

Increasing home recycling in England

An illustration of seven key principles of social marketing



Hello!



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Today



Collaborating to increase household
recycling across England

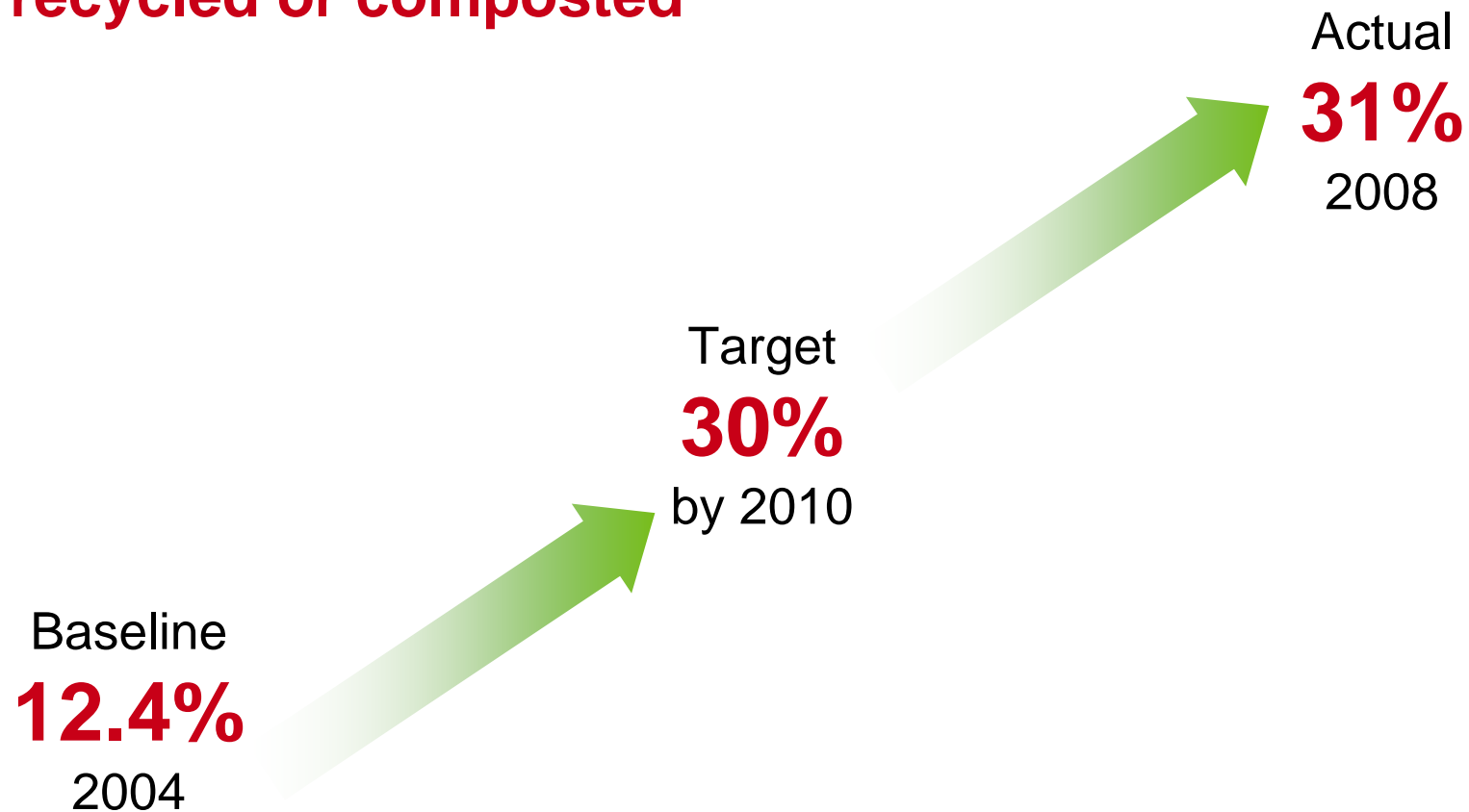
A framework of action



Source: Corporate Culture's social marketing framework, 2008

Principle 1: Focus on a social outcome

Increase the percentage of household waste recycled or composted



Principle 2: Begin with a clear view of the 'customer'

High recyclers



- ABC 1's
- Older people
- Women
- Wealthier home owners
- Homes with two adults, no kids

Low recyclers



- C2DE's
- Younger people (esp 16-34's)
- Men
- Less well off renters
- Homes with children aged 0-4

Principle 3: Agree which motivators of personal action to lead on

Key question:
What **motivates**
people to act?



