



## Recycling in exchange of discounts to increase public awareness

**LOCATION:** Granada

**DURATION:** 1'39"

**SUMMARY:** It's called Recybank and it is the first recycling system in Spain that offers a reward in exchange of recycling. When users deposit plastic bottles or can on it, they obtain points that can be redeemed for discounts in different shops. This project has been developed by a group of young entrepreneurs in Granada.

### VTR:

A recycling system that rewards its users. It's a pioneering initiative in Spain created by these young entrepreneurs in Granada. After recycling, the user obtains points that can be redeemed in certain shops.

**ANA TERESA VALENZUELA**  
**CEO of Recibank**

*"Recibank is a new recycling system according to which everyone wins; because people continue to recycle but now they also receive discount coupons for several shops in return."*

The pilot experience with the first machine has been developed in Granada, in the Science Faculty, and was very well received. It's very easy to use.

**JAVIER ARGENTE**  
**Operations director of Recibank**

*"The machine separates plastic bottles from cans. So, we introduce the item where it belongs and, once we have finished, we push a button to obtain our points."*

For each package you recycle you obtain one point in return. The more you recycle, the better the reward.

**JAVIER AGENTE**  
**Operations director of Recibank**

*"Increasing public awareness with our system. Businesses are very satisfied because their sales have risen as people recycle more and they exchange their coupons in their establishments."*

With the implementation of this system, their goal is to considerably increase the recycling rates.

**ANA TERESA VALENZUELA**  
**CEO of Recibank**

*"Currently, the recycling rate of this type of packaging is approximately between 50 and 60 per cent, and we have almost reached 90%."*

After developing a pilot experience, the next step is to improve the features of the machine and install five of them in the city of Granada. Then, they will spread to Malaga. This project is part of the Minerva programme of technological entrepreneurship promoted by Vodafone and the Andalusian Government.

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