



# Targeting Communication to Enhance Recycling Programmes

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Environmental Awareness Lipor III Seminary,  
9<sup>th</sup> May, Auditorio Da Cvo, Baguim Do Monte.



# Waste Aware Scotland Campaigning Programme

## Waste Aware Scotland Steering Group

Scottish Executive, CoSLA, SEPA, ReMADE, CIWM,  
SESA, CRNS

The Waste Aware Scotland Campaign is closely linked to the Scottish Executive's 'Natural Scotland' national environmental umbrella campaign.



## Waste Aware Scotland Campaigning Programme

**The campaigns within the Waste Aware Scotland programme are:**

- matched to real infrastructure;
- timed to coincide with the implementation of individual Local Authority/Waste Strategy Area implementation plans;
- focussed on specific waste management issues e.g. kerbside recycling services.



# Targeting Communication to Enhance Recycling Programmes

## Structure of Presentation

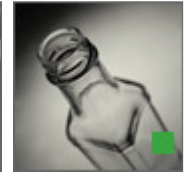
- Review of Achievements
  - Engaging the public with New Recycling Infrastructure
- Targeting Communication
  - Maintenance of Recycling Behaviour With Existing Recycling Infrastructure
  - Optimisation Of Recycling Behaviour With Existing Recycling Infrastructure
  - Optimisation of Recycling Behaviour With New Recycling Infrastructure
- Waste Aware Scotland Exemplar Campaigning Documents
- Conclusions



# Targeting Communication to engage the public with New Recycling Infrastructure

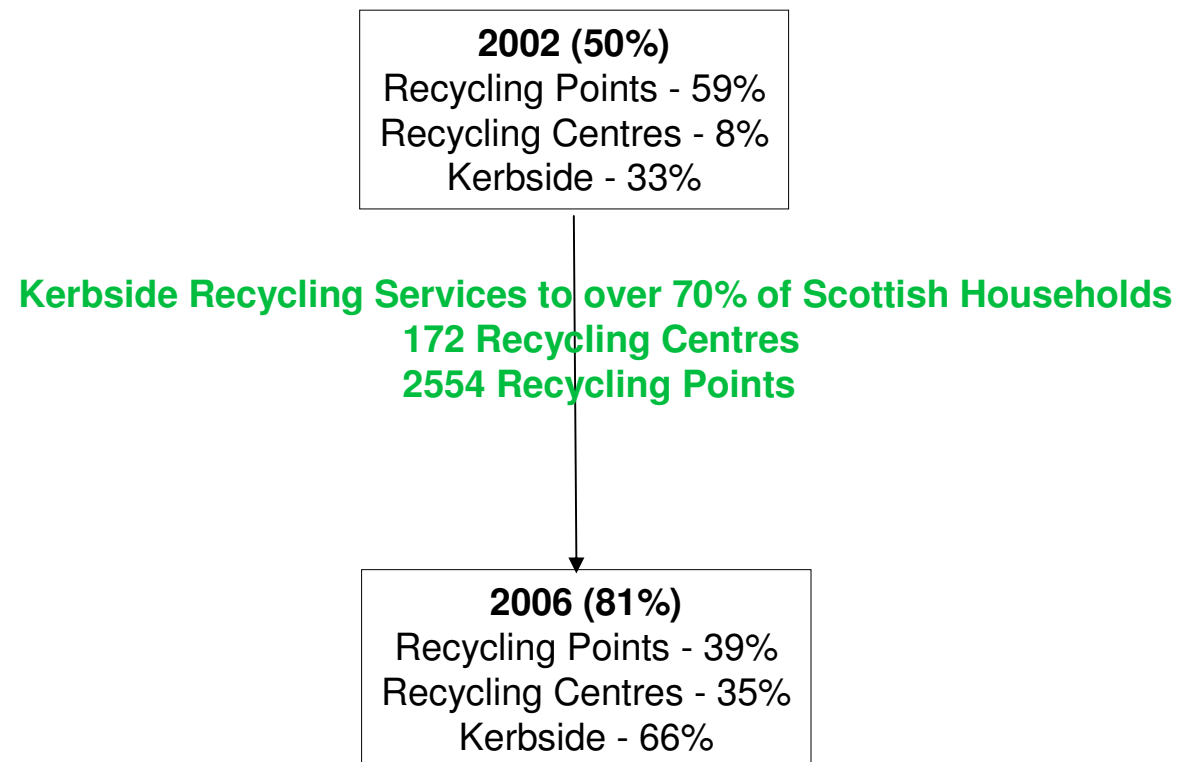
## Standard 5 phase Waste Aware Scotland Campaign

- 1. Teaser:** Takes place for one month before the main campaign.
- 2. Main:** Begins when new recycling facilities are put in place (e.g. kerbside containers delivered to householders).
- 3. Follow up 1:** Used to thank the public for participating.
- 4. Public consultation:** Used to appraise the effectiveness of the campaign and feedback information to the public.
- 5. Follow up 2:** Used to update the public with increased recycling rates.



