

## Case Study

# Business Power Pickup

## Who & Why?

Canva is an online design and visual communication platform with a mission to empower everyone in the world to design anything and publish anywhere.

"Being a force for good" is one of Canva's guiding values. A core element of Canva's sustainability practices is to create sustainable offices.

As part of this, Canva has committed to investing in new waste management systems in their offices.

Canva first partnered with RecycleSmart in 2020 to collect tricky-to-recycle items from their offices.



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## How?



Canva set up a RecycleSmart recycling station in the office, with bins collecting soft plastics, e-waste & misfit items.

Every day, employees place their items in the conveniently placed bins, primarily soft plastics from lunch items.

When the bins are full, Canva books a Business Power Pickup. The RecycleSmart driver collects the resources to be recycled.

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## Results?

**979 kg**

resources diverted  
from landfill

**73,021 kg**

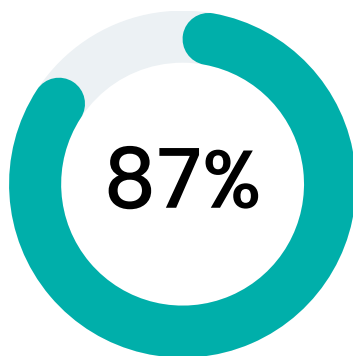
CO2 emissions  
prevented

**875**

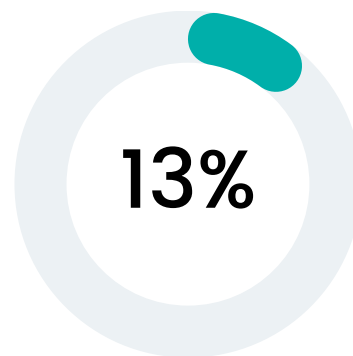
Bags collected



resource breakdown;



soft plastic



e-waste