

Edinburgh Recyclers to be rewarded with cash

Recycling residents across Edinburgh should look out for a postcard in their red and blue boxes during the next couple of weeks to be in with a chance of winning £50.

As the second phase of the Council's new incentive scheme is launched, the free prize draw is an opportunity to thank eco-friendly locals who are helping the capital meet tough waste targets.

Residents who put their red and blue boxes out from 3-14 October, will receive a postcard to fill in and post back to Waste Services.

They will then be entered into a free prize draw for each of the two weeks and shopping vouchers worth £50 and £25 will be issued to one winner and two runners up respectively.

Councillor Robert Aldridge, Environment Leader, said: "As reducing our impact on the environment becomes ever more important, it is essential that we highlight to households the range of options available to them for recycling their waste. We've had great success in increasing local recycling over recent years but maintaining that gets harder all the time and so it's important we consider innovative ways to encourage all residents to dispose of their waste responsibly. Every tonne of waste that goes to landfill costs the Council £100 while recycling costs a small fraction of that. A clean and green Edinburgh benefits everyone living in or visiting the capital, so this is also our chance to say thanks to those people who are playing their part."

This is the first time that the Council has trialled an incentive scheme covering all materials across the whole city, and it is hoped this will contribute in part to meeting the

Council's aim of recycling 50% of domestic waste by 2015.

Postcards will be placed inside red and blue kerbside recycling boxes after they have been emptied. Residents will be invited to fill in their details on the card and post it back to waste services at a freepost address.

Postcards will be drawn at random on Friday 21 October and Tuesday 1 November and entries must be received by these closing dates to be included in the corresponding prize draw. Winners will be notified by telephone on 2 November.

The Council's website provides more information on [where people can recycle](#) and [details of the incentive scheme](#).