

<b>Organisation</b>	Mid & East Antrim Borough Council,
<b>Project Name/Title</b>	Deposit Return Scheme Pilot (in partnership with Bryson and Cryptocycle)
<b>Project Contact</b>	Catherine Hunter: catherine.hunter@midandeastantrim.gov.uk
<b>Project Summary</b>	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.
<b>Aims/Objectives of Project</b>	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.
<b>Funding</b>	Mid & East Antrim Borough Council, Bryson, Cryptocycle with support from: Britvic Ireland, PepsiCo and Encirc.
<b>Successes</b>	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.
<b>Communications</b>	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.

