

## Scotland trials on-the-go drinks container recycling

### RECYCLING

Nine organisations and companies, including Ikea, Network Rail and three Scottish universities, are trialling an initiative that incentivises the recycling of cans and bottles.

Under the Recycle and Reward scheme, consumers will be rewarded for returning glass, plastic (PET) and aluminium drinks containers with perks including cash-back, discount vouchers or charity donations.

At Ikea stores in Glasgow and Edinburgh, shoppers can use a reverse vending machine to deposit bottles

or cans bought on-site in exchange for a voucher. Each item deposited is worth 10p to be redeemed in-store or as a donation to charity.

The programme is part of Zero Waste Scotland's commitment to recycle 70% of total waste and landfill only 5% by 2025.

On a visit to the Ikea Edinburgh store, Scottish environment secretary Richard Lochhead said: "Years ago, we thought nothing of taking our empty glass bottles back to the shops with the added bonus of getting cash back in our pocket. Now, thanks to

modern technology, we are breathing new life into this traditional approach.

"By offering customers incentives for recycling when out shopping, at college or travelling to work, I hope we can encourage more people to recycle on the go."

He said that around 22,000 tonnes of plastic drinks bottles go to Scottish landfill, worth £6m to the economy.

Ikea's store manager Linton Scarborough said: "We have a number of sustainability initiatives in place in stores across the UK and also as a company, so we are thrilled to be the first business to trial

the Recycle and Reward scheme at our Scottish stores."

Eight other organisations will be trialling the reverse vending machine initiative, including the universities of Dundee, Glasgow Caledonian and Heriot Watt, Whitmuir Organics, North Ayrshire Council, Network Rail and Hebridean Celtic Festival.

The pilots will run until September 2013 and will be independently monitored and evaluated to inform the potential roll-out of the scheme across Scotland.

→ To read more go to:  
[MRW.co.uk/8643215.article](http://MRW.co.uk/8643215.article)

