

LETTERS email your letters to mrw@emap.com

■ Incentives are best when they benefit communities

Madam – I have been following the debate ('London Assembly calls for more evidence on rewards', *MRW* 20 May) about incentives with interest, as most of us with memories of Defra's research and dismissal of them a few years ago probably have too.

Suddenly incentives are back in favour. But yet again the jury – in this case the London Assembly's recent report *Carrots and Sticks* – is firmly out. I have three points to make.

■ I distrust personal incentives because they tend to have

short-lived appeal. What is left to motivate people once the 'shine' has worn off or the local authority can't afford it any more?

■ They do not appeal to everyone so the incentive carrot needs the stick. Yet Government mutterings about removing powers to fine those who persistently fail to recycle correctly shows a complete lack of appreciation of people and the reality that councils face.

■ I know from experience that well-run schemes using community-based incentives, such as support for a local school, can effectively motivate audiences – including those regarded as

poor recyclers.

With the Big Society in vogue, I wonder if recycling rewards that help underpin local community-run services might be a more attractive notion for hard-pressed communities and councils?

It strikes me as being an initiative more in keeping with the times (and the political rhetoric) that people may respond better to this quasi-altruism with defined local benefits for people (including themselves) than the more base appeals to their personal greed.

Gareth Morton,
principal consultant,
AEA

YOUR QUESTIONS, YOUR ANSWERS

Key Waste Management managing director and transport manager Kate Lynn wrote on MRW's LinkedIn board:

"We are looking for 100 to 150 good quality second-hand 1,100-litre flat lid four-wheeled bins as soon as possible."

And International Forest Products recycles trader Amie Middleton wrote:

"I am looking for jazz PET post-consumer bottles, UK/European material only. Please contact me at amiem@ifpcorp.com."

PRODUCT SHOWCASE



Recycling shredder

Aimed at recycling applications, Hosokawa Micron's Alpine Dura Line shredders have drive powers ranging from 45 to 250kW and a multi-edge cutting shaft with diameters between 400 and 800mm, and lengths of 1,000 to 2,000mm.

The company claims the shredders are ideal for paper, cardboard, wood, plastics and

glass because the knife seats are milled into the single-shaft shredder, providing them with high-impact strength.

The shredders also feature a menu-guided control system so that variables such as cutting power and power consumption can be programmed.

→ WWW.HOSOKAWA.CO.UK

Heil partners ASL Vision

ASL Vision is to install a 360SV Surround View camera system on all of Heil Europe's RCVs.

The 360SV provides a 360° mounted view around the vehicle through a series of cameras placed on the front, sides and rear, which are then 'stitched' together to provide a single

picture. The system is aimed at reducing the universal problem of 'blind spots' in a driver's view.

Heil sales and marketing director Russell Perrett said: "Any active safety system that reduces the chance of injury or fatality from a RCV is a major step forward. This is why Heil-Europe is delighted to be leading the way in developing the ASL360 camera system for use on our full range."

→ WWW.ASL360.CO.UK



Orion welcomes new Ivecos

Orion Waste Solutions is to add four Iveco vehicles to its fleet of 32 commercial waste and recycling vehicles. The company will receive three 10-tonne Eurocargo 100E18K hookloaders and a 32-tonne Trakker hookloader.

The Eurocargo vehicles are to be used to provide a 'wait and load' clearance service, which loads waste directly into the truck without need for a skip permit.

Orion said that excellent manoeuvrability and good all-round visibility from the cab were essential as it operates in busy city roads and narrow residential streets.

→ WWW.ORION-WASTE.CO.UK

Email your new products, with a picture if possible, to: mrw@emap.com

CHATTERBOX comments on mrw.co.uk stories

Online response to 'Rejected EfW would have ignored waste hierarchy deal' (*MRW* 3 June)

"If only Veolia (and Nottinghamshire County Council) had been willing to work with the community, the outcome might have been very different for all concerned. As the

history is written, the adversarial approach adopted by those who were certain they could push this through backfired.

"Although it is said that the community 'won', in truth the best outcome for all concerned would have been for Veolia to have listened. Maybe now all parties could

sit down and work something out?"

"But first the contractual issues will need to be addressed, and naturally the community will be shut out of any discussion that involves how our money is to be spent."

UKWIN network co-ordinator Shlomo Downen