

## **Programs**

The BRBA delivers the following proven programs to its members:

- Induction Workshop
- Coach Program
- Implementation Milestones Program

### **Induction Workshop**

The Induction Workshop is provided to new members upon joining. Designed to get new members “in the loop” and offer early support for “buy recycled” efforts, the Induction Workshop is a participative two hour session which aims to:

- Introduce the BRBA and the “buy recycled” concept
- Get involvement and ownership from relevant staff
- Benchmark current “buy recycled” status
- Provide a forum to discuss ideas and opportunities
- Provide the knowledge, resources and contacts to implement (or improve) an effective buy recycled framework
- Agree short term action items and outcomes

A comprehensive Resource Pack CD is provided to members to facilitate independent progress on their “buy recycled” efforts. The Resource Pack includes a range of implementation materials including sample policies and supplier communications; The Buy Recycled in Business Toolbox; and frameworks for trials, monitoring and reporting.

In addition to “kick starting” buy recycled efforts; the Induction Workshop is structured as a precursor to the more comprehensive Coach Program.

### **Coach Program**

The Coach Program is a sustainable purchasing initiative in which members are “coached” in buy recycled principles and practices. The Coach Program supports our emphasis on moving from theory to practice by providing members with hands-on help to make “buy recycled” happen.

The Coach Program runs over a 16 week period during which an expert BRBA resource coaches and facilitates participating companies through a series of meetings and a specific plan on sourcing recycled content products, based on the “Buy Recycled in Business Tool Box”

Staff from participating companies work with BRBA to assess current procurement practices, identify product opportunity areas and formulate a “conversion” work plan. BRBA provides the advice and implementation support which ensures that participants achieve increased take-up of RCPs and meet their public commitments.

The Coach Program is:

- Free – the cost of the Coach Program is fully covered within annual membership
- Accessible – all members can participate in the Coach Program, although priority will be given in line with level of membership
- Flexible - the Coach Program is tailored, ranging from establishing “buy recycled” frameworks through to tackling specific project opportunities
- Results oriented – we aim to deliver and capture business benefits for inclusion in case studies which are used to promote “buy recycled” and member achievement
- Ongoing – the relationships and knowledge developed through the Coach Program helps identify how future value can be delivered to participants

## **Implementation Milestones Program**

To complement and support the Induction Workshop and Coach Program, a formal Implementation Milestones Program has been established to provide a consistent means of measuring and reporting member achievement against set targets.

The aims of the Implementation Milestones Program are:

- To develop and implement a goal-based, milestone system to motivate members to continuously improve their sustainable purchasing
- To track member achievements in “buying recycled”
- To ensure members receive recognition for their achievements
- To provide a framework so that all members understand their commitments
- To collate information on member progress in a consistent form for input to annual reporting

The Implementation Milestones established under this program are:

1. Formation of a “Buy Recycled” Implementation Team or responsible staff
2. Developed and approved a company “Buy Recycled” Policy
3. Communicated with suppliers regarding interest in obtaining RCPs
4. Formal consideration of RCPs in tender documentation or similar
5. Initiated RCP trials (to convert from virgin to recycled content products)
6. Documented transition to RCP alternatives
7. Procurement monitoring – tracking purchases of RCPs
8. Annual reporting of RCP take-up

The Implementation Milestones Program confirms that members are making real progress in taking up the “buy recycled” concept. 100% of members are reporting their progress annually via the Implementation Milestones Survey, and 80% of members have achieved Implementation Milestones 1, 2, 3 and 5.