

# MID & EAST ANTRIM BOROUGH COUNCIL

## TACKLING PLASTIC CASE STUDY

### PROJECT TITLE

Deposit Return Scheme Pilot (in partnership with Bryson and Cryptocycle)

### PROJECT CONTACT

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### FUNDED BY

Mid & East Antrim Borough Council,  
Bryson, Cryptocycle with support from:  
Britvic Ireland, PepsiCo and Encirc.

### PROJECT SUMMARY

Mid and East Antrim Borough Council worked in partnership with Bryson and Cryptocycle to undertake a Deposit Return Scheme pilot in Whitehead with 2000 households, using existing kerbside collection system to 'return' pre-labelled drinks containers, scanning of label using phone with pre-loaded app, generated a 'reward' - could use in local Spar or donate to one of three local charities.

### AIMS/ OBJECTIVES

Reward4Waste is a Digital Deposit Return Scheme (DDRS) created by CryptoCycle. The trial in Whitehead NI was to provide a proof of concept as a platform to enable further trials.

### COST SAVINGS

We would hope this will encourage longer term behavioural change and result in improved recycling efforts in Whitehead area.



### TARGET INCREASES

This will hopefully encourage people to not throw recyclable products into domestic waste and to consider their plastic use.

### TARGET AUDIENCE

2000 households in Whitehead, Carrickfergus.

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### SUCSESSES

Trial saw 18-80 year olds using the Reward4Waste app with evidence of community altruism (half donated their points to charity). Post trial reporting from QUB found Reward4Waste works seamlessly with existing waste infrastructure with high consumer acceptance. Research points to a digital DRS being significantly preferred vs a conventional RVM model

### AREAS FOR IMPROVEMENT

Rather than stickers, a more robust method of putting unique coding on products is recommended for larger trials i.e. at point of manufacture.

### COMMUNICATIONS

Bespoke web page, door-knocking and delivery of information pack inviting residents to take part, a support helpdesk, social media campaign, banners and posters including real Whitehead residents and PR campaign with Minister Poots to launch trial.

