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Recycle Now – the next 2 years

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We started with the Principles

- To focus on making people more effective recyclers
- To focus on the materials and people that could move us towards 50%
- To improve both quality and quantity of recycling

Knowledge does make a difference

- those receiving information about services and how to use them have a higher level of confidence.
- 64% of householders who were confident reported having received information on how to recycle, compared with 34% who had a 50:50 confidence level and 21% who were 'not at all confident'.
- The more confident a consumer is the more effective they will be at recycling

- Needs to be tackled by looking at where the problems occur – in the home
- Consumers lack internal systems to organise recycling within the home
- The role of different family members in the home is important – we not just talking to one person

- Need to draw on the strength of consumers positive relationship with their community
- Trust is important. Commitment undermined by perceptions that “it all goes to China anyway” or “we’re doing the council’s job for them”
- Consumer feel they are doing all they can but that their efforts are worthwhile
- They want to know about what happens to recycling

Addressing Motivational Barriers

- Focus on low capture rate materials – food, plastics and card
- Focus on 50% of the population who are already recycling but are doing a few things wrong
- Focus on rooms in the house and the family unit
- Build on consumers links with their communities
- Myth bust, provide the facts and re-enforce recycling is worthwhile
- Provide clear information focusing on specific items

- **OVERARCHING GOAL:**

People recycle more of the right stuff, every time from all around the home

Think:

I know what materials to recycle

I know what happens to the stuff I recycle

Feel:

Recycling the right stuff is easy for me

It feels good to recycle

Believe:

There's real benefits to recycling

Everybody's doing it

My effort really counts

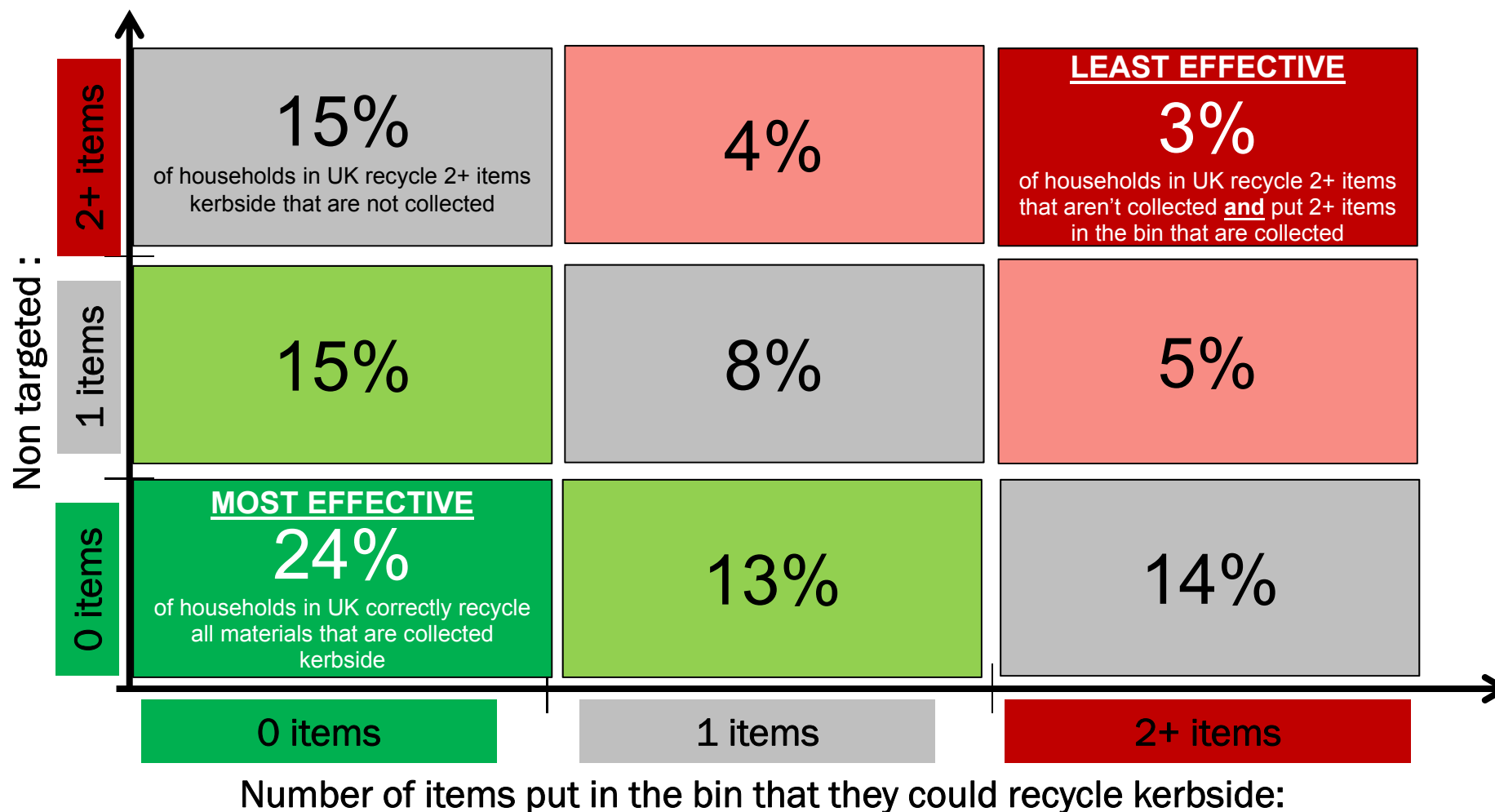
Do:

