Material change for
a better environment

ENGAGING LOCAL COMMUNITIES THROUGH CONSUMER CAMPAIGNS

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CEO, WRAP

10 November 2009

Engagement

- Practical and financial support to reprocessing businesses.
- Work closely with individual local authorities on developing new waste collection schemes.
- Work with retailers to reduce packaging waste and household food waste.
- Work with the construction sector to reduce waste.

How WRAP engages with local communities

- Recycle Now
- Love Food Hate Waste

recyclenow

LOVE FOOD hate waste

Recycle Now

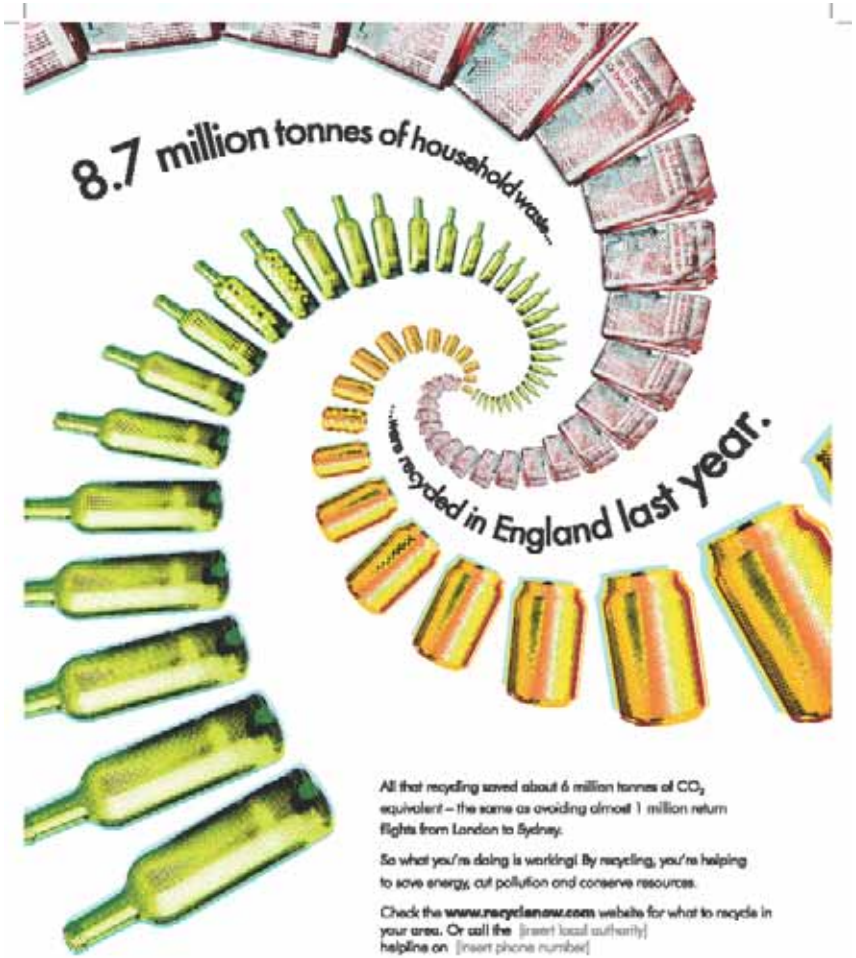
Has your laptop had its chips?
Has your kettle run out of steam?

Next time you need to get rid of something electrical, don't bin it. Bring it to your nearest recycling centre.

Or make use of the take-back scheme at your nearest participating electrical retailer.

Find out what you can recycle and where at **www.dontbinit.org**

recycle now



All that recycling saved about 6 million tonnes of CO_2 equivalent – the same as avoiding almost 1 million return flights from London to Sydney.

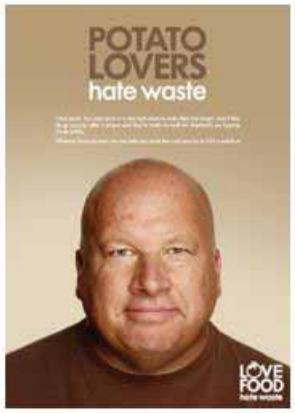
So what you're doing is working! By recycling, you're helping to save energy, cut pollution and conserve resources.

Check the **www.recyclenow.com** website for what to recycle in your area. Or call the [insert local authority] helpline on [insert phone number]

Local Authority logo here

recycle now
Let's keep a good thing going.

Love Food Hate Waste



Making change happen

- More than **2/3 of households** now call themselves committed recyclers
- Food waste reductions have saved consumers more than **£400 million**
- More than **2 million compost bins** have been sold

Why have the campaigns worked and what are the future challenges?