Source: The 14 Motivators of Personal Action (draft) – Drummond et al, 2008

Principle 4: Understand the benefits of and barriers to the preferred behaviour

Motivators

- Convenience / ease / house proud
- Financial (incentives / disincentives)
- Family (inherited behaviour / concern for future)
- Home and neighbour (my garden / my neighbours)

Awareness is low

- Around half of people with a kerbside collection know it's available
- Around one in three don't know which materials to recycle and when and where

Participation

- 71%-91% say they recycle
- National recycling rate is 12.4%

Barriers are high

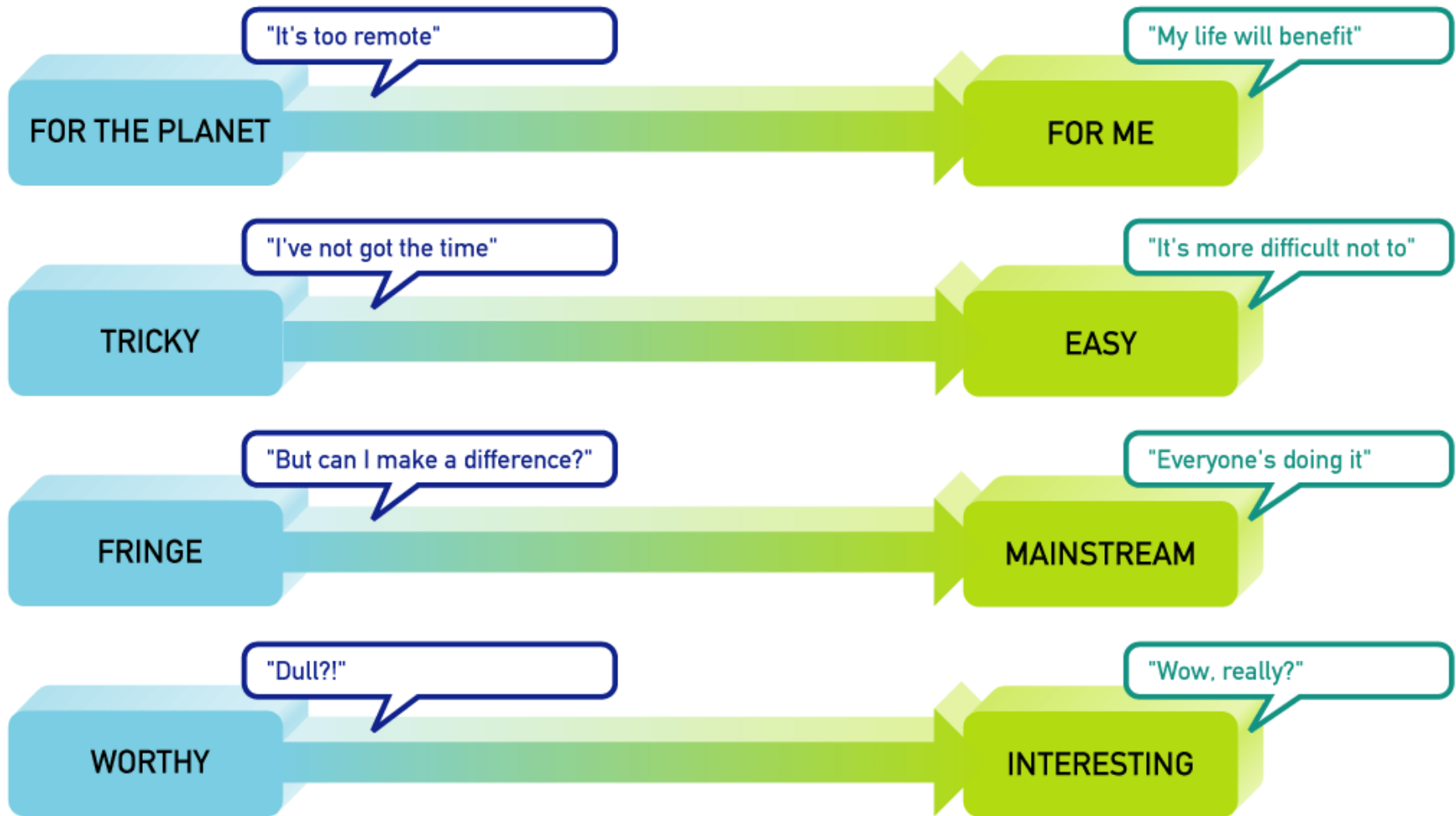
Five main barriers are:

- Lack of time
- Too difficult / lack of knowledge
- Lack of access to facilities (space at home / facilities nearby)
- Not a priority / dull / can't make a difference
- No personal benefit / other benefits
- Too far from home

