



Behaviour Change and
Visual Communications

THE HIERARCHY OF BEHAVIOUR CHANGE

Optimal points for strategic
communication planning



Resources & Waste
Advisory Group



wasteaware



THERE'S NO NEED TO DUMP WASTE ON THE STREET

We collect household waste and recycling from your home each week.

You can take excess waste to the Recycling and Reuse Centre.

We offer a bulky waste collection service.

Plus, there's charity shops that accept many things you no longer need or want. Online market places to sell things and even sites like freecycle.org where you can give stuff away to people who need it.

All this explains why, if you choose to ignore all these and dump waste illegally on the streets, we'll issue you with a £400 Fine.

Find out more and report dumped rubbish at love.newham.gov.uk

WE ARE NEWHAM. WE ARE RESPECTFUL.

People at the Heart of Everything We Do



Glass Is Better in The Bank
February 8 at 4:44 PM · 🌐

Keep glass out of the household recycling bin! Check what you can recycle, how and where at: www.suffolkrecycling.org.uk Glass Is Better in The Bank ♻️



NOPE!
NOPE!
NOPE!
NOPE!
NOPE!

Play
0:12 / 0:21

6 People reached 1 Engagement

Like Comment Share

Comment as Glass Is Better in The Bank
Press Enter to post.



IT'S BETTER IN THE BANK


We can only recycle glass if you put it in the right place.

We can only recycle glass if you put it in the Glass Banks.
That way, your bottles and jars get recycled into new bottles and jars, over and over and over and over and over and over...

For more information search #GlassIsBetterInTheBank

COUNTRY style
RECYCLING

Suffolk recycles

LEAVE IT OUT!


Suffolk recycles

4 People reached 0 Engagements - Distribution score

Like Comment Share

Comment as Glass Is Better in The Bank
Press Enter to post.

we collect loads of things in your household recycling bin but glass isn't one of them. Take your glass bottles and jars to your nearest Glass Recycling Bank and they will get recycled over and over and over and over again. And again. Then again..and again... 😊 Glass Is Better in The Bank ♻️



HANDS UP IF YOU KNOW THE ODD ONE OUT

Suffolk recycles

7 People reached 1 Engagement - Distribution score

Like Comment Share

Comment as Glass Is Better in The Bank
Press Enter to post.



