

# TESTIMONIAL



## FOCUS ON SUSTAINABILITY

CITAVERDE college is an educational institution in Limburg that focuses on sustainability and a healthy and happy lifestyle. It has adopted the BlackSatino toilet hygiene concept at all its seven locations. CITAVERDE offers various vocational and corporate training courses focusing on people, animals and the environment. It seems only normal to CITAVERDE that a school should also express what it stands for to its pupils and course students and that the organization should embed this throughout the strategy, including the sanitary areas.



*'Practice what you preach', – that's what it boils down to.*



Ans Cristophe, a member of the CITAVERDE college executive board, explains. "The green and sustainable aspect is one of the cornerstones of our business operations and our education. And then you also have to show the users that you mean what you say. From the ecological, idealistic and economic perspectives, we think it's important to make future generations aware of being careful with the way raw materials are used."

The lessons pay a great deal of attention to sustainability. CITAVERDE introduced a cradle-to-cradle classroom programme back in 2013, that was produced in collaboration with WEPA (then known as Van Houtum), the manufacturer of BlackSatino.

The CITAVERDE approach fitted so well with BlackSatino's ideas that it was quite simply a logical step to use BlackSatino for the sanitary facilities. CITAVERDE college works together with Ological as a partner for sanitary consumables and they took part in a WEPA pilot in 2018 in which used paper towels were processed in a closed cycle to produce new hygienic paper, using Ological as the service partner.

The BlackSatino toilet hygiene concept lets CITAVERDE improve their sustainability yet further and helps achieve environmental savings. All 3,200 pupils and 5,000 course students are enthusiastic about being able to use sanitary facilities that let them reduce their environmental footprint.

CITAVERDE college achieved the following environmental savings in 2019 by using BlackSatino:



Cellulose

**4.334**  
kg



Energy

**4.666**  
kWh



Water

**100.558**  
liter



CO<sub>2</sub>-emission

**3.801**  
kg



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