



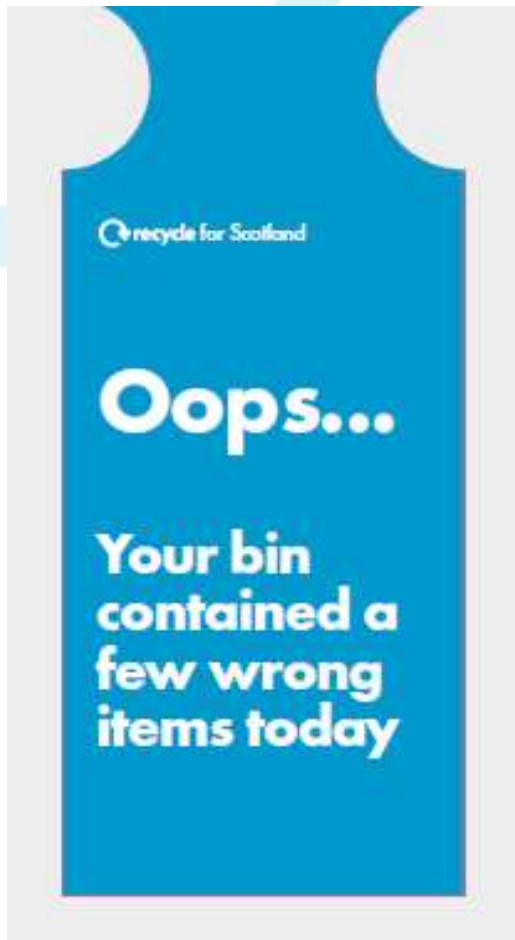
Communicating to improve material quality

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Background



Research & Methodology

- Desktop research and evidence review
- Stakeholder survey
- Stakeholder workshops (Dundee, Inverness and Stirling)

Findings

- Two main types of contamination approach identified
 - zero tolerance or 2/3 strikes
- Varied definition of contamination exists;
 - Levels, target materials perceived as open to interpretation
- Impacts not well understood but common scenarios identified
- Common list of key contaminants identified
- Deliberate versus non deliberate behaviours
- Lack of support to tackle contamination and efforts could be undermined

Briefing Sessions +
Briefing Notes + Presentations



Information Leaflets + Social Media + Website + Refresh Kettlebells Bin Stickers + Concessional Decals and Posters



Repeat Annually

Briefing Sessions +
Briefing Notes + Presentations +
Contamination Information Leaflet +
Toolkits Table + Internal RFS +
Photographic Images and Video Clips + Digital Copy



Leaflets + Posters + Bin Hangers +
Tables + Stickers + Decals +
Social Media + Website +
Recycling Adaptors + Website Copy +
Photographic Images and Video Clips



Briefing Sessions +
Briefing Notes + Presentations



Repeat Biannually

Contamination Information Leaflet +
Briefing Notes + Toolkits Table +
Presentations + Internal RFS +
Photographic Images and Video Clips + Digital Copy



Repeat Quarterly

Contamination Information Leaflet +
Briefing Sessions +
Briefing Notes + Presentations +
Digital Copy



Repeat Biannually

Planning and Preparation



Contamination Policy Documents



Electronic Bin Audit



Adequate Number and Capacity of Containers +
Identification of the Containers +
Secure Container Storage Areas +
Appropriate Container Design +
Strategic Placement of Containers +
Recycling Bags