The three elements to local engagement:

1. These are **research-based** campaigns.

2. We have established **effective partnerships.**

3. The campaigns are **action-based.**

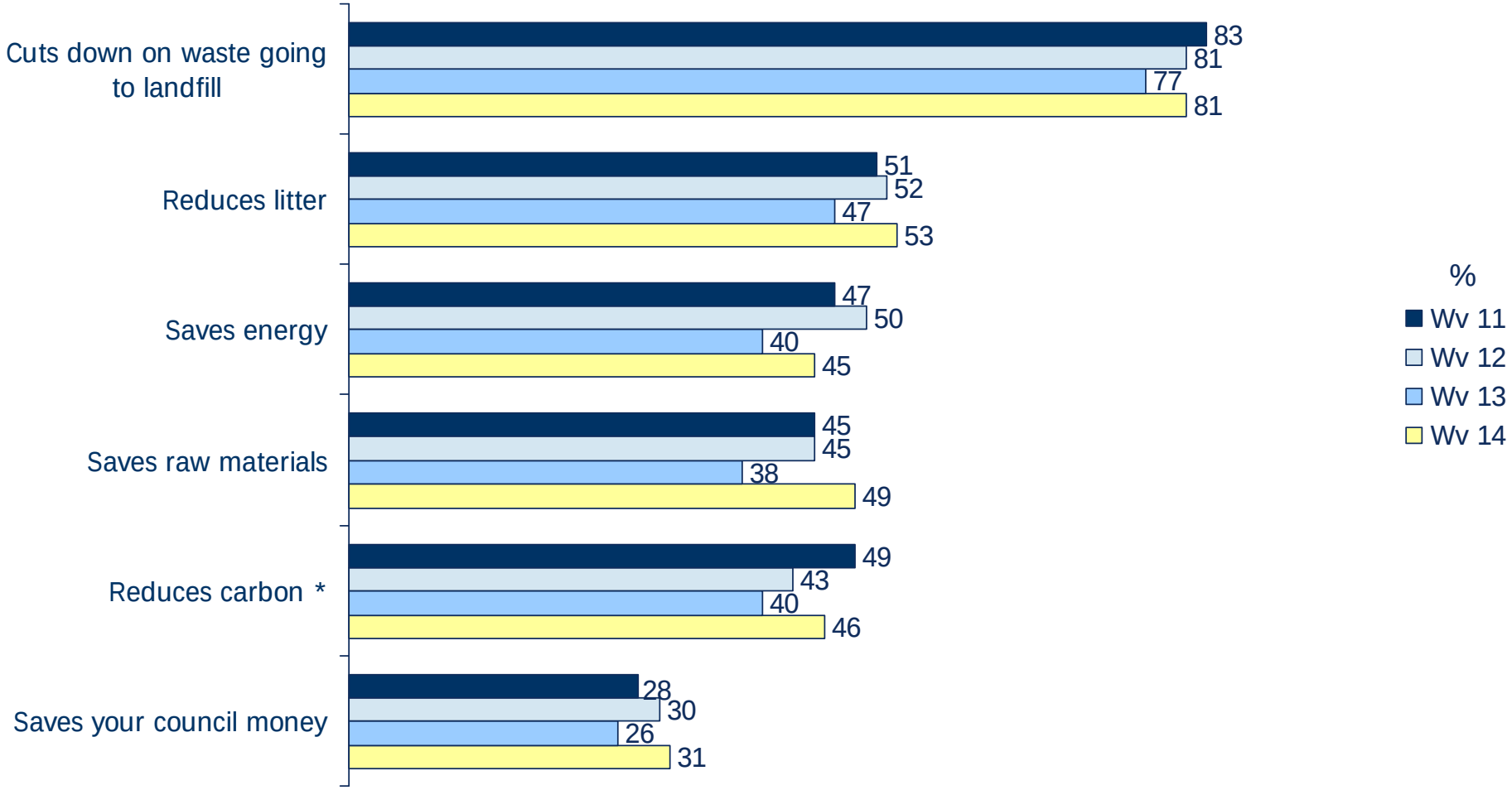
Research

Social marketing depends on some core insights:

1. Understand your audience's awareness of the problem and attitudes to it.
2. Understand what proposition would encourage them to change their behaviour.
3. Understand what tools they need to make those changes.
4. Understand any barriers to making that change and find ways of dismantling them.

Benefits of recycling

"Which of the following do you consider to be genuine benefits of recycling?"