SHQIPËRIA  CIKLON



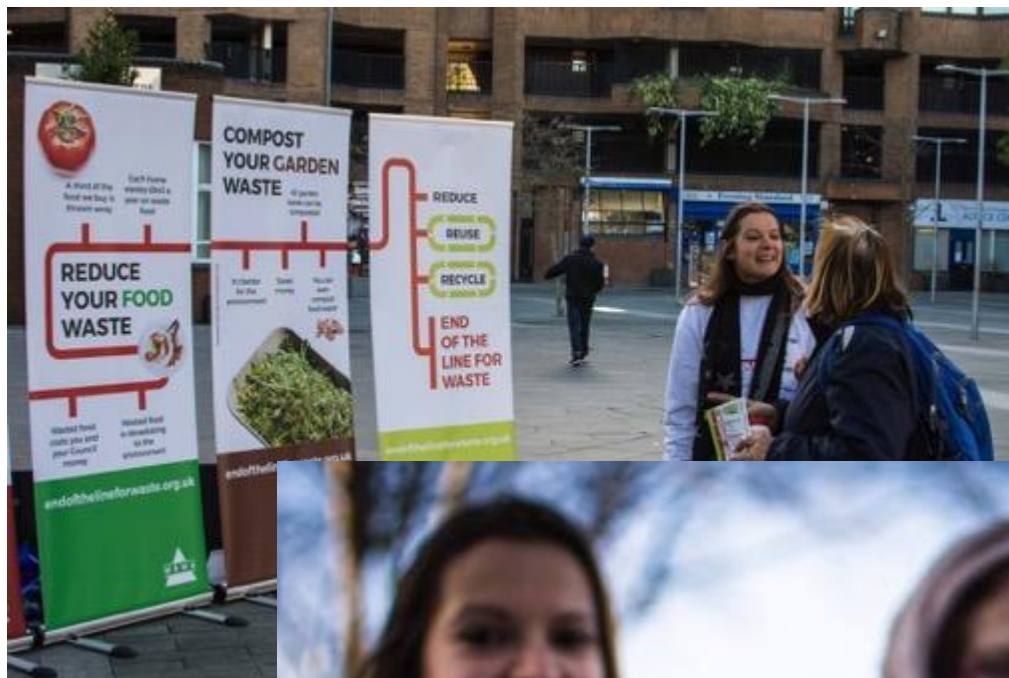
Plastic Waste
Partnership



KEEPING BARBADOS LOVELY
RECYCLING • REUSING • REDUCING WASTE



PLASTIC BOTTLES
FOR A CLEANER, BETTER
KAMPALA



25 years

Over 160 UK Local Authorities

30 countries

2000 - 2012

0%

30%



Awareness
Motivational
Encouragement
BEHAVIOURAL

£5.50 phh

2000 - 2012

2013 - 2019

0%

30%

40%



Awareness
Motivational
Encouragement
BEHAVIOURAL

£5.50 phh

Information
Remedial

£1.80phh

2000 - 2012

2013 - 2019

JULY 2013
Barbecue season! Minimise food wastage by buying your salad veg loose rather than pre-packed and don't forget to recycle your glass bottles and cans.

Monday 15th Monday 22nd Monday 29th

Did you know?
In the UK, enough glass is produced to fill the Albert Hall every hour.
Source: WRAP

AUGUST 2013
Lazy days on the beach and picnics in the park! Cut your waste and pack a lunch in reusable containers and don't forget to take your recycling home with you.

Monday 5th Monday 12th Monday 19th Monday 26th

Did you know?
On average, each person in the UK wastes 66g of food each year.
Source: WRAP

SEPTEMBER 2013
Leaves will start to fall soon! If you've not opted into the Eastbourne Garden Waste Collection Service, now's the time to do so. Visit www.eastbourne.gov.uk or call 01323 410000

Monday 2nd Monday 9th Monday 16th Monday 23rd Monday 30th

OCTOBER 2013
Get ready for winter! Time to ready the garden for colder weather. Why not try composting at home? It's easy, start now and you'll have it ready for spring.

Monday 7th Monday 14th Monday 21st Monday 28th

Did you know?
If each home made just half their weekly waste, it would save 1 tonne of CO2 each year.
Source: EPA

NOVEMBER 2013
Time to start thinking about Christmas. Early planning can help to cut waste and save money. Visit www.lovetothewaste.com for tips and advice on reducing Christmas food waste.

Monday 4th Monday 11th Monday 18th Monday 25th

Did you know?
It takes 1000kg of paper to make 1 tonne of Christmas cards.
Source: WRAP

DECEMBER 2013
Don't waste Christmas! Make sure you choose wrapping paper that you can recycle by avoiding foil based wrapping. And season's greetings to you!

Monday 2nd Monday 9th Monday 16th Monday 23rd Monday 30th

LOVE THE LIVE
Love Recycling

2000 - 2012

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LOVE FOOD & WASTE
Love Recycling

2013 - 2019

Keep recycling – kerbside collections 2015/16

For more help to reduce waste and recycle including a replacement calendar, container stickers and to book, pay and more at www.eastbourne.gov.uk plus access to www.eastbourne.gov.uk

Must
- replacement calendar, container stickers and to book, pay and more at www.eastbourne.gov.uk

It's easy to find information and events, to book, pay and more at www.eastbourne.gov.uk

Follow
- replacement calendar, container stickers and to book, pay and more at www.eastbourne.gov.uk

10 November to 13 March up to 8 garden sacks to 8 garden sacks
Christmas and New Year changes
No collections on **25** (please use collections in following weeks)
No collection on **1** (if rider collections are one day later this week)

Recycling containers
Clear bags – free
Recycling box – free
Food waste bins – free
Food waste bags – £1 per bag
Garden sack – £3.70
Collect all containers from local residents, food waste bins, food waste bags and garden sacks also for sale online
Please leave recycling and rubbish visible on your property boundary by 7am for the collection vehicle(s)
Scan rec with your QR code reader