Computational Analysis Using GIS +
Code of Practice Sampling Regime



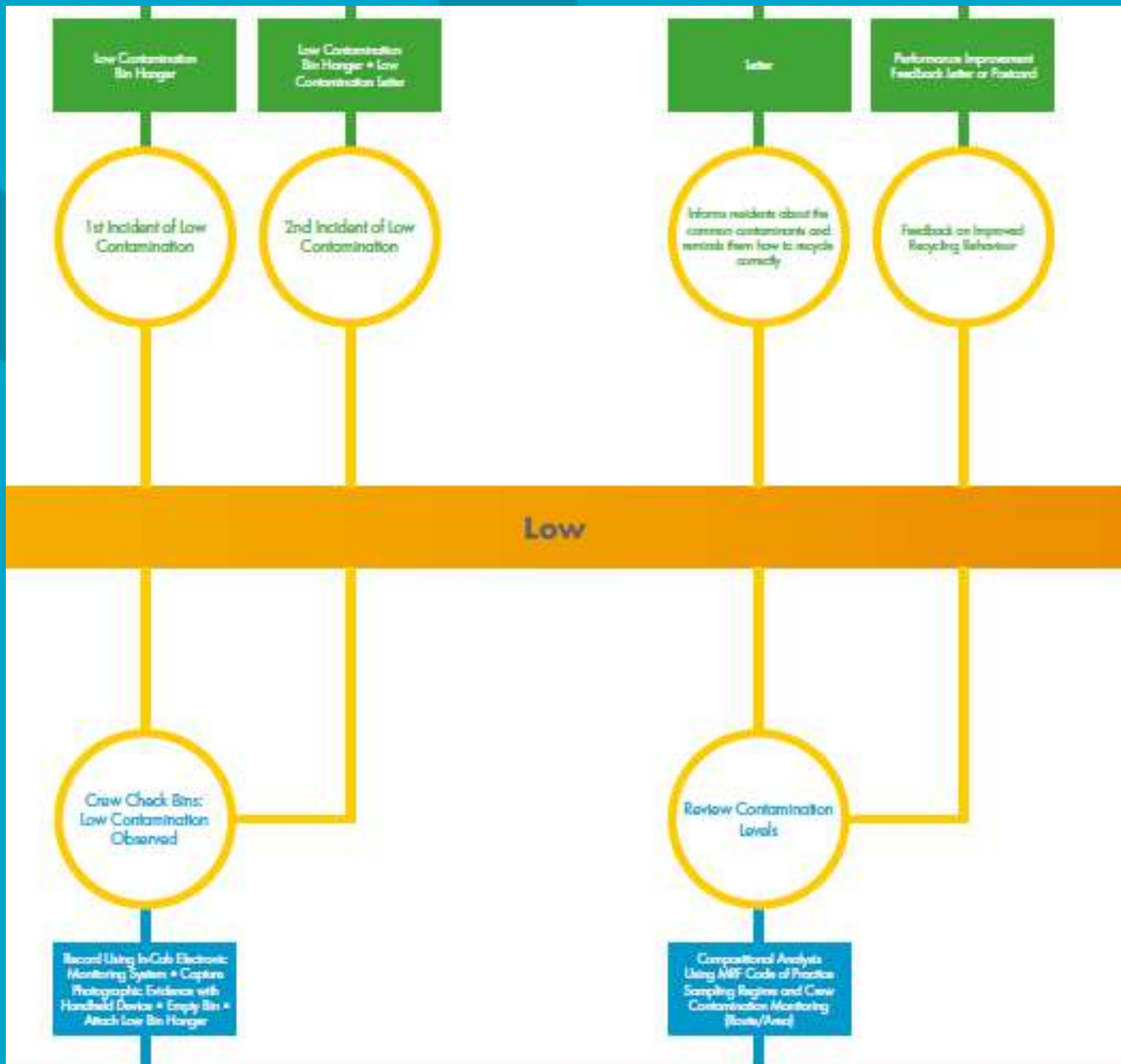
In-Cab Electronic Monitoring +
On-Vehicle Cameras +
Household Crew Devices



European Union



EUROPE & SCOTLAND
European Regional Development Fund
Investing in a Smart, Sustainable and Inclusive Future



Moderate Contamination
Bin Hanger + Letter

Moderate Contamination
Bin Hanger + Recycling
Adviser Visit

1st Incident
of Moderate
Contamination

2nd Incident
of Moderate
Contamination

Recycling Adviser Intervention

Performance Feedback
Letter or Postcard

Performance Feedback
Letter or Postcard

Recycling Adviser
Intervention Targeted to
Moderate Routes or Areas
- Consider Incentives for
Good Recycling Behaviour

