



Embargoed till 12 September 2005

PRESS RELEASE

Launch of first ever text service to make recycling easier in London

A new text service has been launched today by the Mayor of London, Ken Livingstone, to make recycling even easier for Londoners.

The text service from Recycle for London is the first of its kind in the country and residents in the capital will be able to request details of when their recycling is collected or where their nearest recycling facilities are, all by texting **RECYCLE** and their **full postcode** to the number **63131**. There is also a direct link in the text message to their local recycling helpline so residents in each London borough can order their recycling box or bag immediately if they have not yet got one.

The text service has been built by Incentivated Limited and integrates the Company's online Mobile Marketing platform called 'iris' with the Recycle for London database of up to date recycling information across all the Greater London boroughs. The service is available across all the mobile networks and handles the vagaries of the recycling schemes in each borough, intelligently integrating into the text message the different materials collected as well as borough contact details.

The announcement comes at the start of a new advertising campaign by Recycle for London, where a series of adverts will be displayed on buses, tubes and posters across the capital from today to promote the new text service and encourage Londoners to recycle more.

Boroughs across the capital are rapidly extending their recycling services and frequency of collections and some Londoners may not be fully aware of all the recycling facilities available to them. In recent research 27 per cent of Londoners admitted to ICM Research that they were unsure about which day their recycling is collected. Recycle for London is urging Londoners to text 63131 to find out about the different materials which can be recycled and when they should be putting their recycling boxes and bags out.

Mayor of London, Ken Livingstone, said: "We're getting much better at recycling more of our rubbish, particularly as services across the boroughs are improving. However, London households still produce enough rubbish to fill an Olympic sized swimming pool every hour, which is why the latest Recycle for London advertising campaign is introducing this pioneering new service to make it even easier to recycle. With so many of us relying on our mobiles, the new text service is a quick and easy way to make sure you're putting the right things out for recycling, on the right day, or taking them to the right place."

page 1 of 3

managing mobile marketing

Incentivated Limited

1 Love Lane, London EC2V 7HJ (registered office) switchboard: 0845 130 3985 fax: 0845 230 3985
email: info@incentivated.com www.incentivated.com

Registered number: 4330957. England and Wales

Jonathan Bass, Managing Director of Incentivated, said “Recycle for London, the Mayor of London and the London boroughs have shown again that they know how to interact with ordinary people by offering a choice of channels through which the general public can access services such as this one. Incentivated believes the ordinary person on the street should decide how they interact with organisations and it doesn't matter which response medium comes out on top so long as there is a choice. That said, I know for a fact that total response will be increased by adding an SMS short code to posters and delivering a reply by text message. That should go some way to increasing the amount of recycling done, from the current figure of 13.2%.”

For more information on recycling in your area, text RECYCLE plus your full postcode to 63131 (texts cost 10p plus your normal network text charge), call 0845 3 313131 or visit www.recycleforlondon.com.

Contact Details not for publication

Mayor of London's Press Office

Nicola Dillon

Email: nicola.dillon@london.gov.uk

Tel: 020 7983 4755

Incentivated

Jonathan Bass: Managing Director

Email: jcb@incentivated.com

Tel: 0845 130 3985

For more information on the campaign, photographs or images from the advertising campaign, please contact Amy Gooden, Nicola Conron or Julie Hayman at Fishburn Hedges on 020 7839 4321 or firstname.lastname@fishburn-hedges.co.uk.



GREATER **LONDON** AUTHORITY



Notes to Editors

About Recycle for London

The Recycle for London project has received a grant of £3.5 million from the London Recycling Fund. The London Recycling Fund is a £50 million fund that aims to help London Boroughs and waste authorities recycle more household waste through improving arrangements for recycling in London. The Fund operates through a joint initiative between the Mayor of London and the Greater London Authority (GLA), the Association of London Government (ALG) and London Waste Action. The Fund was agreed by the Government in March 2002 and has been allocated core funding of £46.95 million over the four years 2002 to 2006 by DEFRA from the Waste Minimisation and Recycling Fund for England. In March 2004 WRAP (the Waste & Resources Action Programme) also agreed to contribute £2.588 million to help fund communications and awareness recycling campaigns in London. Since April 2002 the Fund, which aims to lever additional funds into projects, has awarded grants to over 130 different recycling projects run by the London boroughs and waste authorities.

Eighty per cent of London residents now have access to a recycling collection from their home, meaning more rubbish can be recycled than ever before. Up to 60 per cent of an average bin's contents can be recycled, from paper to tin, glass bottles and jars, aerosols, cardboard, textiles and in some boroughs plastics. However, with current recycling rates for the capital at only 13.2 per cent, the Recycle for London campaign has launched the text service to provide a 21st century solution for people who want it to be even easier to do their bit for the environment.

- LBC AM is the official radio partner of the Recycle for London campaign and Metro is the officer media partner for the Recycle for London campaign
- Recycle for London advertising has been developed by Team Saatchi
- Website: www.recycleforlondon.com has a simple postcode search option. All visitors to the site have to do is input their postcode to find out what and how they can recycle in their local area
- Helpline: alternatively Londoners can call 0845 3 31 31 31 for local information about how you can recycle more than you think.

Research sources

*On behalf of the Recycle for London campaign, ICM interviewed a random sample of 375 adults aged 18+, by telephone between 24 and 31 August 2005. Interviews were conducted across the country and the results have been weighted to the profile of all adults. ICM is a member of the British Polling Council and abides by its rules. Further information at www.icmresearch.co.uk.

About Incentivated www.incentivated.com

Founded in 2001, Incentivated is a mobile marketing agency that provides software for simple integrated marketing activities and campaign management services where the need is more complicated. Incentivated's solutions are used by leading brands to improve the effectiveness of communication between organisations and consumers and to increase ROI through the mobile medium.

Incentivated's mobile marketing products and services have been developed using the latest technologies in text and picture messaging for direct marketing, direct response and sales promotion. Using the Global Standard for Mobiles Incentivated can deliver mobile campaigns to the four corners of the globe.

In addition Incentivated has a range of sector-specific applications for mobile customer service and mobile commerce objectives. Mobile customer service enhances existing customer service processes by adding the mobile channel as an additional option for consumers. Incentivated's mobile commerce platform allows businesses to offer secure transaction processing, collection of payments by PSMS and content delivery to the handset.