

Appendix 6a - The Impact of Waste Prevention / Education and Awareness Initiatives

INTRODUCTION

Due to the difficult nature in determining the net benefit of waste prevention schemes and initiatives above and beyond that which would have been realised with the implementation of new collection services and facilities there has been very little published data on the monitoring of campaigns. Much of the available data at present is in relation to the increase in awareness of the campaign or service it is promoting rather than the added increase in participation and increased recycle tonnages collected or the observed reduction in waste arisings.

In order to establish existing data available in the public domain, a high level desk top study was undertaken. This included extensive internet searches, literature reviews and contacting key industry organisations. This was used to determine both local and national waste awareness initiatives which would potentially identify:

- Initiatives implemented
- Impact of the campaigns
- Advantages / disadvantages of a particular initiative

Once the desk top study was nearing completion, several key organisations were contacted to identify current areas of 'good practice'. Organisations contacted included:

- Environment and Heritage Service (EHS)
- Waste & Resources Action Programme (WRAP)
- Scottish Waste Awareness Group (SWAG)
- Waste Awareness Wales
- Waste Education Support Programme (WESP)
- Local Authority Recycling Advisory Committee (LARAC)
- DEFRA

Impact Review of Local Authority Promotional Campaigns

A review of existing publications was undertaken to identify waste prevention, education and awareness campaigns that have been implemented in the UK, and in particular identify any quantified impacts on waste arisings that have been observed as a result of these campaigns.

As detailed in Table 1, a number of Councils have reported changes to waste arisings after the implementation of waste prevention and recycling awareness campaigns targeted at promoting existing or new reduction or recycling schemes. The changes identified have included the following:

- A decrease in residual waste arisings
- An increase in the overall tonnage of recyclables collected and an increase in recycling for each Council.

Information reported has indicated that a range of variables may have an impact on waste arisings (e.g. change in type of containment used for kerbside recycling). It also indicated that it may not be possible to directly attribute changes in waste arisings solely to the impact of education and awareness schemes.

The main contributory factors appear to have been:

- Multi-initiative awareness campaign
- Importance of a doorstep 'face to face' approach in engaging the public
- Introducing the awareness campaign to highlight the introduction of campaign

The following table gives brief descriptors of waste awareness initiatives which have been implemented in the UK and an indication of the impact on waste arisings that were experienced by each of the campaigns.

Table 1: Summary of Education and Awareness Schemes

| Council | Waste Awareness/Education Campaign Details | Reduced Overall Waste Arisings |
|--|---|--|
| Northern Ireland/ Republic of Ireland | Cross Border waste awareness campaign | |
| Northern Ireland | 'Wake up to Waste' for business | |
| St Edmundsbury Borough Council | Extensive publicity before and after bins were delivered | |
| London Borough of Barnet | Letter sent signed by Cabinet Minister for the Environment and a FAQ sheet | |
| Lancashire County Council | Ongoing Educational and Promotional campaign. Home Composting Staff and "Compost Guru's" hired | 2001/2: +2.4% 2002/3: +1.3% 2003/4: -2.4% |
| Lancashire County Council | 48 Billboard sheets, public relations activities, advertising, radio, training day | Proportion of paper in residual waste: - 11% |
| Tayside Area | Tayside wide campaign | |
| Greater Manchester | Supermarket bring sites, high profile celebrity launched campaign, roadshows, photo calls, billboards | |
| Portsmouth City Council | 3 focused campaign trials, lamp post stickers, flyers and guides | |
| Rushcliffe Borough Council | Newsletters, letters, personal contact, presentations, email, articles roadshows and internet site | Total waste collected wheeled bin + 29% compared to plastic sack service |

| Council | Waste Awareness/Education Campaign Details | Reduced Overall Waste Arisings |
|--|---|--|
| Devon Waste Partnership | Radio, press, a roadshow, TV advertising, website and helpline | 2001/2: +3.3% 2002/3: +0.88% |
| Guilford Borough Council | Doorstepping, media campaign, quarterly newsletter, roadshows, school visits, radio, street leaders training and give-aways | 2003/4: -2% total waste per person From 367kg/pa to 357kg/pa |
| Dartford's Waste Awareness Campaign | Leaflet drop introducing new service and Dartford's waste challenge, school presentations, exhibitions, doorstepping | Residual waste reduced by 46% for 10 households. Residual waste tonnage 2003/4 decreased by 7% |
| Aberdeenshire Council | Council sponsored pilot programme involving 50 houses | Contents of bin reduced from 20kg per week to 4kg per two weeks through mixed reduction and diversion to recycling |

A further detailed breakdown of most of these local authorities can be found in the overview at the end of this appendix

Overview of Waste Awareness Campaign

Northern Ireland/ Republic of Ireland launched 14th September 2004

[http://www.environ.ie/DOEI/doeipub.nsf/0/22eb358f59499ce280256f0f003db978/\\$FILE/webreportfin%20\(2\).pdf](http://www.environ.ie/DOEI/doeipub.nsf/0/22eb358f59499ce280256f0f003db978/$FILE/webreportfin%20(2).pdf)

In 2004, a grant of €2.5 million was awarded to increase levels of waste awareness throughout Ireland and Northern Ireland.

