly products. MAC started by introducing Vegware's takeaway coffee cups to the Café and Arena Bar, and noticed a positive response from customers. They were also impressed with the product quality. As a result, the team looked at expanding the Vegware product range used in the building.

The Vegware range has proven able to keep up with the organisation's high demand for products. MAC now uses Vegware takeaway boxes, cups, cutlery, napkins which have proven popular with visitors. The organisation has been able to successfully continue a movement away from conventional plastic that's difficult to recycle as a result of the introduction of Vegware products.





COMMUNICATING THE CHANGE

Clear messaging around the change to a new recycling system is the key to success. Vegware provided MAC with bespoke bin signage which is situated above dedicated Vegware bins. These signs make the recycling system clear to the public and help them navigate which products are appropriate for which bins.

Aside from her main role as Head of Technical Services at MAC, Lizzie Moran is a key member of the organisation's Green Group.

A FIRST-RATE PARTNERSHIP

Vegware works with the waste sector to actively grow trade waste routes for its compostable packaging. One of Vegware's Waste Management Consultants conducted site visits to understand MAC's unique needs and identified a suitable waste collector for MAC.

By switching all possible foodservice disposables on site to Vegware, the Café and Arena Bar simplified recycling for their customers and reduced the risk of contamination in MAC's bins. Vegware's Environmental team provided advice on bin placement and signage, making sure that everything down to the compostable biobags was in place.

The used Vegware packaging goes to a specialist facility where it is processed into high quality soil improver. Improving soils helps grow more crops and can help tackle climate change by keeping carbon within the soil.



Vegware have provided assets for MAC to help us to communicate to our visitors which products are appropriate for Vegware bins. These assets include information about the composting conditions for the products - which have proved to be great briefing material for staff and members of the public interested the process.



LIZZIE MORAN HEAD OF TECHNICAL SERVICES AT MAC

The Vegware team conducted further site visits to ensure relevant staff members are adequately prepared to promote Vegware in MAC's Café, and provided digital and printed assets for MAC's website, social media channels, and for use in the Café itself.



EASEL-Y DONE!

FIVE STEPS TO A ZERO WASTE MASTERPIECE

1. SWITCH ALL CATERING DISPOSABLES TO VEGWARE

Vegware worked with Midlands Arts Centre (MAC) to product match all their existing catering disposables in the Café and Arena Bar.

2. FIND THE BEST RECYCLING SOLUTION AND LABEL YOUR BIN

The team also identified a suitable waste collector was identified for MAC and provided bins signs to help the public navigate which products are appropriate for which bins.

3. COMMUNICATE YOUR SYSTEM

Vegware provided assets for MAC to help the centre communicate the new system to visitors.



4. TRAINING AND ENGAGEMENT

Site visits by Vegware's waste consultants ensured staff members were trained and ready to promote Vegware in MAC's Café.

5. MEASURE AND COMMUNICATE

MAC actively promotes the use of compostable Vegware in-house and on their website.

VEGWARE.COM

MACBIRMINGHAM.CO.UK