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2000 - 2012



2013 - 2019

2000 - 2012



2013 - 2019



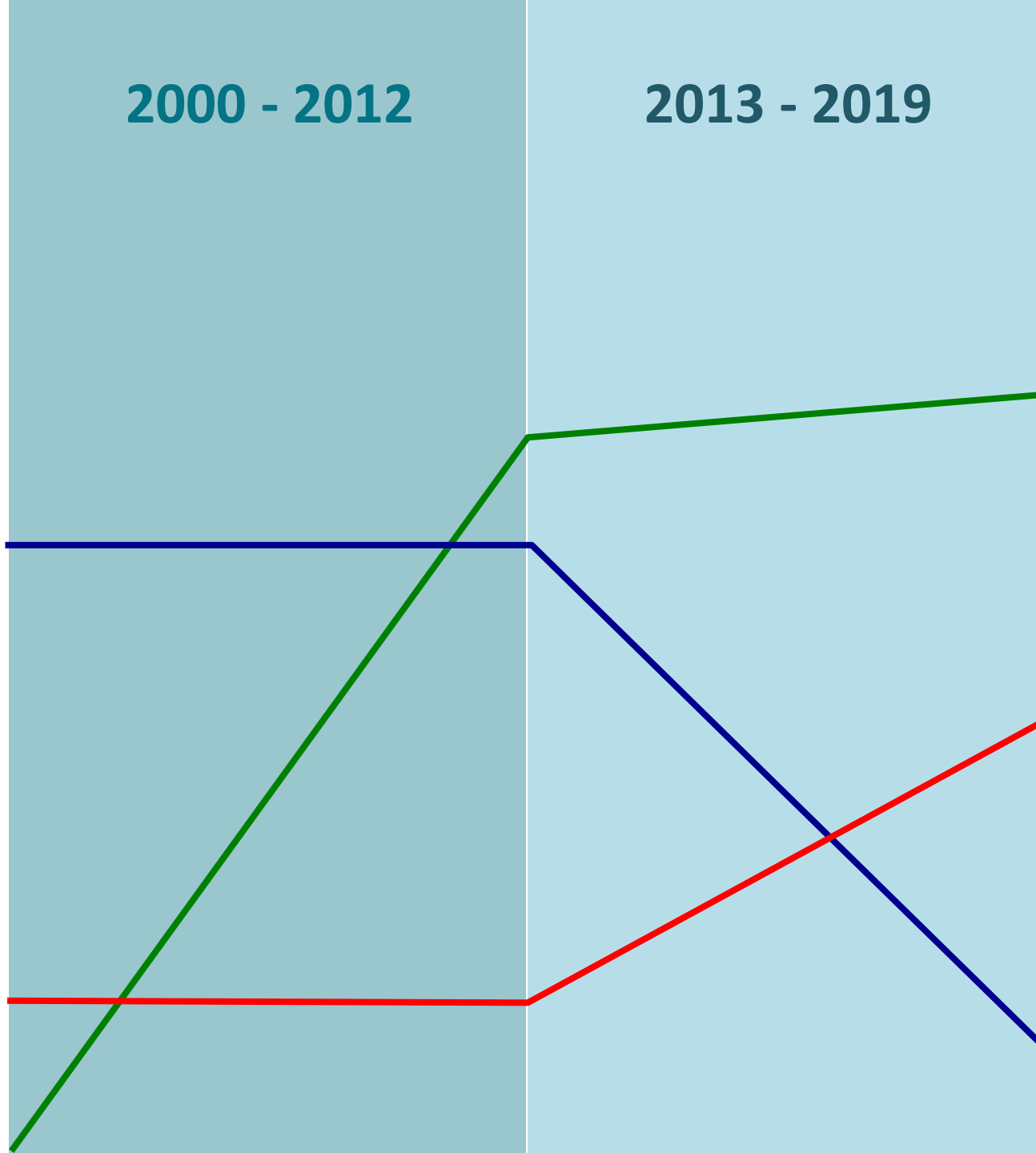
2000 - 2012

2013 - 2019

Recycling

Contamination

Budget



2000 - 2012

2011 - 2019

2022, 23, 24

0%

30%

40%

70%

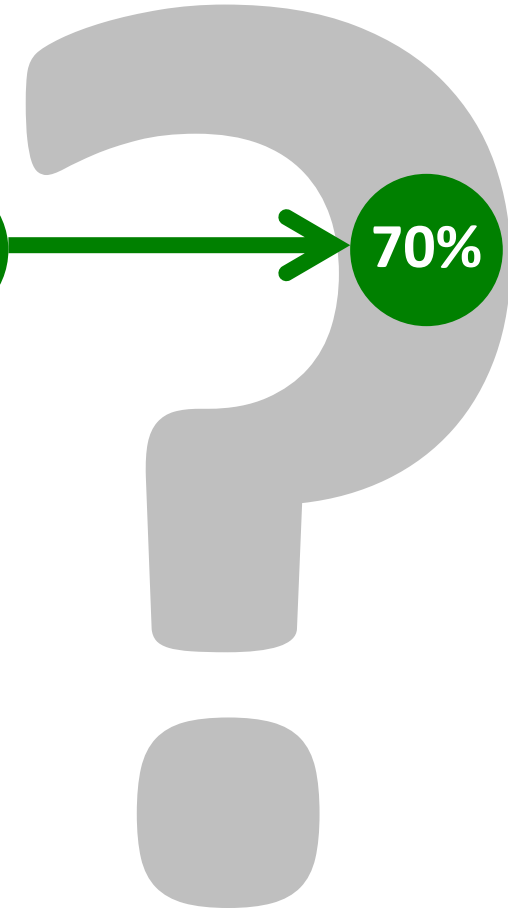


Awareness
Motivational
