NLWA

Wise Up To Waste Website Strategy.

Contents...

- Business context
- Audience insights
- Comparator analysis
- Brand audit
- A new vision for the website
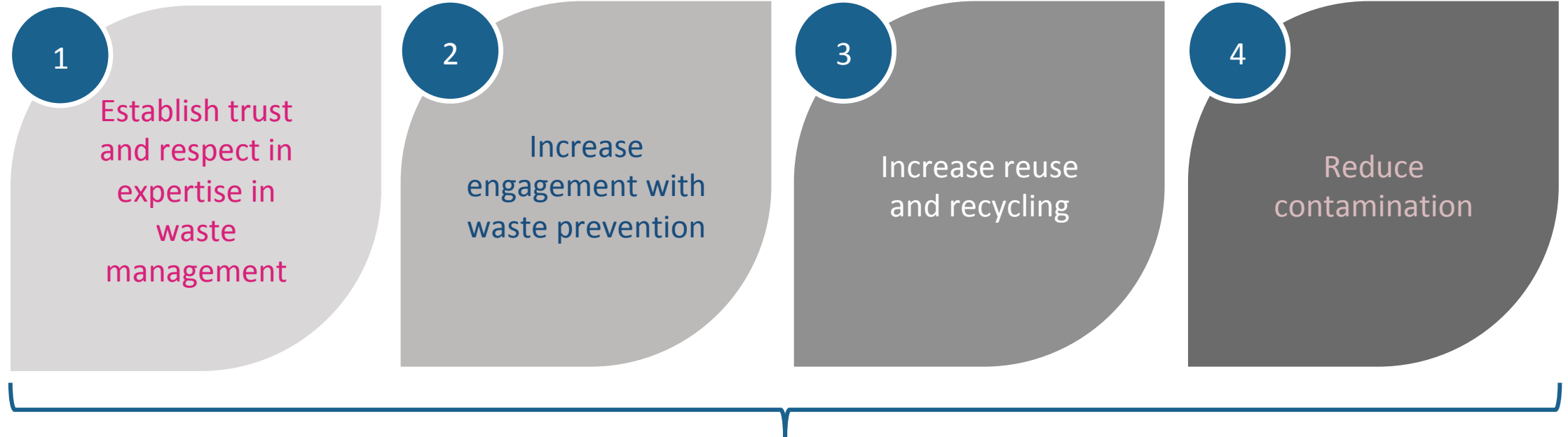- Practicalities

Business context.

NLWA communications aims...

- To **protect and enhance the Authority's reputation** as a statutory joint waste disposal authority, so that the Authority is seen as a credible and persuasive voice in the waste industry and effective in its statutory waste disposal duty.

- To **achieve long term behavioural change** amongst north London residents and businesses in order to reduce waste and increase reuse and recycling towards 50% by 2010, and therefore minimise the impact of waste disposal costs on taxpayers.

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NLWA communications objectives...

- To demonstrate the Authority's level of expertise in waste management, to be a respected voice on industry issues, and to raise the profile of the Authority

- To promote waste prevention as being at the top of the waste hierarchy

- To promote recycling and encourage long term behaviour change in order to achieve an increase in north London's recycling rate

- To work with LondonWaste Ltd's communications team, providing support for joint areas of work and those with NLWA branding e.g. Kings Road reuse shop Second Time Around

- To develop existing communications channels and explore new ones, maximising on social and digital streams

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N.B. This is a sub-set of the most relevant points

The perceived ambition...

1 Establish trust and respect in expertise in waste management

2 Increase engagement with waste prevention

3 Increase reuse and recycling

4 Reduce contamination

...within North London

However a lot of other
institutions have similar aims

The role for the WUTW website is dependent on the wider role for NLWA / WUTW within this mix...

The scope for this project...