# Targeting Communication to Enhance Recycling Programmes

## Review of Achievements





# Targeting Communication to Enhance Recycling Programmes

## Maintenance of Recycling Behaviour with Existing Recycling Infrastructure

- Public engagement and the subsequent levels of recycling associated with the use of the infrastructure provided via Phase 1 will fall unless there is regular information provision on at least an annual basis.
- This should comprise of at least one burst of promotional activity per annum targeted at all households.
- This can be used to communicate ongoing service provision. And any other small changes to existing services or systems e.g. a change to collection dates, the range of materials collected, a change to collection container.



# Targeting Communication to Enhance Recycling Programmes

## Maintenance of Recycling Behaviour with Existing Recycling Infrastructure

- Direct mail (leaflet, guide insert, circular to include existing information, and any other slight changes made to the service)
- Replacing Decals (if updating required)
- Local press activity (advertorial and editorial)
- Council publications (where applicable)
- Follow up circular (update on recycling outputs, and thank you message)





# Targeting Communication to Enhance Recycling Programmes

## Optimisation of Recycling Behaviour with Existing Recycling Infrastructure

- Alternate week collection
- Optimisation of recycling from Recycling Centres and Recycling Points
- Intensive campaigns to decrease contamination and increase participation
- Optimisation of recyclate capture from existing kerbside infrastructure (waste analysis of recyclate and residual fractions)



# Targeting Communication to Enhance Recycling Programmes

## Optimisation of Recycling Behaviour with Existing Recycling Infrastructure

### Alternate week collection

- Introduction of alternate week collections has a positive impact on recycling rates. 18 Scottish local authorities currently operate this system
- Standard five phase Waste Aware Scotland campaigns should be used to introduce this type of scheme.



# Targeting Communication to Enhance Recycling Programmes

## Optimisation of Recycling Behaviour with Existing Recycling Infrastructure

### 2. Optimisation of recycling from Recycling Centres and Recycling Points

- Opportunity for Recycling Centre and Points standards to be developed
  - Standardised training for on-site staff
  - Production of site specific information materials that could be handed out by Recycling Centre staff to customers
- Opportunity to run further Recycling Centres and Points campaigns to the public



# Targeting Communication to Enhance Recycling Programmes

## Optimisation of Recycling Behaviour with Existing Recycling Infrastructure

3. Intensive campaigns to decrease contamination and increase participation
  - Recycling Advisor Intervention - intensive and targeted campaigns to decrease contamination and increase participation
  - System developed by SWAG and successfully piloted across the Forth Valley:
    - Reduction in the contamination levels for both compostable waste and dry recyclate collections in poorly performing areas from 17.2% to 4.02%
    - Reduction in the levels of excess residual waste presented for collection from 23.3% to 4.2%



# Targeting Communication to Enhance Recycling Programmes

## Optimisation of Recycling Behaviour with Existing Recycling Infrastructure

### 3. Intensive campaigns to decrease contamination and increase participation

- Bin hanger or de-cal (to include contamination and/or accepted materials information) to be applied by collection crews
- Visiting card for Recycling Advisors to use if householder is not available in person
- Face to face contact with the Recycling Advisors
- Visual guide (providing specific information for contamination/participation)
- Circular (focused thank you message specific to issue)
- A4 Show Cards (information tool for Recycling Advisors to use at door step)
- Existing promotional materials associated with annual campaigning activities



# Targeting Communication to Enhance Recycling Programmes

## Optimisation of Recycling Behaviour with Existing Recycling Infrastructure

### 3. Intensive campaigns to decrease contamination and increase participation

Take forward the Recycling advisor model in various Scottish local authorities in 07/08 to further explore the effects of this type of intensive intervention.

Regular meetings and training (4x year) to:

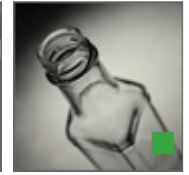
- co-ordinate approach, methodology and planning
- share information and experience
- standardise data reporting, collation and analysis methods



# Targeting Communication to Enhance Recycling Programmes

## Optimisation of Recycling Behaviour with Existing Recycling Infrastructure

4. **Optimisation of recyclate capture from existing kerbside infrastructure**
  - Standardise residual and recyclate waste compositional analysis
  - Use to identify specific materials that could be targeted locally or nationally
  - Develop focused material specific campaigns



# Targeting Communication to Enhance Recycling Programmes

## Optimisation of Recycling Behaviour with New Recycling Infrastructure

- Provision of recycling facilities for high density properties
- Kerbside collections for food waste (separate or co-mingled)
- Composting at home





# Targeting Communication to Enhance Recycling Programmes

## Optimisation of Recycling Behaviour with New Recycling Infrastructure

- 1. Provision of recycling facilities for high density properties**
  - Recycling facilities for multi-density occupancy properties are currently being introduced. This will increase the total number of households in Scotland with access to a kerbside collection from 70% to 80%.
  - Waste Aware Scotland communication strategies have been developed, and are being delivered by Local Authorities to support the roll out of these schemes.