Recycle waste from every room of the house

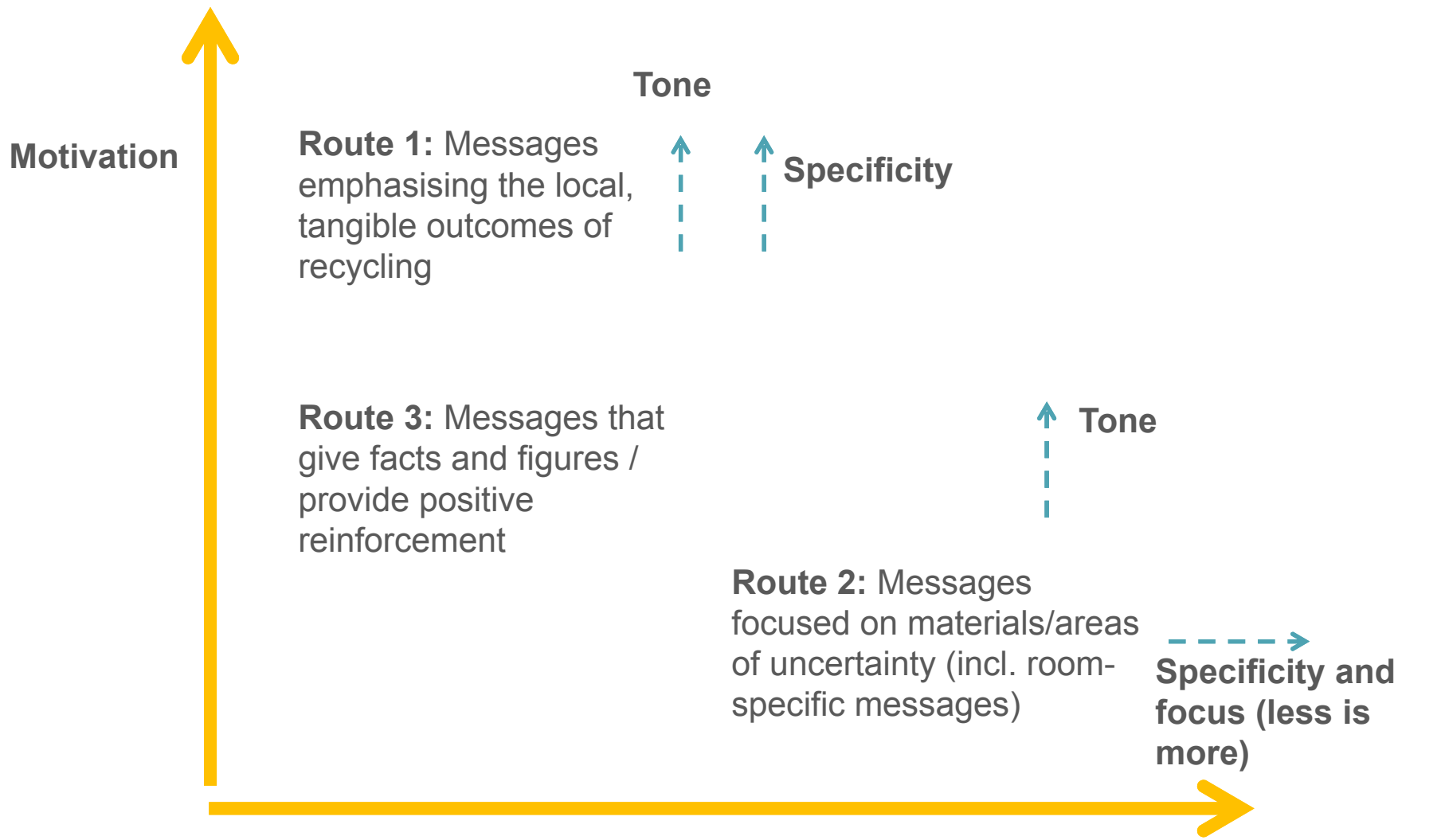
Empty, sort, store and put bins out on the right day

Behavioural goal

Target Audience



Base: UK weighted records excluding those in flats (1,896), 3Rs survey Feb 2014



Q. How would you rate the inside of the leaflet in the following categories?

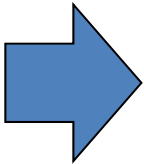
The design: 66% 'excellent' or 'very good'

The clarity of information: 77% 'excellent' or 'very good'



How does it compare to other recycling leaflets? 59% 'much better' or 'a bit better'; 32% 'much the same'

Items that you hadn't thought of before? 11% 'lots of new things'; 50% 'some/one or two new things'. 37% 'nothing new'



% 'lots' + 'some' new things
18-34 (46%); 65+ (24%)
Children (40%); couple no children (29%)



Base: All those with responsibility for recycling at home (2,150), Feb-March 2015

- **Partner resources include:**

- Template posters and leaflets with transformation messages and benefits
- Web banner
- Infographic
- Animation



September to November 15 - Plastics

- **Each quarter will have a ‘material’ theme:**
 - **Sept to Nov 2015: Plastics**
 - **Dec 15 to Feb 16: Paper/Card**
 - **Mar to May 2016: Cans/Glass**
 - *June 13th-19th: Recycle Week*
 - **June to Sept 16: Food waste**
 - **Sept to Nov 2016: Plastics**
 - **Dec 16 to Feb 17: Paper/Card**
 - **Mar to May 2017: Cans/Glass**

Recycle Now update



- Recycling Locator
- Consult on the Recycling Rules
- Prompts in the home
- Targeting Young People
- Refresh food recycling materials

Thank You

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www.recyclenow.com/recycling-locator

www.wrap.org.uk/content/recycle-now-refresh