



COMMUNITY R4C  
*Trash to Treasure*

# NEWS RELEASE

9<sup>th</sup> March 2016 Stroud, Gloucestershire, UK

For immediate release

## COMMUNITYR4C APPOINTS CROWDFUNDER TO SUPPORT COMMUNITY SHARE SCHEME FOR GLOUCESTERSHIRE WASTE RECYCLING PLANT

*Gloucestershire residents will be able to pre-register for community share scheme to be launched in April*

Local environmental initiative, CommunityR4C has selected Crowdfunder to help attract investors for its community share scheme. This will be launched officially in April but Gloucestershire residents will soon be able to pre-register to buy shares.

The funds raised will be used to support community environmental projects, the first being an ambitious project to build a local waste recycling plant as an alternative to controversial plans for a large incinerator.

The R4C recycling 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. Plans have been submitted to Stroud District Council for due diligence and more information can be found at [www.communityr4c.com](http://www.communityr4c.com).

Crowdfunder is recognized as the UK's #1 crowdfunding website<sup>(2)</sup> and has raised millions for businesses, social, enterprise and charity projects across the UK.

Mark Holmes, community shares manager for Crowdfunder, said: "We're really excited to have the opportunity to offer community shares for CR4C's waste recycling plant and we look forward to a successful fundraiser. Their registration page will go live shortly so that the local community and other 'green investors' can go online to support this great idea."

CommunityR4C board director, Sue Oppenheimer, said: "By investing in our share scheme, people will be supporting the development of the R4C recycling plant, a commercially viable and green alternative to incineration.

"Crowdfunder UK will add their considerable expertise to our campaign nationally and also make it easy for Gloucester residents to register for shares online. However, anyone who prefers to invest now can contact us directly and receive their shares when we launch officially in April".

Ends

For more information, please contact:

Leander Hobbs, Media and Communications Manager

Mobile: 07985 238 713

## **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.*

CommunityR4C aims to create local economic, social and environmental value by mobilising public support for RevolutionR4C (a privately funded commercial company with whom we have a contract) to finance, build and operate an advanced recycling facility, returning savings and other financial benefits to the local community.

Watch our animation here:

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

### **2 About Crowdfunder UK**

About Crowdfunder

Crowdfunder is the UK's #1 crowdfunding platform\* and has raised over £14 million for businesses, charities, social enterprise and individuals. Crowdfunder connects people and projects with partners to enable them to access the support they need to grow. Crowdfunder's investors include Nesta, Crowdcube, Creative England and Plymouth University.

(\*Source: Crowdsurfer, based on number of successful projects)

### **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 Community R4C to fund a 'community chest' to be used for local projects. The plant is expected to be operational in 2018.