# Targeting Communication to Enhance Recycling Programmes

## Optimisation of Recycling Behaviour with New Recycling Infrastructure

### 1. Provision of recycling facilities for high density properties

- A5 Circulars – introductory
- Bin decals
- Leaflets
- A4 posters
- Vehicle livery
- A6 Contamination circulars
- A4 Contamination poster
- Follow up 1 postcard (update on recycling outputs, and thank you message)



# Targeting Communication to Enhance Recycling Programmes

## Optimisation of Recycling Behaviour with New Recycling Infrastructure

### 2. Kerbside collections for food waste

- Food waste accounts for around 50% of organic household waste generated in the UK, and around 20% of total household waste arisings (~ 6 million tonnes)
- 5 trials to collect food waste in Scotland will soon be undertaken
- Separate and co-mingled
- Indication of the potential for food waste collections to contribute to the BMW diversion targets



# Targeting Communication to Enhance Recycling Programmes

## Optimisation of Recycling Behaviour with New Recycling Infrastructure

### 2. Kerbside collections for food waste

- Baseline attitudinal survey
- Introductory flyer/letter
- 6pg 1/3 A4 leaflet or A5 guide, Collection calendar, Kitchen caddy decal, Food waste collection container decal or co-mingled food and garden waste collection decals, Local A4 posters, Collection vehicle decals
- Mid campaign attitudinal survey
- A5/A6 contamination/further information circulars
- Local A4 posters
- Follow Up / Thank You Message



# Targeting Communication to Enhance Recycling Programmes

## Optimisation of Recycling Behaviour with New Recycling Infrastructure

### 3. Composting at Home

- WRAP's Composting at Home programme in Scotland running since 2004. This year all 32 Scottish local authorities have joined.
- Discounted home compost bins price range £6 to £25 are delivered free of charge along with a kitchen caddy, 'How to Guide' and Accessories leaflet. Bins can be ordered via the internet, phone or post and are promoted primarily through direct mailings and press activity
- Home Composting advisors also promote the scheme at various events, shows and workshops



# Targeting Communication to Enhance Recycling Programmes

## Waste Aware Scotland Exemplar Campaigning Documents

- **Alternate Week Collection;**
- **Garden Waste Kerbside Recycling;**
- **Business Waste Recycling;**
- Composting at Home;
- Food Waste;
- Recycling Centre and Points;
- Intensive campaigns to decrease contamination and increase participation;
- Optimisation of recyclate capture from existing kerbside infrastructure;
- Provision of recycling facilities for high density properties

\* These are available as downloadable PDF's on the Waste Aware Scotland website



# Targeting Communication to Enhance Recycling Programmes

## Conclusions

- Provide the public with on-going information on their recycling services. This could also include minor changes/enhancements to services
- Provision of full information to the public on major changes such as alternate week collections, the collection of food waste and the introduction of services to tenemental properties
- Improvements to Recycling Centres and Points including more information
- Intensive campaigns to decrease contamination and increase participation

