



The Company

The Best Western White Horse Hotel, an Invest NI client, is situated on the outskirts of Londonderry and in close proximity to City of Derry airport. The hotel offers a variety of facilities including 57 ensuite bedrooms, conference and wedding facilities, BodyKneads Leisure complex and the award winning "68 Clooney Restaurant".

The Challenge

Following an extensive £850,000 facilities upgrade to the hotel it had some furniture and bedroom fixtures that were no longer needed but were still in good usable condition. It also had a regular quantity of packaging waste and was looking for alternative outlets to landfill.

The Solution

Following a visit from a practitioner from the Industrial Symbiosis Service the Assistant Manager attended a Synergy Workshop at the nearby Invista plant in September 2010. At the workshop the hotel was introduced to several companies offering solutions for resource streams like food waste, cardboard, mattresses, glass, tins and furniture. Within days the hotel finalised a deal with LCDI Greenshed who took 2.5tonnes of furniture and sold it through its charity shops.

The Benefits

This is an ongoing synergy between the Best Western White Horse Hotel and LCDI Greenshed and demonstrates what can be achieved when implementing CSR and Environmental policies in smaller businesses. With the support of the Industrial Symbiosis Service other areas are being looked at to see where cost savings can be made and waste reduction strategies can be introduced. The hotel is also implementing a programme of staff training and awareness in resource efficiency and waste reduction. Although the financial benefits on this synergy are small the potential for replication in other business settings is significant.

- Landfill diversion: 2.5t
- CO2 reduction: 7t
- Cost savings: £78
- Additional sales: £500

"We are very pleased to have been introduced to LCDI Greenshed through the Industrial Symbiosis Service provided by Invest NI. We have other resource streams for recycling and are hopeful of finding solutions other than landfill for them all. The IS service is helping us achieve our targets for carbon reduction and resource efficiency."

**Jane Phillips, Assistant Manager
Best Western White Horse Hotel**