Encouragement
BEHAVIOURAL

£5.50 phh

Information
Remedial

£1.80phh





***"We need
a new
service"***

***"We'll
Need
Some
comms"***

***Roll
Out***



***"We need
a new
service"***



***"Ooh. We
Need
Some
comms!"***



***Roll
Out***

Most effective

Removal

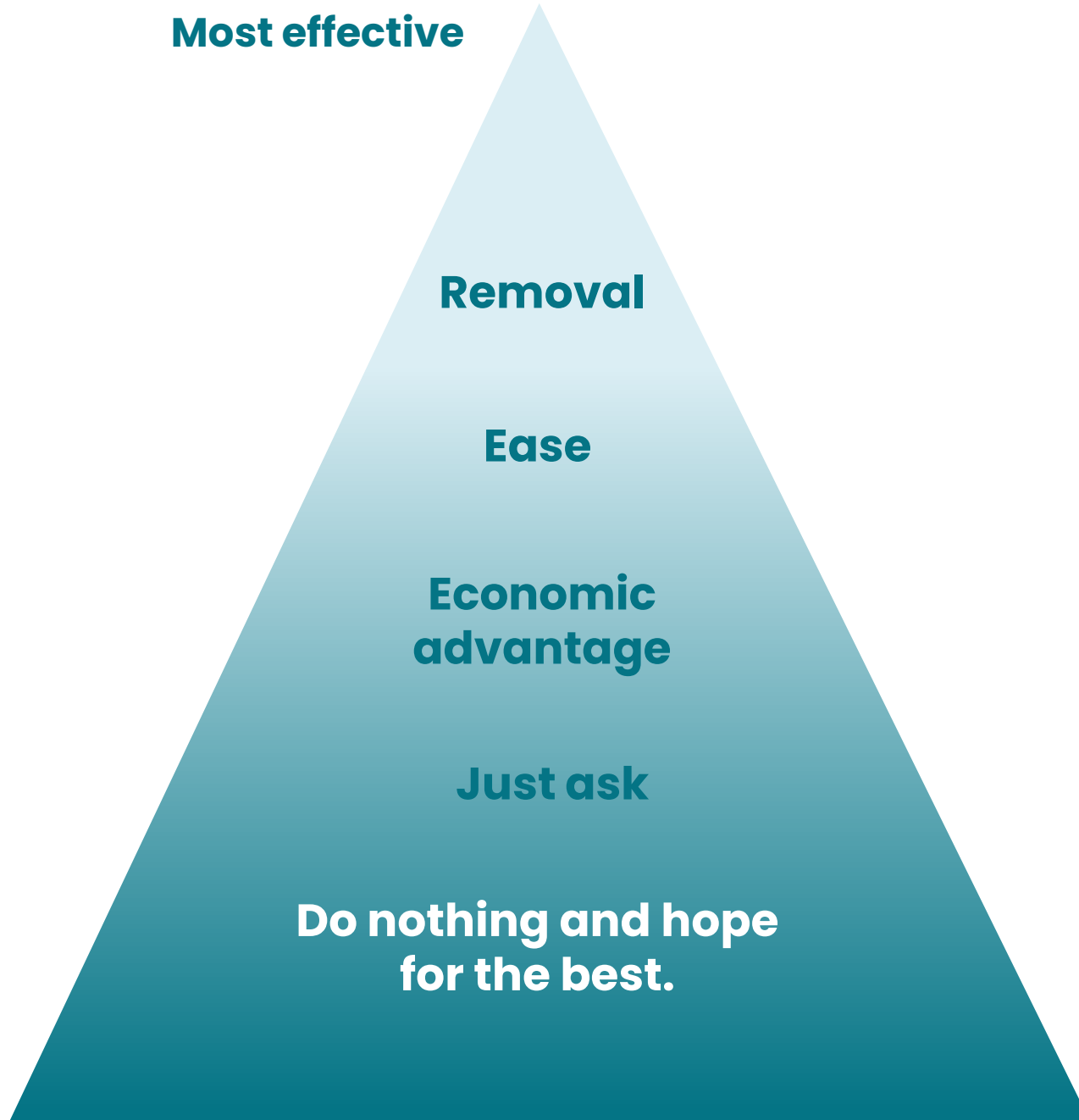
Ease

**Economic
advantage**

Just ask

