

## 5. Communications, outreach and engagement

Since 2006, NLWA has delivered a progressively ambitious programme of communications, engagement and outreach in partnership with our boroughs.

Our first priority is to reduce waste, which saves money for councils and preserves resources for future generations. We deliver multi-channel communications campaigns and face-to-face outreach to promote waste reduction and reuse to residents and businesses. Secondly, we run campaigns and projects to increase resident participation in recycling and reduce contamination.

Thirdly, we lobby persuasively and proactively for government and industry to bring in measures to promote the circular economy and protect resources for the future.

### How we reach residents

We ensure our communications, campaigns and engagement activities are based on audience insights and research to ensure we can reach residents as effectively as possible.

We reach our audiences through a variety of ways, including:

- Face-to-face at events organised by NLWA and partners
- Information on our websites
- Information on our boroughs' websites
- Social media: Twitter, Facebook, Instagram, YouTube and LinkedIn
- Outdoor advertising
- Local newspaper advertising
- National, regional and trade press

## Summary of engagement

As in the previous year, our face-to-face events were limited for part of 2021/22 due to COVID-19 restrictions. However, we were able to reach residents through our online, press, social media and advertising offer.

Activity	People reached/engaged
Face-to-face events	1,184 people
NLWA websites	828,081 visits
Social media (Twitter, Facebook, Instagram, YouTube and LinkedIn)	4,115,580 views of all posts
Outdoor advertising	19,089,928 potential number of people who saw the adverts
Local newspaper advertising	578,244 number of copies printed and distributed
National, regional and trade press	53,697,480 total views of all publications

*Table 5: resident engagement through face-to-face, online, press, social media and advertising*

## Project highlights

### Waste Prevention Community Fund

In 2021/22 we granted over £75,000 to seven grass-roots organisations to reach residents in each of our constituent boroughs. Activities delivered by this round of funding include:

- workshops on reuse, repair and upcycling
- training “community organisers” from diverse communities to deliver reuse and repair workshops in community
- installing infrastructure to enable a popular visitor attraction to reuse packaging and reduce single use items.



*One of our Waste Prevention Fund recipients*

We reviewed the fund and have improved the initial set-up phase for awarded projects and to give them maximum delivery time. We have also agreed an increase in the fund to £120,000 for 2022/23 to enable groups to increase their reach and impact.

### **Low Plastic Zones**

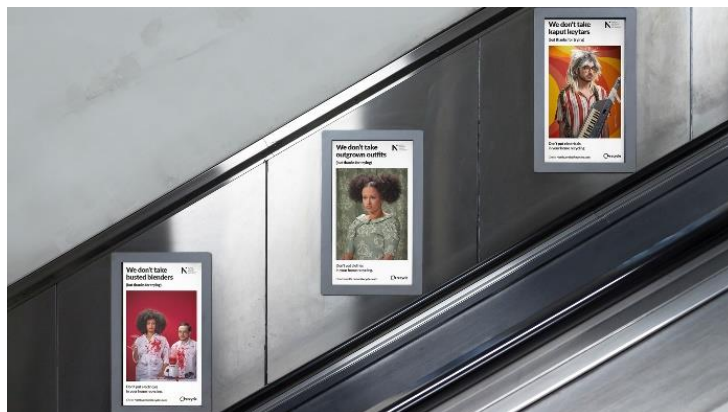
Low Plastic Zones are six areas in north London where businesses have worked with NLWA and boroughs to reduce unnecessary plastic waste on their premises. The scheme launched in 2020 and, as it relies on intensive face-to-face engagement with businesses, was heavily disrupted in 2020/21 into 2021/22. In summer 2021 we reengaged businesses in the zones to ensure maximum take up and worked on plans to expand the scheme throughout 2022/23.



*Low Plastic Zones logo*

### Thanks for Trying

A campaign to raise awareness of the problems caused when non-recyclables are put into the household recycling bin which included outdoor and social media advertising, PR activity, an art exhibition toured to all boroughs and talks for residents. Advertising reached over 17 million people, press coverage reached 24 million, and we spoke to 1,184 people face-to-face.



