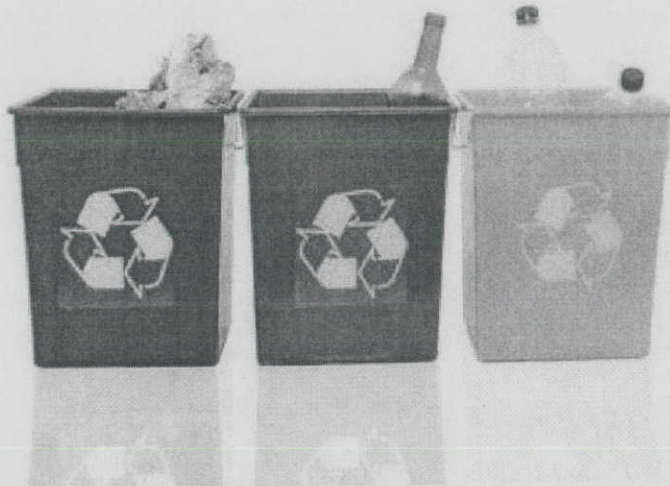


## Three predictions for recycling in 2011

Posted by [Anne Marie Mohan](#) January 27, 2011 | See [1 comment](#)

Rewards, reverse-vending solutions, and greater participation by packagers will be the key drivers for recycling in 2011, according to RVM supplier.



To ring in 2011, Gool Santchurn, president and CEO of [ENVIPCO](#), a developer and operator of reverse vending machines (RVMs) across the world, offers three predictions on how recycling will evolve over the coming year:

- 2011 will signal a shift in the way consumers recycle their beverage containers. If you make it fun, easy, convenient, safe, and rewarding at the same time, it will become second nature to most of us. Disruptive technologies in recycling and reverse vending will help speed the process along and make it that much more consumer friendly.
- More and more consumers are demanding vendors to take care of our environment by making effective reuse of its packaging. In 2011, we will see more responsible actions from the industry to encourage recycling. Rewarding such civic actions will start to become the norm –

particularly now since consumers are becoming accustomed to receiving awards for day-to-day activities.

- Tracking and encouraging recycling habits will become even more prominent on the agenda of our political leaders intending to prevent waste and save the planet. Cost and technology innovation will be the major aspects in achieving these goals.