**Do nothing and hope
for the best.**

**Least
effective**

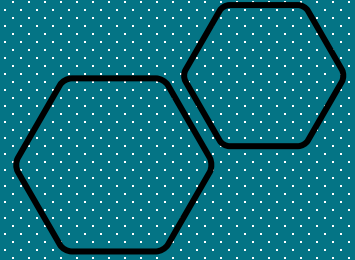


Most effective



Removal

**Least
effective**

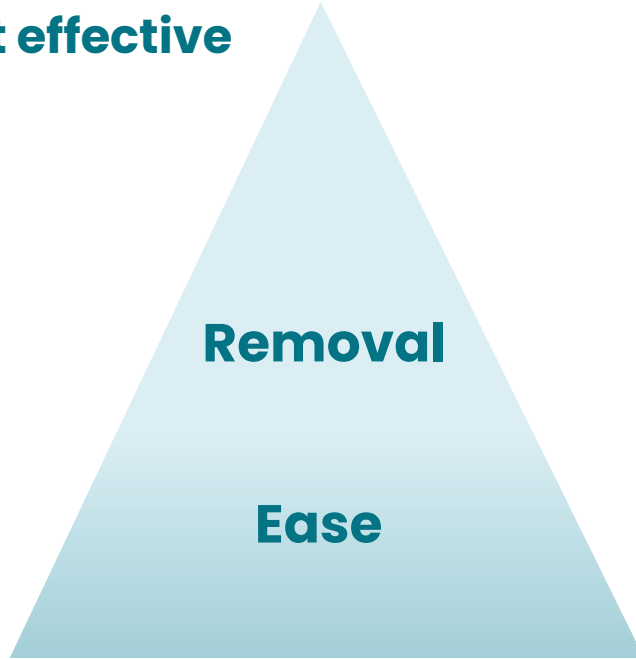


Most effective

Removal

Ease

**Least
effective**





Food slops Clothing Plastics Paper Cardboard Food waste Cans and bottles Normal refuse Garden waste