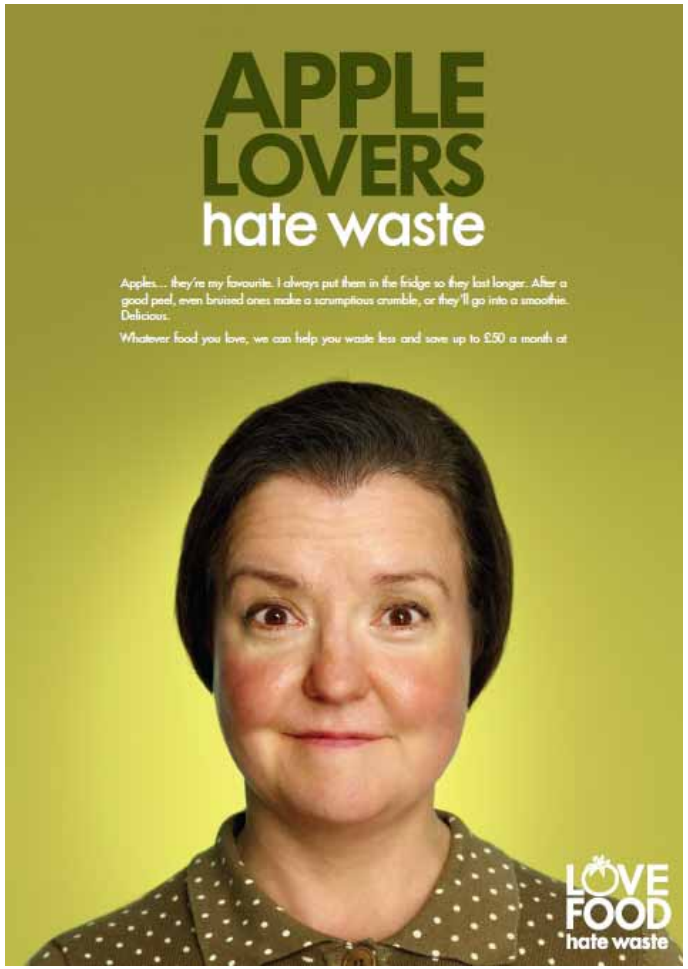
Base: All wv 11/12/13/14 (1,509/1,532/1,536/1,557)

*** Emissions wave 11, footprint wave 12 & 13**

Barriers

- Situational barriers.
- Behaviour barriers.
- Knowledge and understanding.
- Attitudes and motivators.

Apple lover advert



Local Engagement

Helping people develop new behaviours in a way that becomes embedded, not knee jerk or passing, needs individual communication and engagement.

Last year, more than one million people visited **recyclenow.com**

In its first year, more than half a million visited **lovefoodhatewaste.com**

Collateral

We provide the collateral we develop for our campaigns to local councils and groups **FREE OF CHARGE** to help them develop their communications – together of course with the research and insights which underpin them.

More than 90% of local authorities use our campaign material.

Co-campaigners

8 October 2008

Love Food, Hate Wa

BY JOHN THOMSON

Published: 08/10/2008

TIPS on how to save food and money attracted a steady stream of visitors to an open-air demonstration at Banff yesterday.

The Love Food, Hate Waste campaign gave practical advice on using "leftovers" and ways to economise on food-spending.

Aberdeenshire Council staff member and cordon bleu cook Beth Bruce-Gardner, of The Friendly Food Company, Oldmeldrum, set up stall at Banff's Plainstones.

Passers-by were tempted with soup and food made from left-overs, such as apple and mincemeat strudel.

Cordon bleu cook Beth Bruce-Gardner took part in the Love Food, Hate Waste campaign at Banff