To deliver a clear strategy for the NLWA's 'Wise Up To Waste Website' to fulfill the following objectives:

- Clarify a role for the website in supporting North London residents to reduce and manage their waste, in line with the NLWA 2017 comms strategy
- Clarify the role of NLWA digital platforms versus those of borough councils, in disseminating and providing access to information about waste reduction and management
- Help NLWA reduce operating costs as a result of reduced contamination
- Identify the functionality and content that would deliver the above, informed by industry best practice and wider digital trends with tangible examples
- Provide a roadmap for delivery of the strategy

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Proposed KPIs for the new website...

- Increased web traffic

- Increased dwell time

- Increased page views per visitor

- Increased return visitors

- Decreased bounce rate

- Increased referrals from local councils

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Key learnings from current website…

Key learnings from website review...

1
Content to include 'more varied and specialist knowledge they don't currently receive from other sources'

2
'The design of the website feels similar to those aimed at students and young people'

3
'Differentiate the website by clearly outlining the purpose of Wise up to Waste'

4
'Users are particularly interested in relevant, local information'

5
'Local borough staff say they do not receive information about WUTW campaigns to signpost local residents to'

"It's got to add something to what's being offered by local boroughs otherwise what's the point"

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And from Google Analytics…

Campaign traffic spikes, but it doesn't stick...

