

## Recycling that pays

7-Eleven is paving the way for innovative sustainability practices via its partnership with Envirobank, through which reverse vending machines (RVM) are placed in stores.

Customers simply place an empty container for recycling into the RVM, which is scanned and, if the item is accepted, is swallowed and crushed before the system dispenses a redemption voucher offering discounts and rewards in-store and externally.

The outcome is that the customer is educated about what is recyclable and rewarded when they recycle the correct waste. The domino effect is that waste becomes renewable and communities feel positive about their contribution to the environment.

Last year's pilot proved so successful for 7-Eleven that people travelled from other locations to use the Envirobanks, with random prizes including iPads and iPods as well as discounts on 7-Eleven products. The convenience chain is currently rolling out 100 of the recycling machines.

Even though the Envirobank solution pays for itself by capturing new and loyal customers, 7-Eleven is keen to point out that the initiative's objective was not to make money.

"We're not in it to make money," Tam McQuinlan from 7-Eleven said. "We see it as our responsibility to demonstrate our commitment to the community and the environment and this initiative helps us deliver on that." ●