RSS
LIVE COMMENTARY - ABERDEEN FC
LIVE COMMENTARY - INVERNESS CT
WEATHER
COMPETITIONS
PHOTO GALLERY

Information about recycling

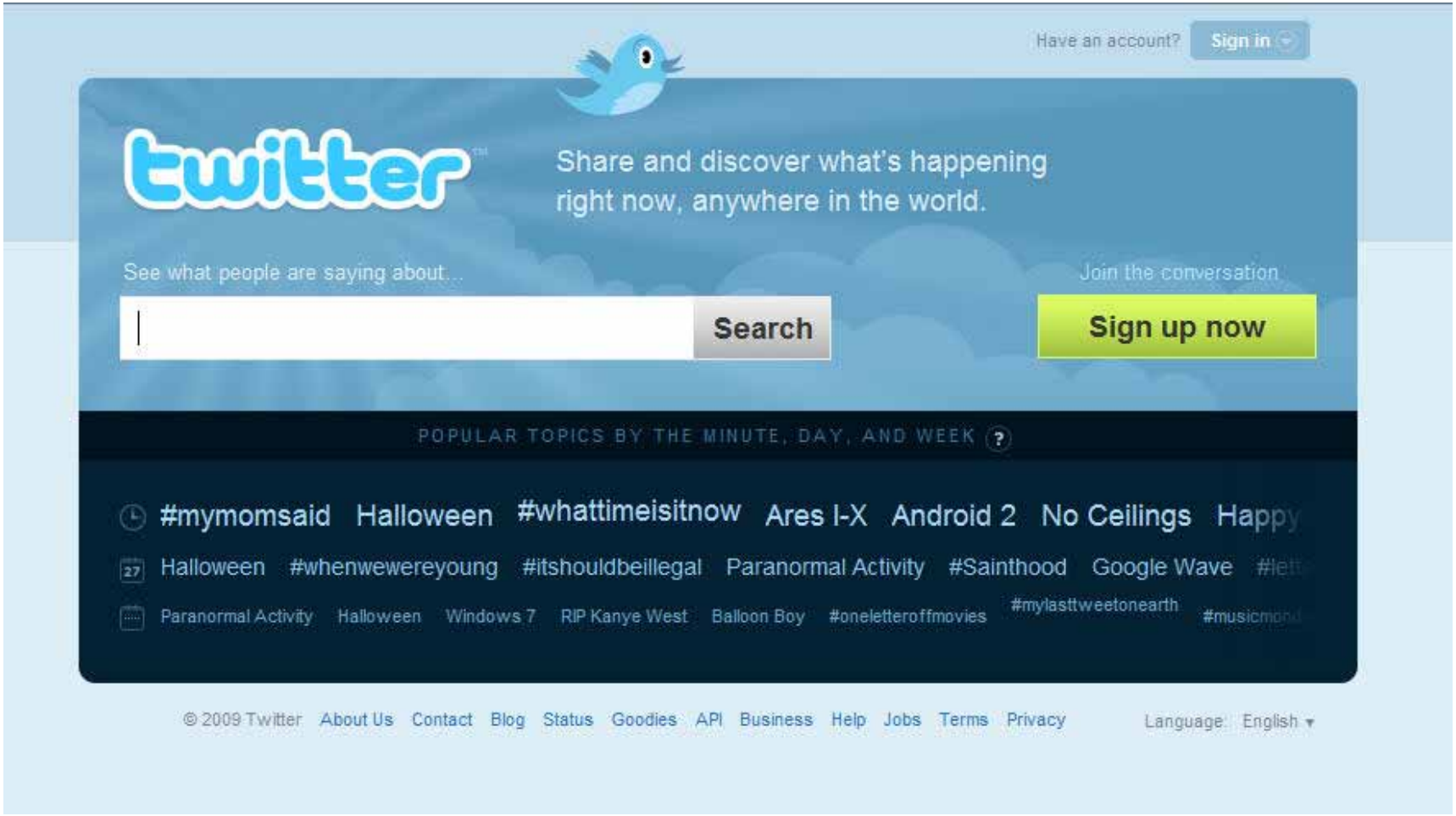
Asked the question… "Where do you look for information about recycling?"

Base: All respondents wave 14 (1,557)

Challenges for the future

- Social Networking
- Tone
- Value

Social networking - twitter.com



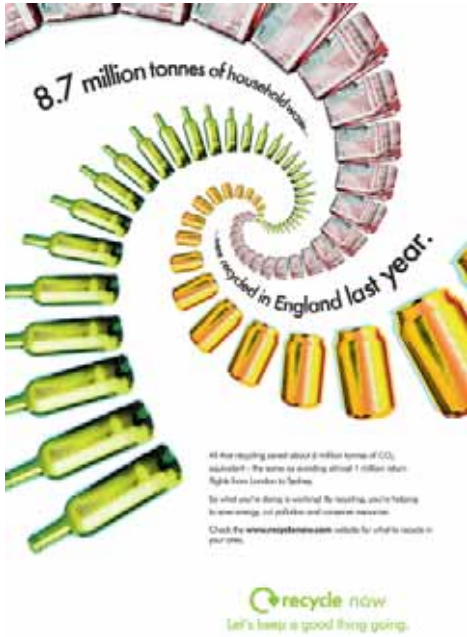
Tone

Block green style

'Transformation'

(London) –

Talking Bin



Moving Spiral - standout

Value

These campaigns spend taxpayers' money.

Are we good enough at demonstrating that they represent a good use of the funds entrusted to us?

Summary

Research + personal and local engagement + action based campaigns

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Long term behaviour change

= good value

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Thank you