Feedback on Recycling
Behaviour - Positive (Thank
You Letter) or Negative (Letter
to Introduce Concept of
SdA)

Repeated Incidents of
Moderate Contamination -
Escalation to Section 46

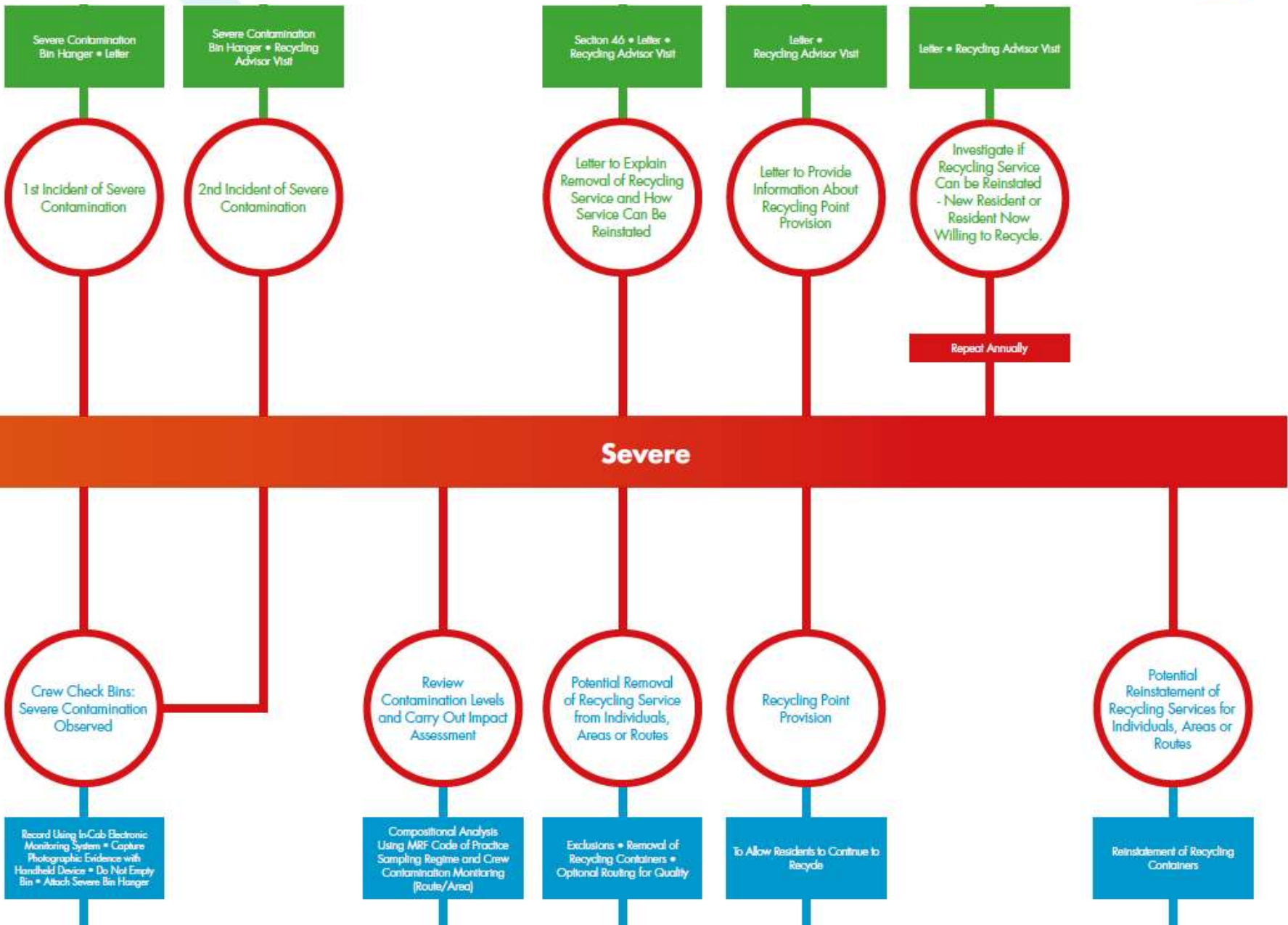
Moderate

Crow Check Bins:
Moderate
Contamination
Observed

Recall Utility in-Cab Electronic
Monitoring System + Capture
Photographic Evidence with
Handheld Device + Do Not Display
Bin + Attach Moderate Bin Hanger

Review Contamination
Levels

Conduct an Analysis
Using MBF Code of Practice
Sampling Regime and Crew
Contamination Monitoring
(Route/Area)



What contamination looks like...