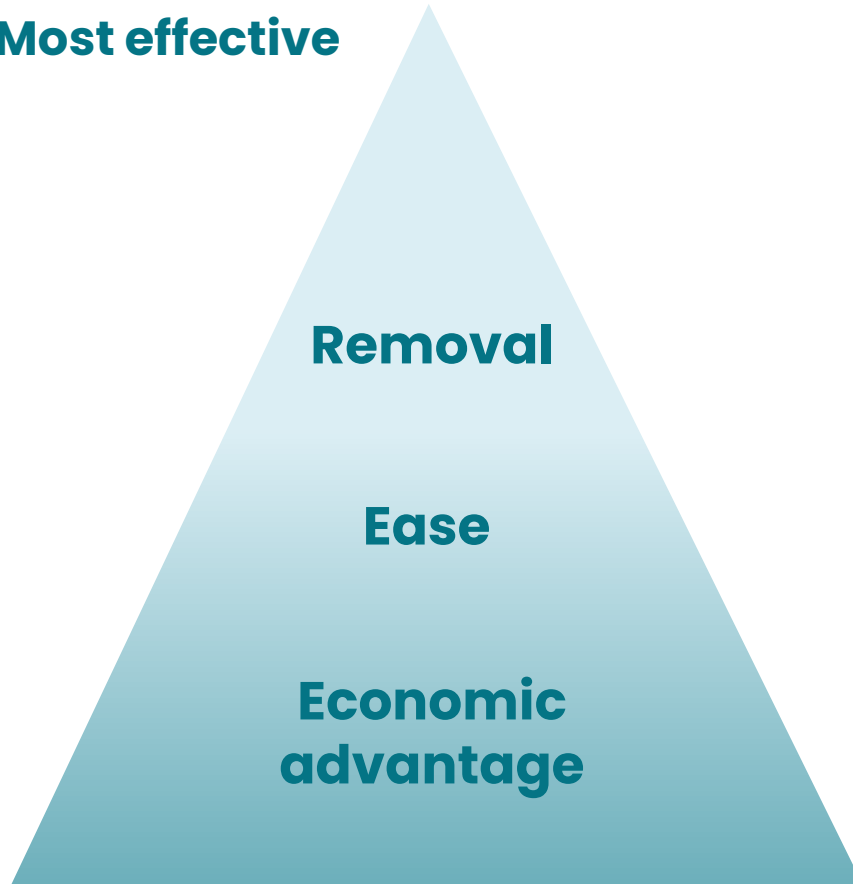
Most effective

Removal

Ease

**Economic
advantage**

**Least
effective**



**Optional
Collection
and often
Chargeable**



**Optional
Collection
Chargeable or
Communal**



Most effective

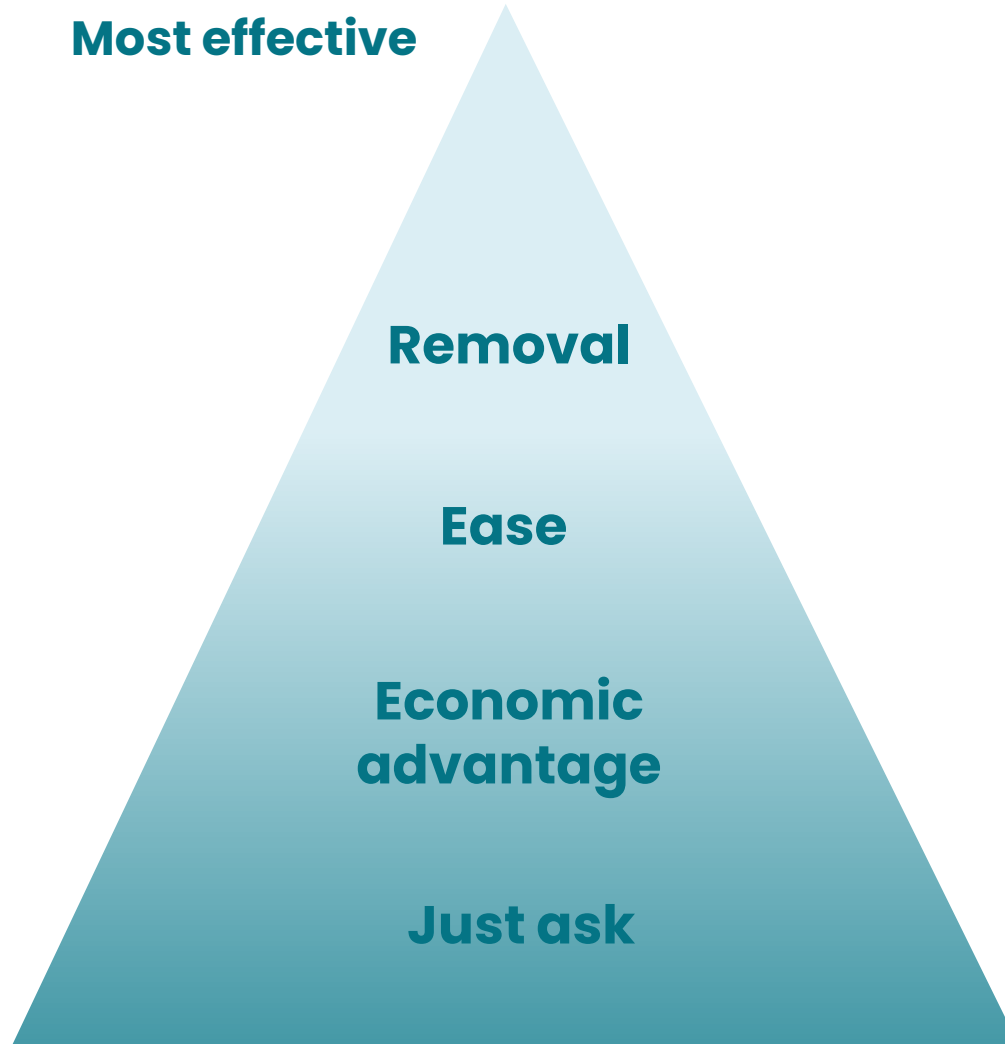
Removal

Ease

**Economic
advantage**

Just ask

**Least
effective**





**IT'S BETTER
IN THE
BANK**

**We don't collect glass in Suffolk's
household recycling bins.**

We can only recycle glass if you put it in the right place.

