

# University of Manchester and Manchester Metropolitan University



## Summary

Give It Don't Bin It (GIDBI) is a multi-stakeholder, collaborative campaign started in 2009. It aims to encourage reuse/recycling across Manchester; motivating students to donate unwanted items. Since 2012 GIDBI has raised over £1.3million for the British Heart Foundation - the first university partnership in the UK raising over £1 million as an end of term reuse/recycling scheme! The campaign is now run through a group, known as the Housing & Environment Partnership group which sees representatives from The University of Manchester, Manchester Metropolitan University, Manchester City Council & Manchester Student Homes all working together to deliver this city-wide campaign.

## Submission

The impact of 70,000 students vacating Manchester at end of each academic year, leaving lots of recyclable/reusable items on streets caused numerous resident complaints.

Beginning as individual initiatives, the universities and council joined forces in 2009, providing a cohesive and effective end of term reuse scheme available to students living in Manchester.

Through the partnership, clothing, cookware, crockery, electrical items, textiles and food were collected. Belongings that students didn't need any more were for the first time, instead of being discarded, donated to charities, and more waste recycled.

Since then, having realised the initiative's potential the partners enabled a citywide network motivating students in all Halls of Residence, shared houses and flats to donate/recycle. The BHF joined as the lead charity in 2012, providing facilities to support the increase in donations across Manchester.

This is the first university partnership in the UK to collect donations raising more than a £1,000,000 as part of an end of term scheme!

Each year around 80 UoM students volunteer on GIDBI, putting 20,000 donation/recycle packs together. They distribute packs to all student houses across South Manchester and raise awareness of the impact of the campaign on the environment and people with heart disease. Manchester Metropolitan's student Residential Advisors also support the dissemination of campaign materials and donation packs across university owned and partnership student accommodation, to approximately 3,000 Manchester Met students.

Over 26,472 bags of unwanted items were donated in 2017, equating to 211.8 tonnes to BHF, resulting in a £74,500 saving from landfill. These donations have helped save 2,155,244kgs of CO2 greenhouse gas emissions and saved the weight of 35 elephants in waste going to landfill.

Furthermore they have raised over £376,000 for BHF. Over 2,564 meals were donated to Manchester Central Foodbank from food which would have otherwise been discarded. GIDBI is an ongoing campaign led and delivered by UoM, Manchester Metropolitan University, Manchester City Council and Manchester Student Homes; supporting BHF and Manchester Central Foodbank.

UoM and BHF are developing GIDBI further in 2017/18, recruiting student volunteers to plan and deliver a series of initiatives to raise awareness of the campaign to the Manchester student population throughout the academic year and fundraise for the charity. Both Universities organise pop-up shops which raise up to £3-500 at each pop up event. To date over 10 pop-ups have happened in Manchester over the last 2 years.

GIDBI is the most successful end of term reuse campaign in the UK, receiving awards:

- Best Reuse Project of 2017 (CIWM Sustainability and Resource Awards)
- Manchester Evening News Waste Prevention Project of the Year (2014)
- Highly Commended 2016 Award (EAUC Green Gown Awards for Community Innovation)
- Finalist for the Guardian University Awards in 2015.

The partnership has presented at key conferences and events including:

- UK Town and Gown Association Conference in 2016
- BHF University conferences in Reading and Manchester.

