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For immediate release

## **Gloucestershire 'Trash to Treasure' project receives strong local support**

A local share scheme goes live on Crowdfunder this week with nearly 70 per cent of its initial investment target already raised thanks to huge community support in Gloucestershire.

Details of the scheme can be found online [here](#).

Environmental initiative Community R4C is fund-raising to support important community environmental projects that will encourage a circular economy. The first of these will be an ambitious project to build a waste recycling plant which it is hoped will make a mass-burn incinerator at Javelin Park unnecessary. 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: "We have been very pleased by the immediate investment support so far from the people of Gloucestershire in our 'Trash to Treasure' share scheme. We've also had investments from a number of celebrity environmentalists, including Jeremy Irons who fronts our Crowdfunder video.

"Because we've already achieved more than two thirds of our initial investment target of £30K, we are increasing this to £50K to allow more people to invest.

"If the R4C plant goes ahead as planned we hope to provide a good return on investments in three years. However, the plant has the potential to make the Javelin Park incinerator obsolete before is built, in which case the benefits to Gloucester will last a lifetime. We can't thank our investors enough for their support thus far."

The share scheme has attracted the attention of a number of environment-conscious celebrities including Jeremy Irons who has already invested in the scheme. The actor, who has recently appeared at the Bristol Old Vic, has even made a promotional video on behalf of Community R4C which can be viewed on the Trash to Treasure Crowdfunding page.

Ends

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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; and (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 About the Community Share Scheme

[www.crowdfunder.co.uk/trash-to-treasure-community-r4c-3](http://www.crowdfunder.co.uk/trash-to-treasure-community-r4c-3)

Investment in Community R4C supports the aims of the business, ie to stimulate a local circular economy – the short term by providing a viable alternative to incineration for the treatment of Gloucestershire waste. An investment in CR4C is an investment which will deliver benefits to the wider community, including non-members. The Company is offering subscription in the form of withdrawable shares, called Community Shares. The minimum individual subscription is £100.

'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.