

Case Study

Summary

Rainy Sunday wanted to focus on meeting recycling targets of a potential new client. A waste audit and strategy demonstrated to this large corporation that waste streams were accounted for in design options, giving opportunity for the client to choose products that focused on recycling/reusing over landfill.

RESULTS

The waste assessment educated Rainy Sunday on what their clients are wanting to know and how to deliver the relevant information. iCCOUNT developed a waste strategy (circular economy strategy) to show waste streams have been assessed and calculated. Rainy Sunday is now working with more sustainable brands and has seen a shift in clientele. While working with an ever changing stock for events, Rainy Sunday uses food and flora while other props are reused for other events.



OBJECTIVES



Rainy Sunday is an events company that wanted to demonstrate to new clients that they could meet their sustainability waste targets. Opportunities on how to demonstrate waste reductions / reuse were shown in design options, allowing clients to assess waste outcomes prior to installation, as this allows for an integrated approach to meeting event and sustainability requirements.

SOLUTIONS



The development of the waste strategy outlined ways Rainy Sunday could reduce waste and a way to deliver the information to clients in the proposal phase. Rainy Sunday looks forward to working with sustainable brands and large corporations that implement sustainability objectives and targets.



Gap Analysis



Proposal documentation



Waste Strategy

BENEFITS



- 1

Outcome
Evidence to Rainy Sunday's client that waste streams and waste reporting is being assessed and implemented during design
- 2

Demonstrating savings to clients
Highlighting waste figures and the attempts to lower the waste going to landfill
- 3

Continued success
Rainy Sunday now has clients that are more sustainable as they grow their client base.