

Case Study

FRASERS GROUP

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The Sheffield College

Customer: Frasers Group
Project: Mannequin Reuse/Recycle
Framework Pillar: OurCommunity
Date: 19th March 2024

Frasers Group is one of Europe's leading retailers and are committed to rethinking retail by driving digital innovation and providing unique store experiences to its consumers globally. Go Green have been working with Frasers Group to build a partnership spanning sustainable waste management services.

Scope

Due to some store closures, Frasers Group had a surplus of around 50 cages of used mannequins and though they had tried to find options for reuse themselves, they struggled to find an appropriate solutions. After establishing the condition, quantity and location of the mannequins, Go Green looked into options to carry out a circular economy initiative in which the mannequins could be utilised elsewhere instead of being disposed of.



The Solution

With some research into viable options, Go Green's Sustainability team reached out to The Sheffield College and identified them as a route to reuse. The college were keen to accept the donation of 8 cages of the mannequins which would be used for student projects, promoting sustainable practices and waste reduction.

This collaboration between Frasers Group, The Sheffield College, and Go Green exemplifies the positive impact that can be achieved through partnerships aimed at sustainable solutions. By connecting businesses and educational institutions, Go Green facilitated the creation of valuable resources from what would otherwise be considered waste materials or accrue cost for repurposing via alternative industries such as TV/Film production.



We have a van full of Mannequins and we're really happy. Thank you for facilitating, I'm really pleased that these will be put to good use."

Matt Henley – Curriculum Manager: Arts, Music & Performance