*Advertisements at north London Underground stations and a staff member at an outreach event.*

## Not a Minute to Waste

A campaign to highlight the vast quantity of waste being produced in London with a call to residents to take one action to play their part in reducing waste. Billboard and social media advertising reached 508,757 people and we secured media coverage on ITV London News and trade press.



*Billboard for Not A Minute To Waste*

## Polystyrene recycling

A campaign was delivered to promote NLWA's new expanded polystyrene recycling service in November. Activities included a launch event at one of NLWA's reuse and recycling centres, a press release and local newspaper and social media advertising. The campaign reached 500,000 residents through advertising and 206,000 people through media coverage.



*Cllr Clyde Loakes at our Expanded Polystyrene Recycling (EPR) service launch*

### Waste Prevention Exchange conference

The Waste Prevention Exchange is one of the largest waste prevention conferences in the UK, and more than 200 delegates attended the virtual event in March 2022. It brought together an expert panel of speakers to discuss the waste sector’s response to the climate emergency and initiatives driving the required change. Industry leaders navigated delegates through the challenges facing the sector such as the elimination of carbon intensive items in waste streams, communications and responses to the climate emergency, incentivising the market and campaign planning.



*Waste Prevention Exchange Conference*

### Reusable nappy fund

The scheme provides vouchers or cash back of £54.15 per baby to parents/carers in north London who use reusable nappies. £1,058 people signed up to the scheme in 2021/22. There is an assumption that whilst a person has redeemed a voucher their baby will continue to use reusable nappies for at least two years, therefore the benefits of disposable nappy waste is experienced for more than one year. For the period of 2021/22, it is estimated that 1,060 tonnes were avoided related to a total of 3,699 children.

### Love your mattress

Running throughout February, which is ‘National Bed Month’, this media campaign helped people understand the environmental benefits of extending the life of a mattress and how to responsibly dispose of it at the end of its life. It also raised awareness of NLWA’s mattress recycling service, and the huge numbers of mattresses recycled in just six months.

**N** NORTH  
LONDON  
WASTE  
AUTHORITY

# 1 IN 4 THREW THEIR LAST MATTRESS AWAY WITHIN LESS THAN 4 YEARS.

But, when looked after, they can last 7–10 years! Throwing away mattresses early leaves a big carbon footprint — here’s what you can do to make your mattress last longer and protect our environment. ➔



*An image from our #LoveYourMattressCampaign*

A press release was issued which included results of audience polling. This gained media coverage reaching 3.3 million people. Social media advertising reached a further 78,178 people and generated 3,934 engagements.

## Research and insight

In 2021/22 we commenced research into three areas which will be used to inform our next Residual Waste Reduction Plan:

### Education

Focused on north London primary schools, this project is exploring the priority areas of interest and gaps relating to waste minimisation education, through engagement with school representatives and parents/carers.

## Behaviour change

Through engagement with north London residents, this research will provide insight to the most effective routes to resident engagement and messaging that will motivate actions to prevent waste, based on the approaches delivered by NLWA.

## Textiles

Engagement with community groups and sector specialists active in the textiles sector is being carried out to map the various activities that are taking place across the Authority area. This will inform what behavioural patterns we want to encourage people to change and create working relationships with stakeholders that are engaged in ongoing work in textile waste prevention in north London



*Reducing textile waste is one of our highest priorities*



## Consultation responses and campaigning

During 2021/22 we responded to four significant Government consultations:

- Extended Producer Responsibility (EPR) for Packaging - England, Northern Ireland, Scotland, and Wales
- Introducing a Deposit Return Scheme in England, Wales and Northern Ireland
- Waste Prevention Programme for England
- Consistency of Waste Collections in England

The full response for each consultation is available at:

[nlwa.gov.uk/ourauthority/consultation-responses](https://nlwa.gov.uk/ourauthority/consultation-responses)

We support any legislation and structural changes that could lead to a reduction in waste and increase in recycling, and in most cases would like measures to go further and be implemented sooner. In 2021/22 we have called for, amongst other things:

- A charge on disposable coffee cups and lids
- A ban on other single-use plastic items like plates and cups
- Reinstating the 2023 start date of extended producer responsibility (EPR)
- Ensuring the EPR funds go to councils to fund further waste prevention initiatives
- Extending EPR to items like nappies and wet wipes
- Consulting on extending EPR too difficult to recycle bulky items like mattresses and carpets