



*Making business to business personal*

## Recycling Insights

Recycling is now one of the top 3 topics Business to Business Clients are asking about. Businesses and their customers say – ‘we need to recycle more’. But just how should the subject itself be communicated – internally and externally.



### How are the benefits monetised?

To achieve your Corporate Social & Environmental (CSER) targets while maximising profitability, you need one thing: **actionable insight**.

So, we set up Europe’s largest commercial recycling research initiative to provide the answers – based on major qualitative and quantitative studies.

It allows you to understand current practices, who is doing what and where – where is money being invested and why.

From user behaviour to management buy-in, we have the insights to create a detailed and nuanced picture of the state of commercial recycling.

How should recycling impact on your Marketing plans, CSER, Business planning, how should it be weaved through social media and lead generation.

Every commercial sector has a different approach, need and opportunity.

Mulberry has answers to these issues and questions.

**Let’s talk recycling**