#GlassItsBetterInTheBank
www.suffolkrecycling.org.uk



COUNTRYstyle
RECYCLING

 Suffolk recycles



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COUNTRYstyle
RECYCLING

 Suffolk recycles



Most effective

Removal

Ease

**Economic
advantage**

Just ask

**Do nothing and hope
for the best.**

**Least
effective**







**“But...we
have no
budget!”**

2000 - 2012

2013 - 2019

0%

30%

40%

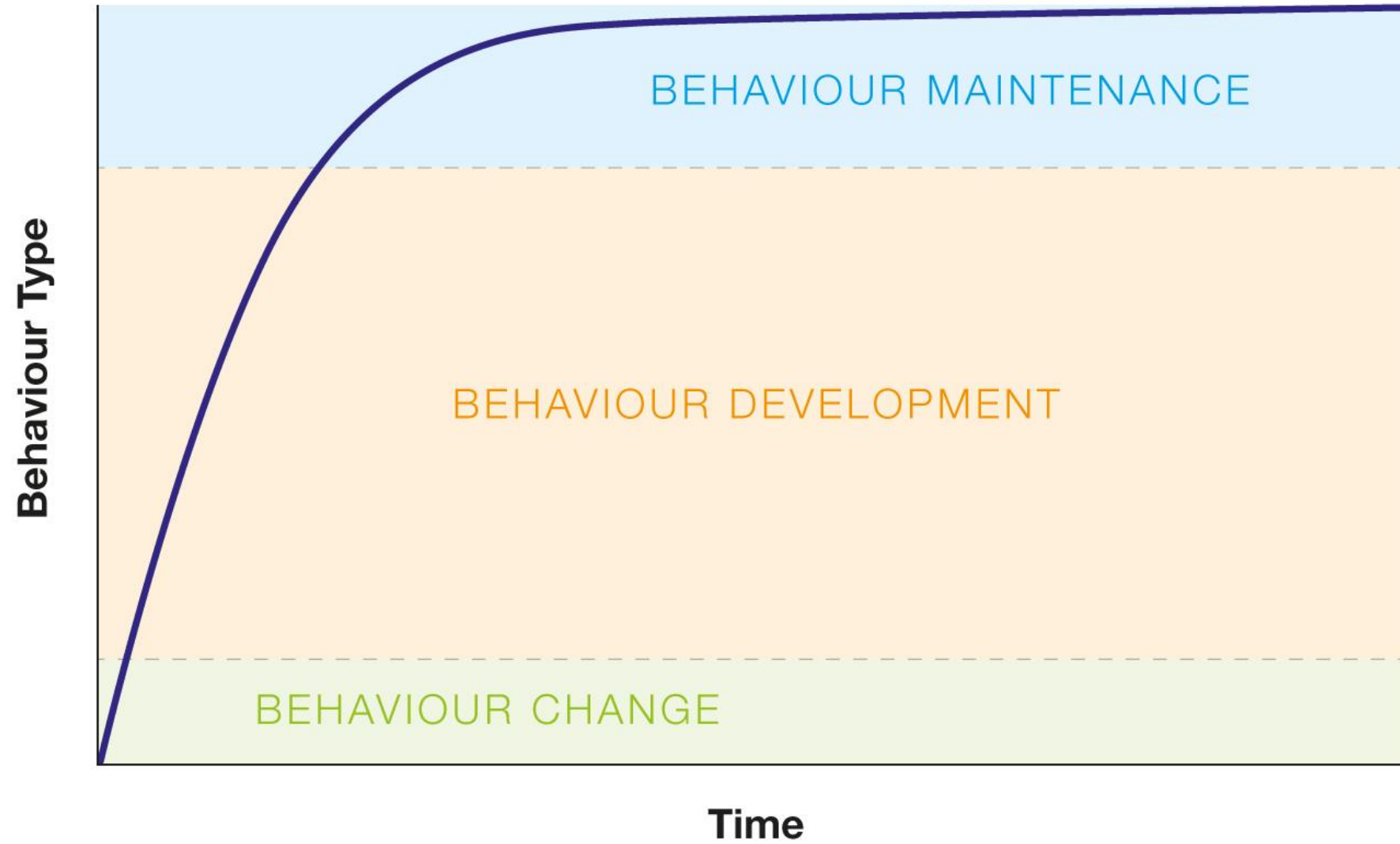


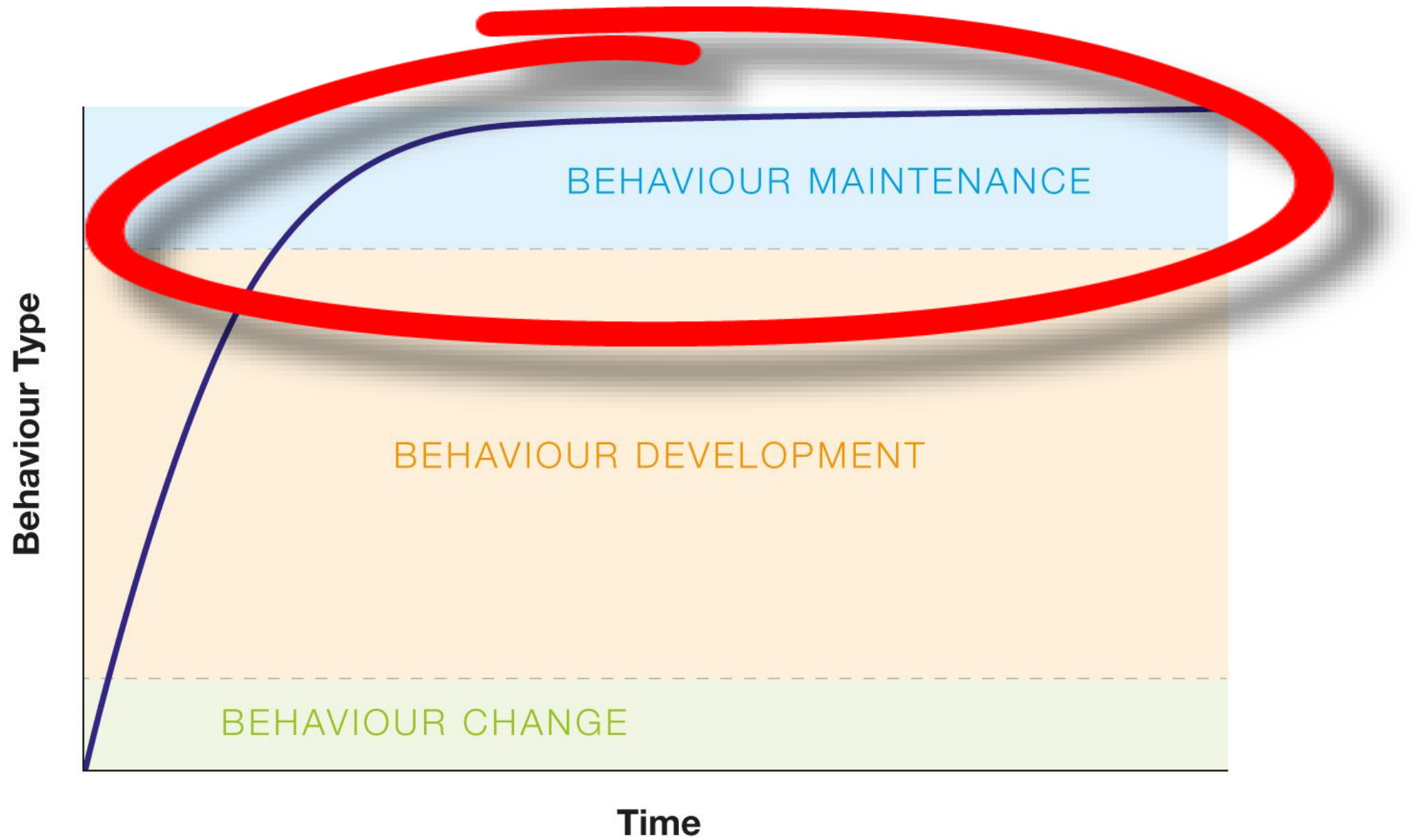
Awareness
Motivational
Encouragement
BEHAVIOURAL

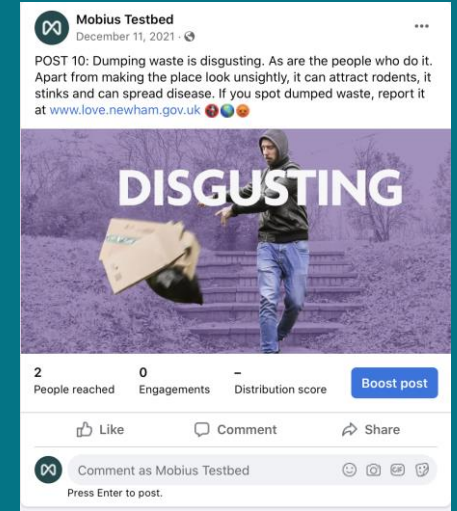
£5.50 phh

Information
Remedial

£1.80phh







Newham London

DUMPING RUBBISH IS DISGUSTING

Dumping waste on the street is
disgusting, disrespectful and **ILLEGAL**

We're cracking down on illegal dumping. Last year we issued
over £100,000 worth of fines to people who dumped waste.
Report dumped rubbish at love.newham.gov.uk

WE ARE NEWHAM. WE ARE RESPECTFUL.



People at the Heart
of Everything We Do

THE COMMUNICATIONS STRATEGY FRAMEWORK

The Issue	The Strategic Aim	Communication Objectives	Expected Outcomes
Audience	Take Away Messages	Evidence	Monitoring

Take aways

**Consider the complexity of service that
needs to be communicated –
the more complex the more comms
is needed, more lead time and more budget**

**If you can't afford the comms to the level
that's needed, can you influence service
design to make it simpler and less
costly to communicate?**

**Invest in content that's
interesting, engaging and motivational.**

Apply strategy – not just tactics

**Let's change something
for the better, for good**

 **mobius**

mobiusagency.org.uk

[@thewastecommunicator](https://twitter.com/thewastecommunicator)

07970 717041

stephen@mobiusagency.org.uk