

Wales is already third in the world for recycling, but we're not stopping there.

We're piloting a new digital Deposit Return Scheme in Conwy

Residents get specially labelled bottles and a free app.

When the bottles are empty, residents simply scan and place them into their usual recycling bin.

These will be collected as usual... but with a huge difference.

Technology, powered by Polytag, will digitally log where the produce was recycled

Helping consumers to earn recycling rewards, and giving a donation to a local school.

Why is this revolutionary?

Residents are motivated by rewards for recycling

No change to the home recycling process – just scan and recycle!

Unlike recycling return machines at supermarkets, everyone can take part

There's no cost to consumers but this will provide big benefits to the environment!

The pilot scheme is powered by Polytag, in partnership with WRAP Cymru, the Welsh Government and Conwy County Borough Council.