

February 22

Camden residents donate £3,000 to charity through recycling scheme



L-R: Abbey Community Centre; Dan and rooster Darth Vader from Kentish Town City Farm.

Residents taking part in a recycling scheme have donated £3,000 to community projects across Camden.

The winning communities of the Camden Recycling Rewards' scheme 2021 competition donated the money to five charities across the Borough, including Camden Mind and Kentish Town City Farm.

Camden Recycling Rewards encourages residents to increase the amount and quality of what they recycle by incentivising residents with rewards and friendly competition between communities across the Borough.

Participants earn Green Points for recording their positive actions on the website or app and compete individually and as part of their community. The top-performing individuals are eligible to win monthly voucher prizes and the highest-ranking communities secure a share of a £3,000 donation to a charity of their choice.

The winning communities and their chosen charities were:

- 1st Place – North West – Age UK - £1,250
- 2nd Place – Central – Camden Mind - £750
- 3rd Place – North Central - Kentish Town City Farm - £500
- 4th Place – North East – NW5 Community Play Project - £250
- 5th Place – South – Abbey Community Centre - £250

Camden Recycling Rewards was launched in 2015 in partnership with sustainability engagement specialists Jump and Camden Council to increase recycling rates across the Borough. So far, over 16,000 households are members of the scheme.

Participants can earn points for activities such as recording their recycling, reducing their waste and upcycling instead of throwing away items. In 2021, they have already completed over 31,000 actions!

Councillor Adam Harrison, Camden Council Cabinet Member for a Sustainable

Camden said: “It is great to see that Camden residents have continued to be top reducers, reusers and recyclers, recording their actions during the last challenging 18 months.

It’s a real positive that these local charities are continuing to benefit from the brilliant recycling actions of our residents. We need everyone in Camden taking action to make the borough zero carbon by 2030, and schemes like this are moving us towards this goal.”

Anna Kirton, Resources Assistant, Camden Mind said: “We are delighted to have been chosen once again to receive this generous donation. It means so much to us to know that we are well thought of by Camden residents and we would like to sincerely thank those who voted for us, as well as Camden Council for running such a great scheme. The £750 will help us to support people who are facing challenging situations that affect their mental health and wellbeing.”

Bryony Littlefair, Publicity, Communications and Fundraising Coordinator, Abbey

Community Centre said: “Thank you very much to Camden Recycling Rewards for the donation. It will be spent on running our Re-cycle-art sessions on Zoom, where participants are guided to use recycled materials to make beautiful things for the house and garden. The group has been a great way to socialise during the lockdowns as well as being a creative outlet.”

Eira Gibson, Kentish Town City Farm, said: “We care deeply about animals, their habitats and the natural world. We all need to do more to address the global climate crisis. We already reuse plastic, glass and paper in arts projects and recycle what is left through the council collection service. Recycling is something everyone can do and we are committed to finding more ways to reduce, reuse and recycle. Thank you to everyone who voted for us, supporting the farm to be more environmentally friendly.”

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For further information contact: sasha.iles@teamjump.co.uk or call 020 7326 5055

Jump is the UK’s leading supplier of engagement programmes that boost sustainability and wellbeing. Working with companies, universities and the public sector to motivate individuals to take positive steps, clients include Manchester University NHS Foundation Trust, Barclays, Camden Council, Scottish Courts & Tribunal Service, University of Bristol and ASM Weymouth. For more information about Jump, see www.teamjump.co.uk.