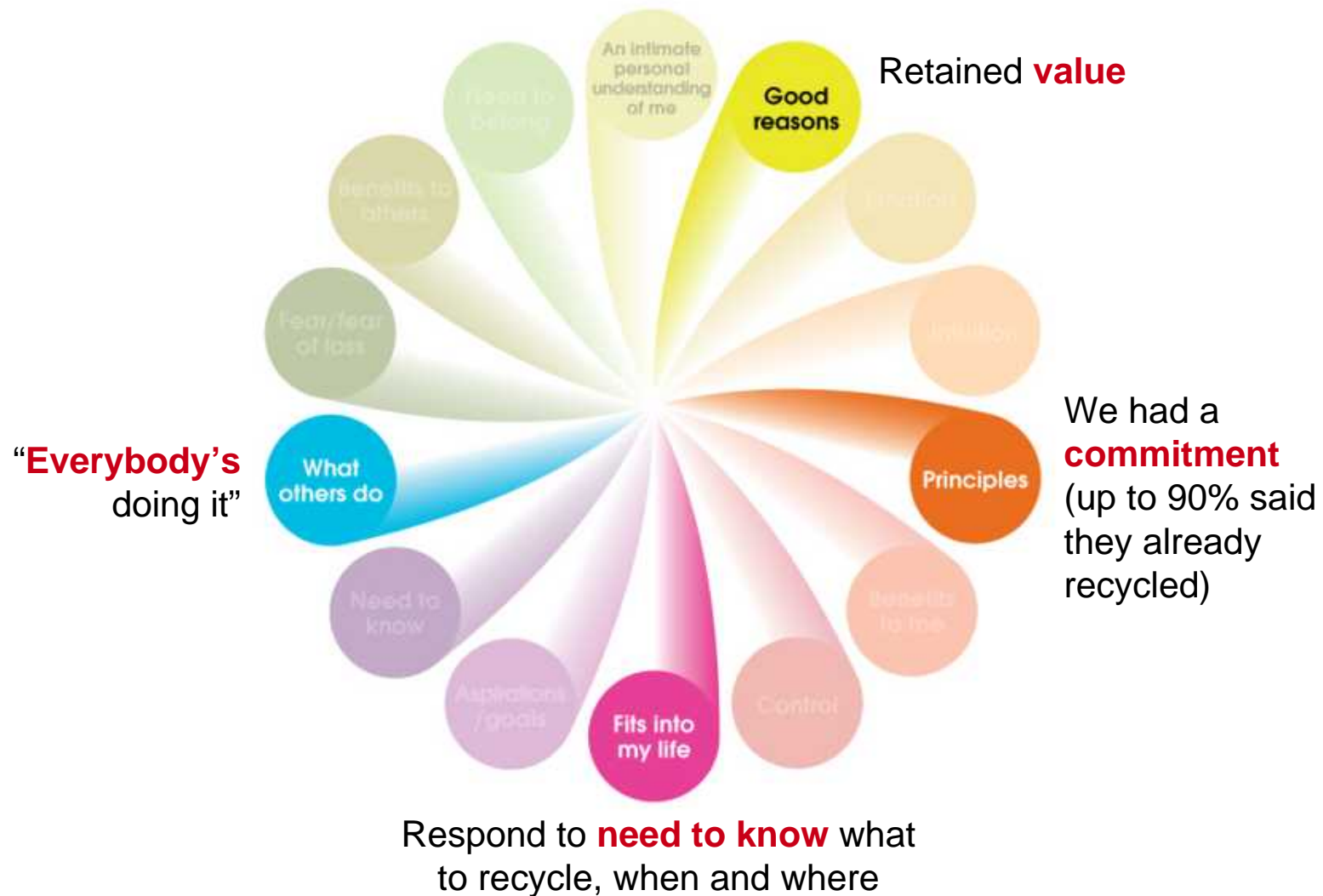


Sources: an analysis of over 40 consumer surveys between 1996/7 and 2003

Learning from others



Principle 5: Use the insight to design the campaign



7 guiding campaign actions

- 1** It's not fringe, it's mainstream – **everybody's doing it** – it's a part of everyday life
- 2** Focus on the facts but go beyond them to create **compelling reasons** to recycle
- 3** Work on the **tone of voice** so it grabs attention and sustains it
- 4** We win this in the **home** and in the **community**
- 5** Our communications should **make recycling easier** – so consistent action-oriented iconography is key
- 6** Cover **people's lifestyles** – from home, to school, to work, to leisure
- 7** **Work with partners** to get most bang for our bucks, including local authorities, retailers, employers, schools, civic-minded leaders and charity shops

Tone of voice

Out

- Guilt
- Environment as prime driver
- Public service
- Waste
- Rubbish
- Fringe

