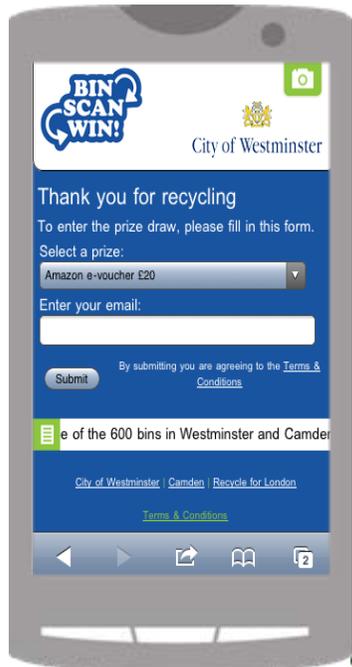


# BinScanWin to improve out of home recycling via mobile

## Business need

To deliver a mobile website and a range of trackable QR codes to help encourage the public to recycle more when they are 'out and about'.



## The solution

Sponsored by DEFRA, the London Borough of Camden and City of Westminster have utilised the expertise of Incentivated to deliver a mobile campaign which aims to encourage the public to recycle.

Over 600 special recycling bins, on streets across the two boroughs, carry brightly coloured stickers with the "Bin Scan Win" logo and a QR code.

Having recycled their rubbish people are asked to scan the QR code which takes them to a mobile optimised campaign website where they can register for daily prizes ,upload pictures and, in Camden, see a news/Twitter feed which will cycle tweets that use the hash tag #BinScanWin.

## Functions

- QR codes
- Mobile internet

