



COMMUNITY R4C  
*Trash to Treasure*

# NEWS RELEASE

11 April 2016 Stroud, Gloucestershire, UK

For immediate release

## BRITISH ACTOR JEREMY IRONS SUPPORTS LOCAL SHARE SCHEME

British actor and environmentalist Jeremy Irons has lent his support to an exciting environmental initiative to build a new recycling plant in Gloucestershire. Local residents can now pre-register for shares in Community R4C, the group behind this ambitious green venture.

Pre-registration for the share scheme has opened on Crowdfunder at

<http://tinyurl.com/cr4cshares>.

People can register their interest with a pledge of as little as £100.

A special local share launch event will be held on Friday the 15 April at Stroud Brewery with live music and entertainment.

Jeremy Irons said: "When I presented *Trashed* in Stroud last May, it was clear that campaigners against the proposed incinerator were exhausted by years of a struggle where democracy had failed, concern for the environment had been dismissed and the will of the people consistently ignored.

"When I urged them to "re-gird their loins and do something", I aimed to encourage continued resistance. I'm delighted to discover that the community has actually gone several steps further and created a credible, healthier alternative solution that poses a genuine threat to the toxic monster they've been fighting.

"This project demonstrates clearly that where the system fails, the people can step up and do better. Waste is all of our responsibility, and it's high time we started taking that responsibility. This community has, and will be healthier for it in more ways than one. It's a precedent that needs setting - and following."

All funds raised through the share scheme will support community environmental projects. The first of these will be an ambitious project to build a waste recycling plant as an alternative to controversial plans for waste incineration in the area. The plant will use advanced MBHT (mechanical, biological and heat treatment) technology, which experts claim can put more than 90 per cent of the county's waste to valuable use instead of burning it.

Community R4C board director, Sue Oppenheimer said: "By investing in this community-led initiative, we can all directly help our local environment. The launch event this Friday will be an ideal opportunity to meet the Community R4C team and learn more about the shares scheme and what we are doing. It is also a chance for us to thank the many volunteers and

others who have shown their support for the project thus far.” Details of the event can be found at <http://community4c.com/community-share-offer/>

Anyone interested in the share launch can find out more on Crowdfunder, on [www.community4c.com](http://www.community4c.com) or by emailing [admin@community4c.com](mailto:admin@community4c.com).

Jeremy Irons is currently appearing in cinemas in High Rise and Batman vs Superman and starring at the Bristol Old Vic theatre in Eugene O'Neill's prize-winning Long Day's Journey into Night. He narrated and starred in award-winning documentary on waste Trashed in 2012.

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## **EDITOR'S NOTES**

### **1 About CommunityR4C**

CommunityR4C is a Community Benefit Society registered in 2016. Its objectives are:

*The protection and preservation of the environment for the public benefit by:*

*(a) the promotion of waste reduction, re-use reclamation, recycling, use of recycled products and the use of surplus;*

*(b) advancing the education of the public about all aspects of waste generation, waste management, waste recycling and the resource circular economy.*

*(c) the promotion of such other activities and initiatives that contribute to and stimulate the development of a local resource circular economy.*

Community R4C aims to create local economic, social and environmental value by mobilising public support for RR4C (a privately funded commercial company with whom we have a contract) to build and operate an advanced recycling facility, returning savings and other financial benefits to CR4C and the local community.

Watch our animation here:

<https://www.youtube.com/embed/kf3ljfYKZg4>

### **2 About Crowdfunder UK**

Crowdfunder UK is the country's leading crowd-funding site and its projects range in size from a few thousand pounds to £100's of thousands. One of its specialities is community share schemes like CommunityR4C.

### **3 Community Shares Schemes**

Community shares is a term used to describe non-transferable, withdrawable share capital in an asset-locked entity; a form of equity unique to society legislation. Shareholders have the right to withdraw their share capital, subject to the terms and conditions stated in the society's rules and share offer document. They cannot sell or transfer their shares to a third party in order to achieve a capital gain from their investment in share capital.

<http://communityshares.org.uk/resources/handbook>

#### **4 The R4C Recycling Plant**

The recycling plant will use the latest MBHT (mechanical, biological and heat treatment) technology to extract valuable material such as plastics, glass and precious metals from the Gloucestershire's residual or 'black bag' waste. It is calculated that 92% of it can be usefully recovered or recycled instead of incinerating the untreated waste or sending it to landfill.

The MBHT plant will be commercially funded and operated and, after community investors have been repaid, a share of all profits from the plant will revert to CommunityR4C to fund a 'community chest' to be used for local projects. The plant is expected to be operational in 2018.

The R4C recycling plant will be operational in 2018 and will put the valuable resource in residual or 'black bag' waste at the centre of a sustainable circular economy for Gloucestershire. Best in class waste treatment technology provided under a free community licence will recover valuable materials such as metals, glass and plastics and produce >90% biomass fuel pellets. No more than 8% of treated waste will remain for disposal by landfill or incineration.