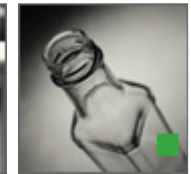


# Waste Aware Schools

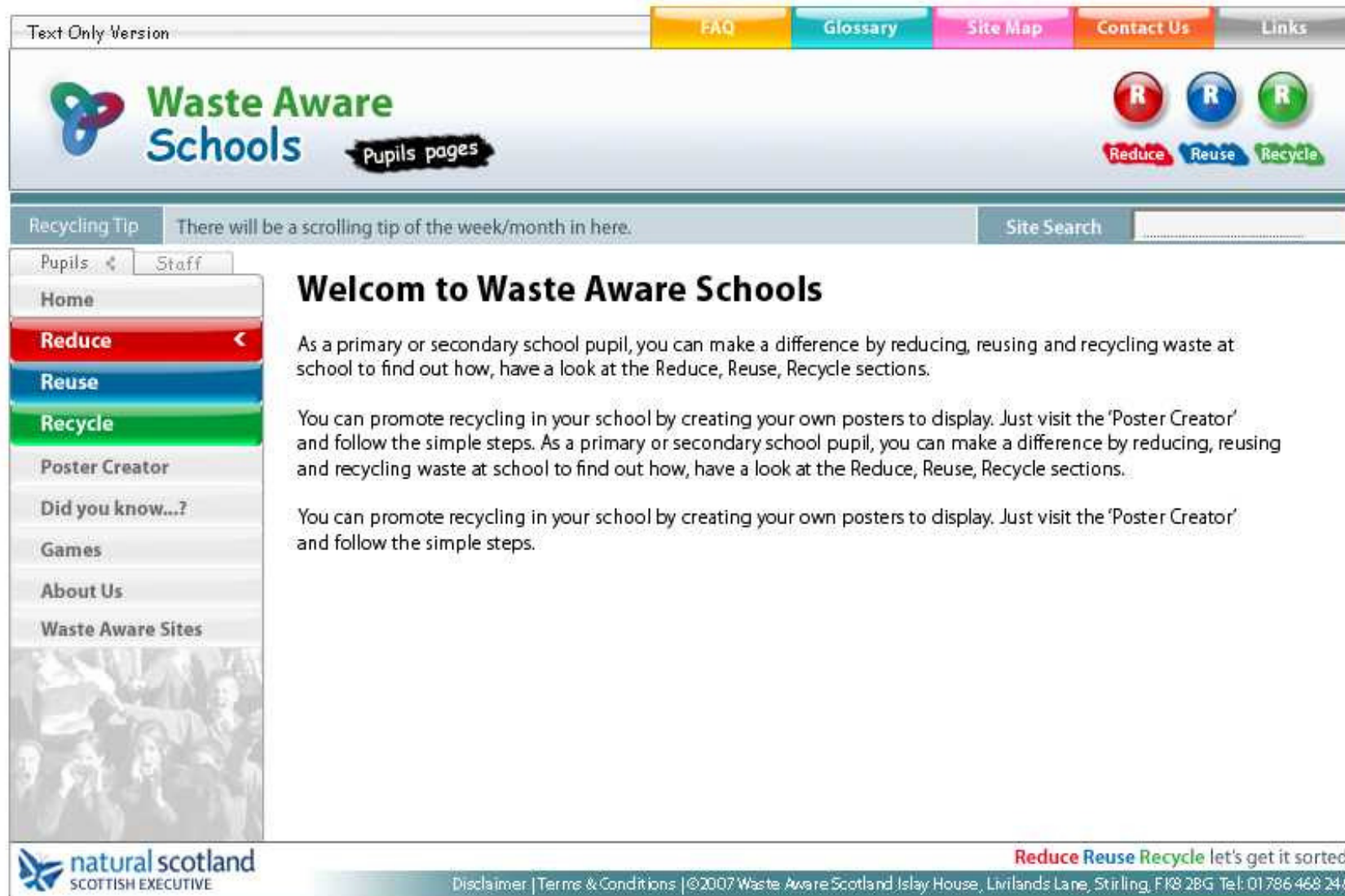
- Aimed at teaching, admin & maintenance staff, primary & secondary school pupils
- To assist in promoting reduce, reuse & recycle, encouraging the school community to take responsibility for waste segregation
- Staff pages - Schools Recycling Directory
- Pupil pages - fun waste facts, tips & ideas
- Official launch planned for Aug 2007








# Waste Aware Schools



Text Only Version

FAQ Glossary Site Map Contact Us Links

 **Waste Aware Schools** **Pupils pages**

Reduce Reuse Recycle

Recycling Tip There will be a scrolling tip of the week/month in here. Site Search

Pupils Staff

- Home
- Reduce**
- Reuse
- Recycle
- Poster Creator
- Did you know...?
- Games
- About Us
- Waste Aware Sites

## Welcom to Waste Aware Schools

As a primary or secondary school pupil, you can make a difference by reducing, reusing and recycling waste at school to find out how, have a look at the Reduce, Reuse, Recycle sections.

You can promote recycling in your school by creating your own posters to display. Just visit the 'Poster Creator' and follow the simple steps. As a primary or secondary school pupil, you can make a difference by reducing, reusing and recycling waste at school to find out how, have a look at the Reduce, Reuse, Recycle sections.

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natural scotland SCOTTISH EXECUTIVE

Reduce Reuse Recycle let's get it sorted

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## Eco Schools SCOTLAND

## Where are we now?

**2,549** Scottish LA schools registered (85%).

**518** schools have Green Flag status.

**788** schools have Silver status.

**1259** schools have Bronze status (9 permanent awards).

*'At present 65% of schools – around 1,950 - are registered Eco Schools. This is good, but not good enough and we are actively working towards having 80% of all schools registered on the Eco Schools Programme by January 2008'*

**Peter Peacock, MSP**

**Minister for Education and Young People, 03 June 2005.**



# Targeting Communication to Enhance Recycling Programmes

Thank you

Please contact SWAG on 01786 468244, or e-mail:  
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Waste Aware Scotland Exemplar Campaigning Documents  
available at: [www.wasteawarescotland.org.uk/guidance](http://www.wasteawarescotland.org.uk/guidance)