



Let's Recycle More Paper Campaign

In partnership with Rochdale Borough council

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Working in partnership with Rochdale Borough council (RBC), Recycle for Greater Manchester (R4GM) developed and delivered a campaign to address the issue of residents not participating in the paper and card recycling collection service (blue bin). The campaign was carried out on 6 collection rounds over an eight month period (April to November 2016).

Aims of the campaign

The campaign aimed to increase the tonnage of paper and card recycled by 10% (around 0.5kg per household targeted).

Objectives – Behavioural change and engagement

1. Understand current behaviours
 2. Targeted door-knocking
 3. Delivering new recycling bins
 4. Community engagement

Campaign activities

Areas targeted

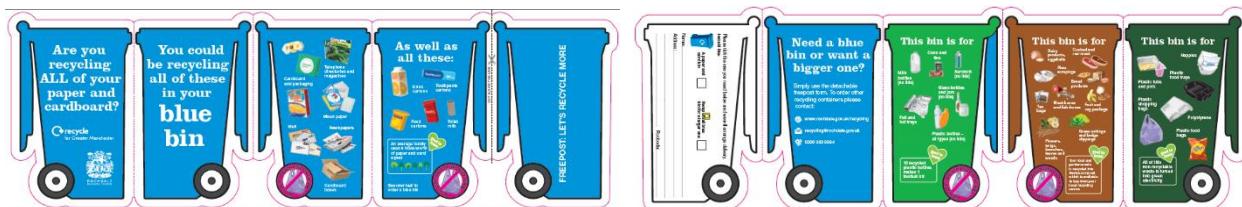
Deeplish, Kirkholt, Castleton, Queensway, Bellfield, Newbold.

Participation monitoring

We checked all residential properties in the campaign area to see if they had a blue paper and card recycling bin and what size bin they had.

Door knocking

All household in the targeted areas were door-knocked, residents were invited to take part in a short survey. We had two surveys, one for those residents who did not have a paper and card recycling bin and one for those that did. The surveys aimed to find barriers to recycling, order missing bins or swap for a larger bin and also promoted correct recycling.



A leaflet was given or posted to every household.

The survey for residents that had a small 140L bin aimed to:

- Promote understanding of recycling paper and card
- Question how full their small bin got
- Encourage residents to swap a 140L paper bin to a larger 240L bin
- 3,215 households were targeted; 1,323 (42%) residents were spoken to at the door step and 239 upgraded their small 140L bin to a larger 240L bin.

The non-participating survey aimed to:

- Find the reasons for residents not recycling paper and card
- Make sure resident understands what can be put into paper and card
- Encourage residents to order a paper and card recycling bin

4,665 households; 1,349 (28%) residents were spoken to:

906 residents reported that they did have a blue bin but had not put it out for collection when monitoring had taken place, 440 of these said they did not put it out as it was not full, a further 120 forgot to put it out.

350 of residents reported that they did not have a blue bin to recycle paper and card; over half of these said they had never been given the bin. 150 ordered a 240L bin; 200 residents did not want a bin, the majority said they had no room.

An additional 156 residents swapped their small 140L bin for a larger one.

Community engagement

Community engagement is an important behavioural change tool in any campaign. These events ranged from information stalls at libraries, attending community groups and a fun day hosted by R4GM. Eight community events were held where residents were able to get information about their recycling collection service, and order any recycling bins. A total of 256 residents were engaged with.

Digital

The hashtag #RecycleMorePaper was created to help promote the campaign and to monitor the engagement.

No. of Tweets	Impressions	Engagements
18	8624	126

Results

- Comparing the average 12 month's pre-monitoring data to current campaign post monitoring data showed a reduction in paper and card recycling by 0.5%, which equates to 0.3 tonnes, a decrease of 0.03kg per household. This may be due to different reasons, including seasonal changes and a national decrease in paper collection.
- Post-participation monitoring results were varied across the six collection rounds, overall a 4% reduction in participation was seen. The reduction can be interpreted in different ways: residents ordering a bigger bin may only put it out for collection when it is full. It could also relate to seasonal changes.

Lessons learnt

- Schools were approached and offered a variety of activities including visits to recycling centres, school assemblies and a calendar design competition, but due to RBC running a 6 month recycling programme before our campaign, schools were reluctant to participate. It is important to work closely with partners in order to not duplicate communications messages.
- RBC has a wide and diverse population, some of the messages delivered during campaign may not have been understood due to language barriers, it is recommended to limit the use of text and concentrate on easy to identify pictures/icons when producing communication materials.
- Participation monitoring is not always an accurate. The selected rounds had a high variety of different property types including terraced houses where bins left at one collection point without identification.
- It is recommended to run longer campaigns to be able to assess any change in behaviour.

Conclusions

The use of clear and informative literature coupled with engagement activities such as door knocking and successful community events demonstrated that a direct type of approach is very effective, getting a tailored message to all the residents to keep them engaged.

Although the campaign did not achieve an increase in tonnage and participation, it did achieve its aim of engaging with the community, and expanding residents' knowledge of the services available to them especially after a recent service change.

A total of 431 blue paper and card bins were ordered. Out of these 97 small bins were swapped for larger ones and 30 households returned 'Sorry we missed you' cards for ordering bins. This highlights successful engagement with residents and shows that there was a willingness to recycle more.



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The leaflet received much positive feedback mainly due to the unusual shape which made it more eye catching. The feedback approved of the simplicity of the graphics and the messages.