The Department of the Environment in Northern Ireland and Department of Environment, Heritage and Local Government in the Republic of Ireland therefore combined resources to deliver a cross border waste awareness campaign that would build on the work to date and provide a focus for environmental improvement. This involved a number of activities including

- T.V and cinema advertising campaigns
- Radio advertising on local stations
- Development of a dedicated waste awareness website
- Distribution of information fridge magnets to households
- Advertising on selected websites

The results show that of the 93% of adults that were exposed to the advertising, 23% made an attempt to reduce waste, 19% made an attempt to re-use waste and 25% made an attempt to increase the amount of waste they recycled.

Northern Ireland January 2006

<http://www.letsrecycle.com/materials/composting/news.jsp?story=5228>

Community groups in Northern Ireland are to receive a £3 million fund to reduce the amount of waste being sent to landfill. This will include the introduction of education and awareness programmes to be developed alongside community recycling schemes. The three year community waste innovation fund is to be shared amongst 15 voluntary or community based organisations. This includes funding for Bryson House and their 'sort it out' education programme for schools. This involves educating children through a number of fun activities that also raise awareness about modern waste management issues.

Northern Ireland Wake Up to Waste

http://www.ehsni.gov.uk/environment/wasteManage/wuw_business.shtml

The Wake up to Waste for Business programme aims to provide information, practical advice and direction to businesses on how to reduce, re-use and recycle their waste, reduce costs and improve environmental performance. Through this a number of organisations have introduced beneficiary recycling schemes. Marks and Spencers have recovered and re-used 100,000 IT items over the past 18 months for re-use and donation to charities. They also use recycled glass and board over heavier and not-recycled alternatives. B&Q are also making use of new waste management practice and have introduced a target to make sure all cardboard used in transit and for display packaging is 100% recyclable.

Northern Ireland 20th June 2005

http://www.wen.org.uk/general_pages/Newsitems/pr_RNW8.6.05_NI.htm

The Real Nappy Campaign was introduced 9 years ago and is conducted between 20th and the 26th of June every year. It is currently supported by 85% of local

authorities and is funded by WRAP (the Waste & Resources Action Programme). It is estimated that 40,000 tonnes of used nappies are dumped in landfill in the U.K every year. This is the equivalent of 100 tonnes of nappies a day. It's target is to convert an additional 155,000 households to real nappy use, which is the equivalent to diverting 35,000 tonnes of disposable nappy waste away from landfill every year.

Belfast City Council 2005

<http://www.belfastcity.gov.uk/cleansingServices/community.asp>

Belfast City Council has introduced a Waste Community Awareness Team in order to raise awareness of waste minimisation by local residents.

The main responsibilities of the Community Awareness Team include working with local communities to improve the environmental quality of Belfast through advice, talks, visits and cleanups. These involve dealing with flytipping, providing equipment for cleanups and arrange bulky item collection. In 2005 the team worked with 95 groups and over 2600 people in Belfast to improve their local environment. It works through a combination of community involvement and the provision of friendly technical assistance.

In 2005 the team also engaged with 97 schools and over 8500 pupils. This involves conducting presentations and workshops on a level that will keep children interested and encourage them to participate in waste minimisation.

Down District Council December 2005

http://www.downdc.gov.uk/news_detail.asp?id=171&area=4&aName=Council

During the Christmas period, Down District council introduced a highly successful 'Smart Shopper' campaign. This campaign was targeted at customers in large retail centres and involved encouraging consumers to think about how their buying behaviour could become more environmentally focused. For example buy services or tickets to events as gifts instead of goods. This was established in response to the increase in consumer spending throughout the Christmas period. This involves a number of small changes to the way consumers shop including re-using shopping bags (or buying a 'bag for life'), buying rechargeable batteries for toys and re-using Christmas cards or make a donation to charity instead of buying a card and send an email.

Lancashire County Council (Ref CIWM conference proceedings 2005)

Distribution of home composting bins has been supported by an ongoing educational and promotional campaign to ensure that they continue to be used over a long period of time. Dedicated home composting staff have been employed and a network of 80 voluntary 'Compost Gurus' has also been created.

After 4 years over 115,000 home composting bins have been distributed free of charge. At least 15% of households in Lancashire now have home compost bins. Initial research indicates an average annual reduction of 126kg of waste produced by householders using a home composter.

Total waste arisings growth rate in Lancashire has been reported as follows:
2001/2002 - +2.4%; 2002/2003 - +1.3%; 2003/2004 - -2.4%

Dartford's Waste Awareness Campaign (Ref: R Parker MEL Research, Waste 2004 Conference Paper 2004)

A waste awareness campaign was designed by Dartford Council to coincide with the upgrading of a kerbside collection scheme from paper to multi materials. A key challenge for this project was;

- To tackle the loss of peoples willingness to participate when the service stopped collecting cardboard.

The Campaign included the following:

- Campaign started with a leaflet drop to all households stating Dartfords waste challenge and introducing the new service.
- A number of activities followed: school presentations, a number of exhibitions using specifically designed roadshow and displays, a slim your bin project was launched and doorstepping was carried out in one selected area.

The results indicated the following:

- Slim your bin campaign involved 10 families, reducing their waste. The groups residual waste was reduced by an average of 46%.
- All participants were able to achieve recycling tonnages of between 7kg and 22kg per week.
- Overall, residual waste collection tonnages decreased in 2003/4 to 1999 levels, a decrease of 7% on the previous years tonnages.
- At the kerbside, tonnages increased from 1072(2002/3) tonnes to 4157(2003/4).
- For materials not collected at the kerbside tonnages at bring banks increased for glass by 47% and textiles by 28%. This increased the recycling rate from 7% (2002/3) to 14% (2003/4)