

WHSmith introduces circularity with BookCycle buy-back scheme

What is it?

WHSmith has partnered with buy-back company Zeerle to encourage customers to recycle books. WHSmith customers can register online and scan unwanted books to receive a valuation. Once done, books can be dropped off in store in exchange for a WHSmith gift voucher.

Why does it matter?

This initiative extends the life of second-hand books, making them accessible and affordable for readers and championing literacy in local communities.

Strategic implications:

Supporting a circular economy for books contributes positively to the WHSmith brand image and sustainability efforts. It also fosters loyalty by tying BookCycle customers into the WHSmith ecosystem.

STEPIC drivers/winning strategies:

Taking responsibility



WHSmith
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"This is a very exciting new scheme for WHSmith and it makes great sense for our customers and our business to support a circular economy for books, as we aim to minimise our impact on the environment and support our local communities."

"The buy-back scheme really does offer a compelling reason for customers to recycle their secondhand books, and being able to exchange these for WHSmith eGift cards gives them another great reason to shop with us."

Ian Sanders, group commercial development director, WHSmith

