

Who We Are

Greenredeem rewards people for everyday green actions. Through understanding and collaboration our vision is to inspire communities to create a better future. To do this, Greenredeem understands that motivation and education are the key ways reach this goal.

Greenredeem acquired Recyclebank's UK operation in April 2013. Greenredeem was set up to reward people for recycling by using multimedia reverse vending kiosks, and acquired Recyclebank as a way of growing the business and looking at transferrable behaviours between 'at home' and 'on the go' recycling.

Changing behaviour isn't something that we can do alone and so we work closely with our customers, partners and local authorities to offer benefits for all. Greenredeem has been working with local boroughs including Royal Borough of Windsor & Maidenhead, Wokingham Borough Council, Halton Borough Council and The London Borough of Lambeth to reward local residents for recycling and other green activities. Greenredeem's scheme offers rewards from national and local businesses including Marks and Spencer, Haven Holidays, Jojo Maman Bebe, Planet Organic, Cineworld and many more. In addition to its local rewards programme, Greenredeem also works with companies like Unilever to deliver bespoke rewards schemes around CSR initiatives such as the recent 'From Cup to Compost' campaign with PG Tips to encourage people to compost or recycle their tea bags. Greenredeem has over 110,000 members and has been implemented by a number of boroughs throughout the United Kingdom.

What We Do

Our concept is simple – we reward green actions. Participants earn Greenredeem points, which can be converted into Greenredeem rewards, which they can use in local and national retailers, major brands, restaurants, pharmacies, grocers and more. Understanding that different elements will motivate different people, Greenredeem also allows members to donate points toward community projects.

Greenredeem [Recyclebank] launched in the UK in June 2009, and after trials in the Royal Borough of Windsor & Maidenhead and Halton Borough Council, the programme was rolled out during late 2010. The first launch in London occurred in May 2011 in the London Borough of Lambeth, to all 52,000 households living in a high rise location. Greenredeem is in discussion with many local authorities about introducing the programme across the country.

Our Impact

Greenredeem seeks to motivate and inspire a more sustainable lifestyle. Through the online platform, partnerships with local councils, small businesses and corporate brands, Greenredeem rewards individuals who make a collective impact on the



environment by increasing household recycling, reducing household energy usage and learning to live greener lives through everyday green actions.

Rewards for Recycling

The household recycling programme rewards consumers for recycling through discounts and deals from major brands and local businesses. Through incentives, Greenredeem has helped move the waste diversion needle in diverse communities throughout the UK.

- In the setup of the Greenredeem programme in the royal Borough of Windsor & Maidenhead over 60% of residents registered to participate in the programme and the borough have seen recycling increase by up to 35%
- As well as increasing recycling, the Greenredeem programme changes behaviour. In a survey of members*, 70% claimed that they were recycling more, 78% claimed that rewards were a good reason to recycle, and over 94% would recommend Greenredeem to friends and family.

Green Schools

Each year, the Greenredeem Green Schools programme awards environmental project grants to schools in Greenredeem communities. Together, these schools, their students and their communities work together to encourage residents to donate points that Greenredeem transfers into real money for schools—thereby turning a community’s green actions into funds for a local school. A number of UK schools have been supported, ranging from the creation of a kitchen garden through to the development of a willow coppice dome area that’s being used as an outdoor classroom.

To date, members have donated over 4m points to over 30 schools in the Green Schools programme. This has been converted into grants worth almost £25,000 for UK schools.

Encouraging Greener Lifestyles

Through our social media presence, on Facebook and Twitter, Greenredeem has rapidly built its social engagement platform and community to further expand the ways consumers can get rewarded for green behaviours and learn about sustainability related topics. Many national brands, such as Marks & Spencer, have partnered with Greenredeem in an effort to inspire green actions amongst their customer base.

Incentives are the way forward

Greenredeem research showed that a quarter of Brits surveyed (25%) claim to be concerned about the environmental future of the planet, but not enough to motivate them to be green. Just under a third (29%) of people admit to not recycling as much waste as they could due to not being bothered, and a worrying minority (3%) admit to never having recycled.

Furthermore, over a quarter (27%) of British adults say that they do not recycle as they don’t get anything out of it personally, with a similar proportion (24%) who claim that they would recycle more if they were to get something tangible back for it such as vouchers, money or money off goods and services. With three-quarters of adults (73%) believing that companies and central and local government should be rewarding people for green actions, leading environmental campaigners and Greenredeem believe that incentives are the answer.