

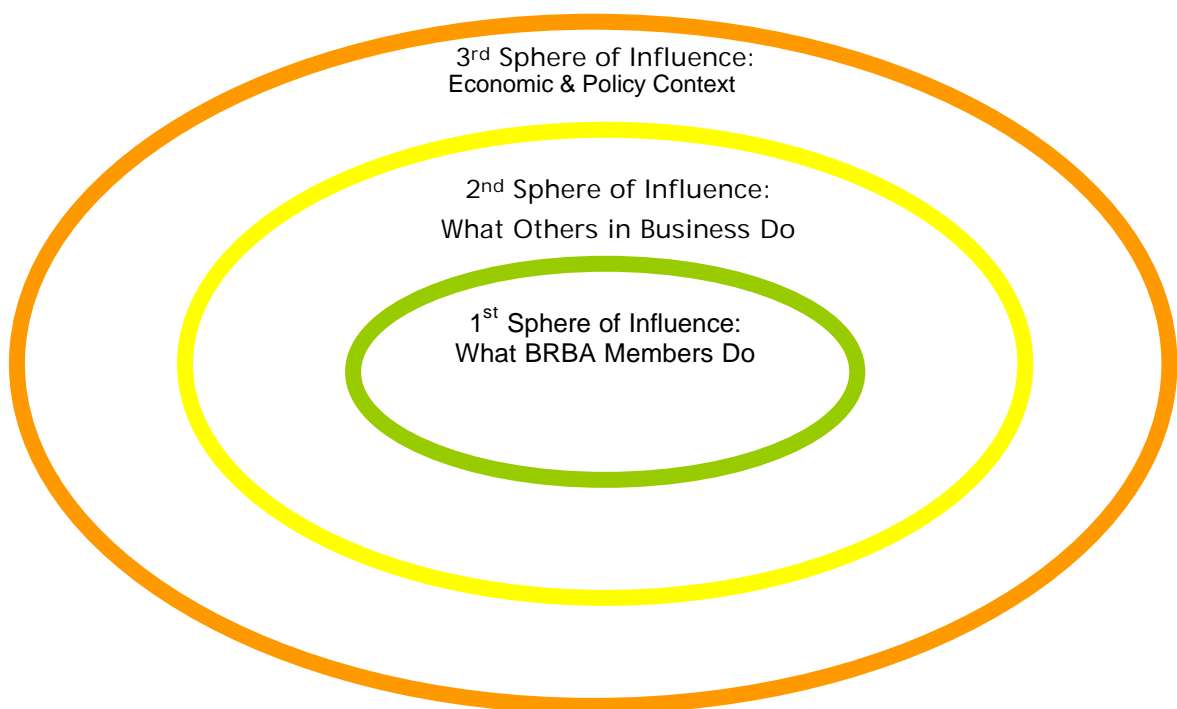
Strategy

Our strategy is essentially about creating market capacity for RCPs, and bringing buyers and sellers together. The BRBA has identified three “buy recycled” challenges (or Key Result Areas) on which it will focus to “make leadership real” in terms of “buying recycled” and voluntary corporate environmental performance:

KRA 1 – More traction for “buying recycled” within the BRBA through increased member commitment, training and substantive opportunities (Influence what members do)

KRA 2 – More people in business to know about “buying recycled” and the incentives for both BRBA membership and RCP take-up through supply chain communications (Influence what others in business do)

KRA 3 – Contribute to increasing RCP market capacity by continuing to address market influencers in cooperation with key stakeholders (Influence the bigger picture)



To ensure that our strategies are effectively implemented, separate Teams have been established to oversee each Key Result Area. Each Team is chaired by a member of the Board Executive and includes three member representatives. The Teams established are:

- Implementation Team (to influence what members do)
 - Created to oversee and contribute to all practical aspects associated with greater alignment between our strategic objective and member practices
- Membership & Management Team (to influence what others in business do)
 - Created to oversee and contribute to recruitment of new members and management team
- Liaison Team (to influence economic and policy context)
 - Created to oversee and contribute to all stakeholder context aspects