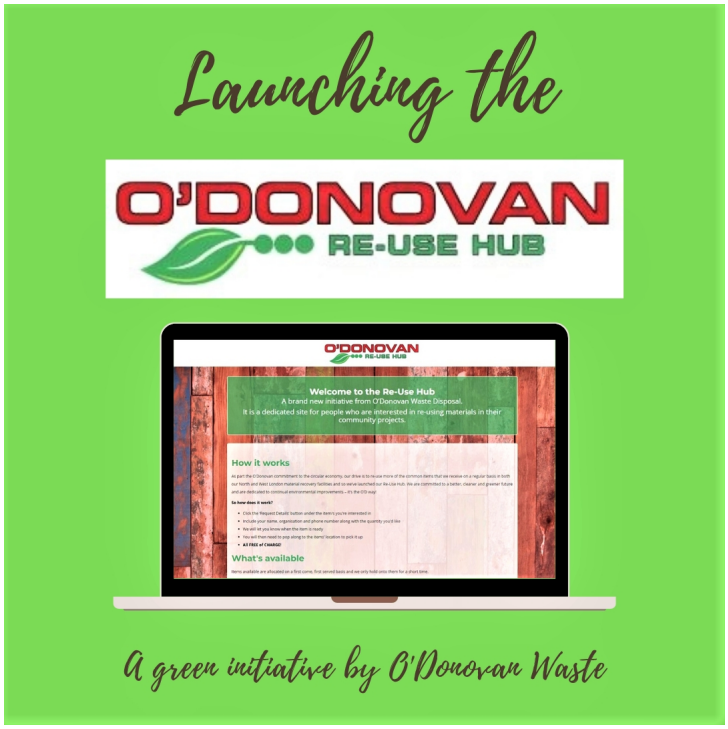

A new initiative called the ReUse Hub has been launched by industry leader and innovator, O'Donovan Waste. Headed up by trailblazer Jacqueline O'Donovan, the new initiative ensures that sustainability sits at the heart of the O'Donovan ethos and further demonstrates its commitment to reaching a circular economy by encouraging people to think differently about waste. The new hub is designed to encourage the reuse of what would have otherwise been waste. O'Donovan continues to promote the waste hierarchy to the maximum as they generate inventive ways to help increase reuse and work towards their target of net zero emissions by 2035.

O'Donovan will share pictures of items available for free on the ReUse Hub link on the O'Donovan website. Individuals and community groups can view and select available items and arrange collection from an O'Donovan depot to repurpose and reuse materials, greatly reducing the environmental impact.

The ReUse Hub Instagram and Facebook pages will allow users to tag and share their before and after photos of the repurposed items, demonstrating what can be achieved and how adaptable waste can be; further inspiring and motivating others to do the same.

Jacqueline O'Donovan, managing director commented: "We are always striving to improve and evolve and the launch of this exciting ReUse Hub contributes to our net zero carbon targets. I

am really excited to see what people invent and produce from the different items collected and look forward to seeing what they create. I think it is extremely important that corporate businesses give back to the community and the environment."

For further information visit www.odonovan.co.uk