

# PROPER JOB'S STRATEGIC AIMS

Proper Job is an environmental charity it aims to protect and preserve the environment by promoting waste reduction, re-use and recycling.



## WASTE REDUCTION

Increase awareness and engagement to reduce, reuse and recycle resulting in a change of behaviour to benefit the local environment.



## EDUCATION

Provide resources, education and information to work towards becoming a sustainable zero-waste town.



## CONSERVATION

Enable and encourage composting thereby conserving the local natural environment and increasing biodiversity.



## COMMUNITY

Reuse and resource efficiency will have significant and positive environmental, social and economic impact within our community.

## Education

Deliver a programme of educational workshops, events and online content to engage beneficiaries.

## Waste Reduction

Operate and manage a community led resource centre, shop and environmental charity for the public benefit to advance the education and promote waste reduction

## How will we achieve our aims?

## Premises

Develop the facilities and infrastructure to accommodate the needs of staff, customers and volunteers.

## Conservation

Raise awareness of the climate emergency, promoting and supporting sustainable behaviours.

## Community

Develop partnerships with environmental groups and support other community initiatives



# MAIN ACTIVITIES 2022

## EDUCATION

Develop accessible online education and content

Develop an educational offer for local schools

Deliver on existing marketing strategy to reach and increase our target market.

Facilitating skill share opportunities across different demographics.

## WASTE REDUCTION

Increase capacity to respond to increased demand in reuse.

Improve governance and maintain good policies and procedures

Increase and diversifying our income.

Make use of surplus materials and ensure that they are disposed of ethically.

## CONSERVATION

Increase our educational work

Promote the benefits of home composting and provide resources.

Facilitate reuse and conserve a wide resources

Collaborate with other conservation groups and charities.

## COMMUNITY

Engage in outreach, support and collaboration with other organisations and communities.

Collaborate with organisations and share resources to support each other to achieve social and environmental benefit.

Maintain a good reputation as an employer in order to recruit and retain staff and volunteers and trustees.

## PREMISES

Fundraise and install our own water supply and drainage.

Secure funding for site development to upgrade staff facilities such as the toilet, kitchen, staff room, sales and processing areas.

Upgrade reclamation area to improve health and safety

Improve energy efficiency.