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To get the public on side you have to clearly show the benefits to the householder – that they will save. This should be capitalised on. Looking further ahead we are working with companies and local authorities in North America where the benefits have been tied into corporate participation with companies like supermarket chains and other blue chip consumer corporates. These schemes reward residents for recycling like supermarket loyalty cards. This has worked so well they have had to put locks on wheelie bins, not to stop people from using them but to stop people stealing waste. Local authorities should look at being much more entrepreneurial. They also need to start looking at residents more as customers – once you get into direct charging this has a lot more resonance. There is an issue over whether the public sector should tie itself into the private sector – however I think the public sector needs to think about this.