Kerbside
Paper, card
and cardboard



Low

Moderate

Severe

Communal
Paper, card
and cardboard



Reducing Contamination in Waste and Recycling Collections



All you need to know

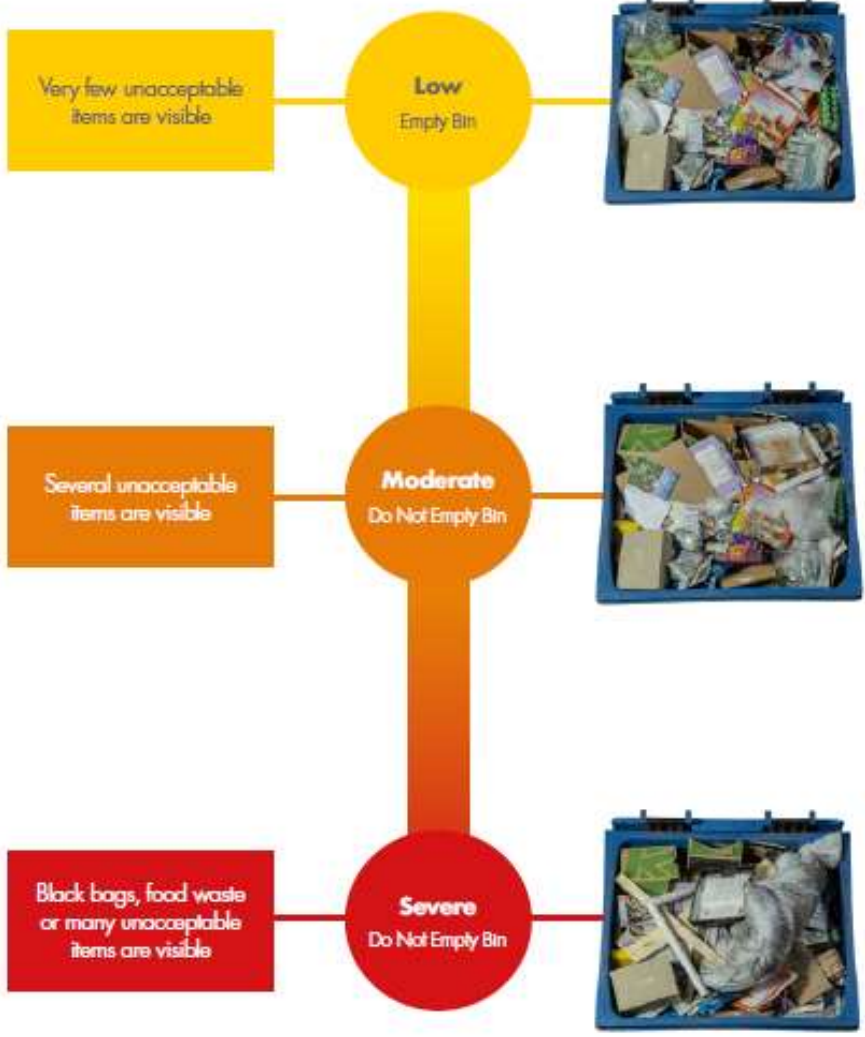
recycle for Scotland

Insert LA
Logo Here

Paper, card and cardboard

Contamination in communal containers

Insert LA Logo Here



What you need to do



Next steps

- Contamination timeline at our stand!
- We will issue resources out for wider comment
- Refine resources based on feedback
- Our focus remains on communal and severe contamination going forward – message testing
- Develop external facing communications
- Develop 2/3 potential pilot projects next year – call for interest

Thank you.

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