In

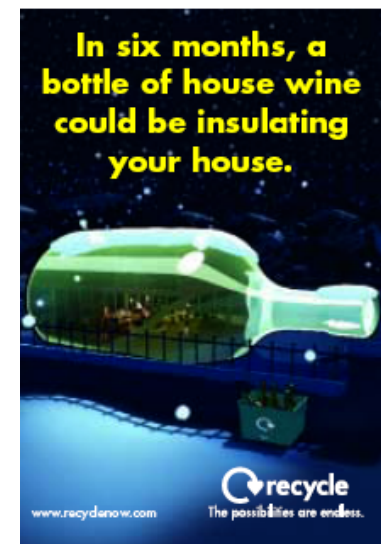
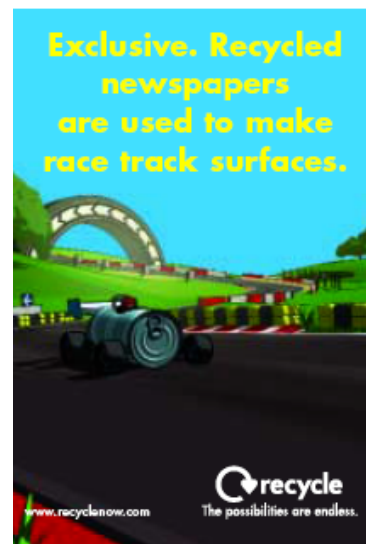
- Friendly
- Factual
- Simple
- My voice
- Mainstream
- Benefit to me

To focus on 'retained value' we created a national advertising campaign: The possibilities are endless

Problem: Recycling seen as fringe and only for 'deep greens'

Solution: Personalise the benefits in a way that is interesting, relevant and focuses on 'retained value'

Goal: People say "it's fun and easy for people like me to recycle"



To focus on 'ease of action' we created a consistent identity

Problem: Around **1 in 3** people don't know which materials to recycle, when and where

Solution: Consistent symbol to guide recycling action in the home and community

Goal: People say "I know which bin to put this in"



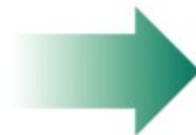
Product labelling

(not all product streams)
Applied at manufacturing stage



Home sorting

Series of consistently coloured stickers or labels applied by homeowners



Bank

Either street side collection or recycling banks, again consistent colour coding through the journey



Principle 6: Collaborate with others to achieve the social goal

Problem: Inconsistent local services and communications – “many voices”

Solution: Collaborate with partners and create common tools for action

Goal: Partners say “we have more impact and are more effective when we work together”



Local Authority Communications Centre



Retail action



The new iconography now appears on **millions of products** across the UK

Use of public commitment: the Courtauld Commitment



Impact

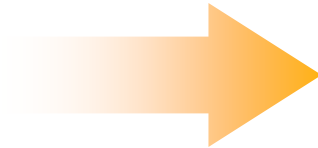
- An additional **five million** people are recycling more things more often
- Over **90% of local authorities** support the campaign
- The campaign exceeded all its targets – 64% are now **“committed recyclers”** – up from 45% pre campaign

The future

- Great progress but far **more to be done** to meet stretching new targets. Low hanging fruit plucked. Tackling harder to reach groups
- Recycling as a **gateway** to pro-environmental behaviours
- **Reducing confusion**, increasing common approaches to collections
- Moving committed recyclers to **adopt additional behaviours** – reducing waste, re-using materials, buying recycled, composting
- Linkages between **pro-environmental consumer campaigns**, such as home composting

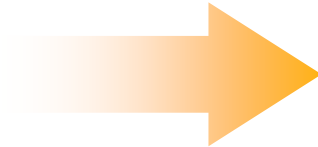
New insight

Doing **all I can**



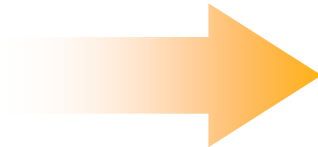
I must **do more**

Am I **making a difference?**



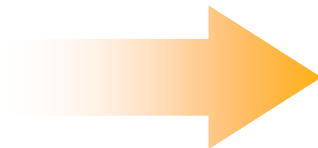
I can see it's **making a difference**

I am **acting alone**



We are **in it together**

How do I?



I **know** how to

Principle 7: Share learnings

Re-affirms social marketing principles:

- Focus on **social outcome**
- Begin with a **clear view** of the audience
- Gain a **deep insight** into the ‘customer’
- Understand **benefits and barriers** to preferred behaviours
- Use the **insight to design** the campaign
- **Collaborate** with others

Additional information

- Corporate Culture is launching a new **social marketing curriculum** in January 2009 aligned to the new National Occupational Standards
- We also have a network of social marketing leaders called the **Social Marketing Network** where leaders share good practice
- We are happy to **share more** about these and:
 - the 14 motivators of personal action
 - the 10 key social marketing strategies
 - the 7-step process of creating a social marketing campaign or programme
- Contact **John Drummond** on:
07831 175907 or at john.drummond@corporateculture.co.uk

Thank you



CorporateCulture

wrap

Material change for
a better environment