

PRESS RELEASE

BinScanWin to improve out of home recycling via mobile

London, 16th May 2012

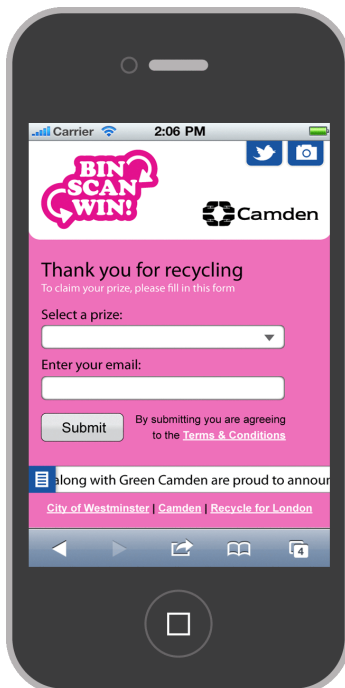
Sponsored by DEFRA, the London Borough of Camden and City of Westminster have chosen leading mobile marketing and technology company, [Incentivated](http://www.incentivated.com), to deliver a mobile website and a range of trackable QR codes to help encourage the public to recycle more when they are out and about.

The two London authorities have joined together to improve the recycling rates for 'street litter' (that discarded by people on the move, rather than at home), and reduce the amounts being put in general rubbish bins or on the floor.



Over 600 special recycling bins on streets across the two boroughs will carry brightly coloured stickers with the "Bin Scan Win" logo and a QR code. Having put their litter in the appropriate

recycling slot (paper, plastic etc), people are asked to scan the QR code with their existing code reading app.



This will take 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.



Cllr Ed Argar, cabinet member for city management and transport, City of Westminster, said:
“Keeping streets clean and safe is a priority for our residents in Westminster. But for many years councils have by and large cleared up after people, tackling consequences, but not always causes.

“This council will never back away from its core responsibilities, but in financially straightened times it is right that we look for fresh thinking by adopting a more environmentally responsible and financially sustainable approach.

“We all can, and all must, play a part in building a more collaborative and responsible approach between councils, businesses, communities and individuals. It is the right thing to do environmentally and it makes financial sense – in short, a win-win for everyone.”

Waste generated and disposed outside of the home accounts for about 25% of all domestic waste in the UK, and about 25,000 tonnes a year in London alone. Around 70% (by weight) of this is recyclable. And yet, recycling when you are travelling to the shops, commuting or between meetings is currently quite hard to do and isn't really promoted.

As people visit the site on their phones (it's not available to desktop computers), they are asked to enter their email address to enter the daily competition (only one entry per day) and this allows the winner each day to choose from vouchers for a range of retailers. At launch these include Amazon, Marks & Spencer, Love2Shop, John Lewis and Theatre Tokens.

Jason Cross, Marketing Director, Incentivated: "We are pleased to have been chosen by Westminster and Camden in a competitive tender to work on this recycling project for London and Londoners and to further build on the environmental campaigns we have previously delivered such as for Recycle for London."

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For further information:

Contact information

Jason Cross, Marketing Director
Incentivated
+44 (0) 20 7392 2323

press@incentivated.com
www.incentivated.com

About City of Westminster

Media Officer Nick Thompson 0207 641 2781
nthompson1@westminster.gov.uk

Westminster City Council is the local authority responsible for keeping some of London's most iconic streets and public spaces clean. In eight square miles we welcome over 1 million people a day, and run an unrivalled 24-hour operation right across the city with the help of our contractors Veolia. For more details visit:
<http://www.westminster.gov.uk/services/environment/streetcareandcleaning>

About Incentivated

[Incentivated \(www.incentivated.com\)](http://www.incentivated.com) is an independent technology company with 10 years' experience operating exclusively in the [mobile marketing](#) services sector.

We help our international client base engage with their customers by designing, developing and delivering integrated acquisition, retention (CRM) and transaction ([mCommerce](#)) campaigns and services for mobile.

Our proprietary technology and specialist staff are well positioned to help brands, the public sector and charities to develop everything from [enterprise messaging](#) (SMS & MMS) through [mobile internet sites](#), to server-side software or handset [applications](#), including web-apps, for 'smartphones' and feature-phones.

We also provide [strategic](#), [creative](#) and technical advice for the use of mobile by businesses to raise awareness, deliver marketing ROI and provide customer service, as well as other [managed services](#).

Scan the QR code below to visit the Incentivated website optimised for your mobile phone.



No code reader? Text **CODE** to **62233** to link to a reader appropriate to your phone.