24th September – 4th October

Waste less unwanted mail

15th November - 26th November

Hints & tips nappy waste

22nd January – 4th February

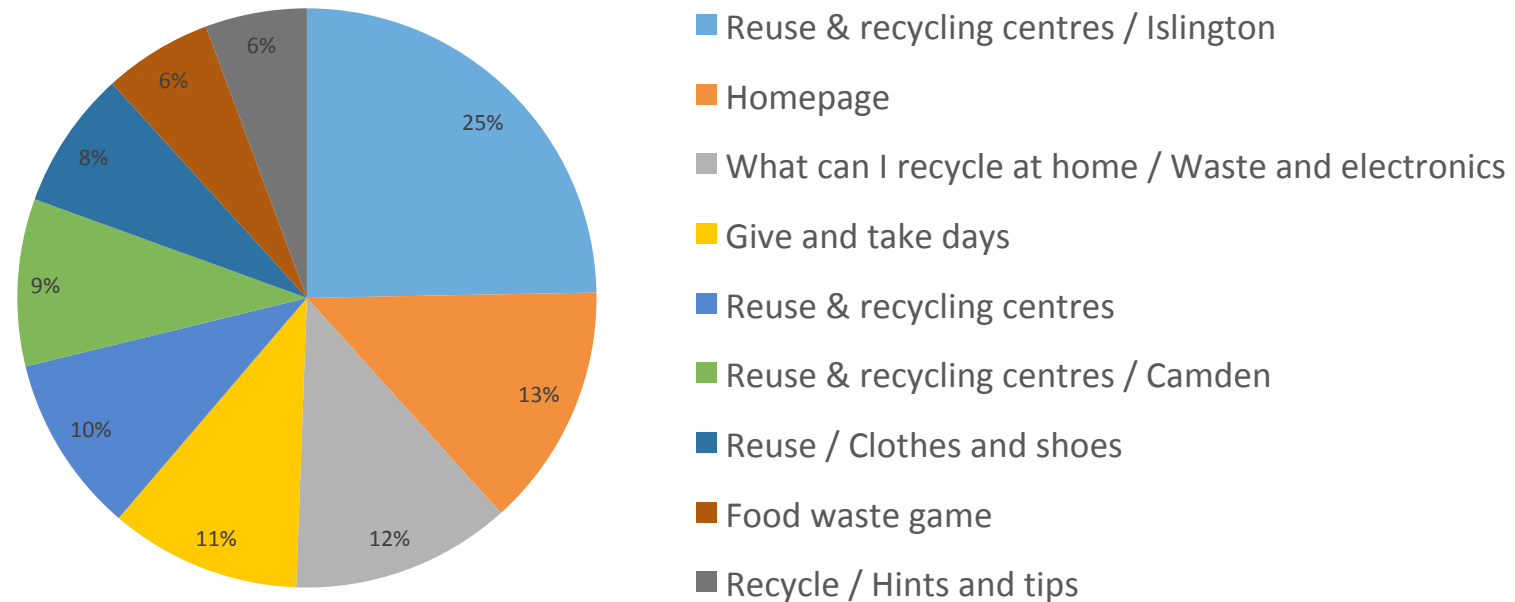Bag it up reuse / Give and Take Days

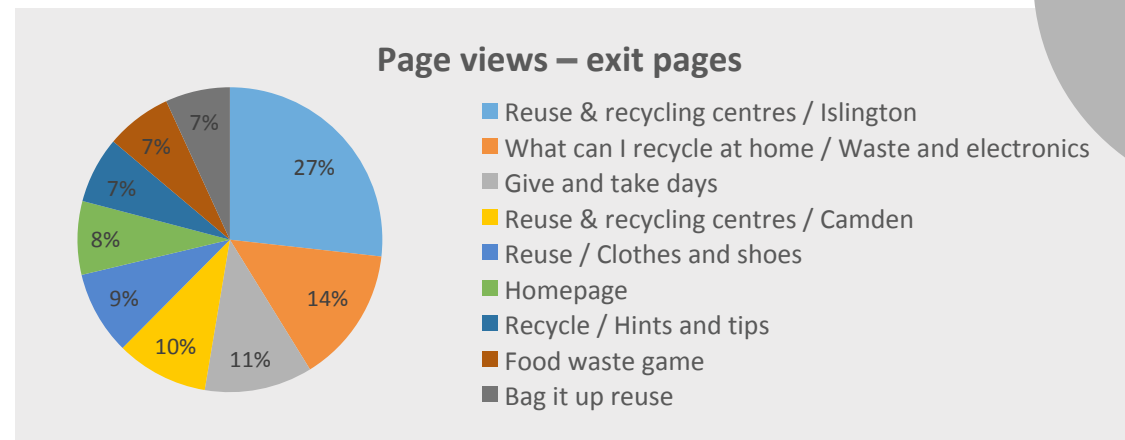**25th February – 13th March**

Clothes and shoes / Swish & style

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Data =
1st August 2016
– 31st July 2017

Most popular pages are mainly RRC-related...

Page views – most popular pages

- 25% Reuse & recycling centres / Islington
- 13% Homepage
- 12% What can I recycle at home / Waste and electronics
- 11% Give and take days
- 10% Reuse & recycling centres
- 9% Reuse & recycling centres / Camden
- 8% Reuse / Clothes and shoes
- 6% Food waste game
- 6% Recycle / Hints and tips

Data =
1st August 2016
– 31st July 2017

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People come for what they need, then go...

Metric	Value		Metric	Value
Sessions	121,593		Users	92,517
Pageviews	226,549		Pages / Session	1.86
Avg. Session Duration	00:01:25		Bounce Rate	69.42%
% New Sessions	75.68%			

Legend: ■ New Visitor ■ Returning Visitor

Page views – landing pages

- 28% — Reuse & recycling centres / Islington
- 14% — Homepage
- 14% — What can I recycle at home / Waste and electronics
- 11% — Give and take days
- 8% — Reuse / Clothes and shoes
- 7% — Recycle / Hints and tips
- 6% — Reuse & recycling centres / Camden
- 6% — Bag it up reuse
- 6% — Food waste game

Page views – exit pages

- 27% — Reuse & recycling centres / Islington
- 14% — What can I recycle at home / Waste and electronics
- 11% — Give and take days
- 10% — Reuse & recycling centres / Camden
- 9% — Reuse / Clothes and shoes
- 8% — Homepage
- 7% — Recycle / Hints and tips
- 7% — Food waste game
- 7% — Bag it up reuse

The similarity between these two lists suggests direct correlation

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Data =
1st August 2016
– 31st July 2017

Behaviour flows show three main pathways...

| Recycling centre (Islington) | → | FAQs recycling centres | → | Recycling centre (Islington) |
| Van and trailer procedure |

| Homepage | → | Recycling centres | → | Recycling centre (Camden) |
| Recycling centre (Camden) |

| Give and take days | → | Community events | → | Give and take days |

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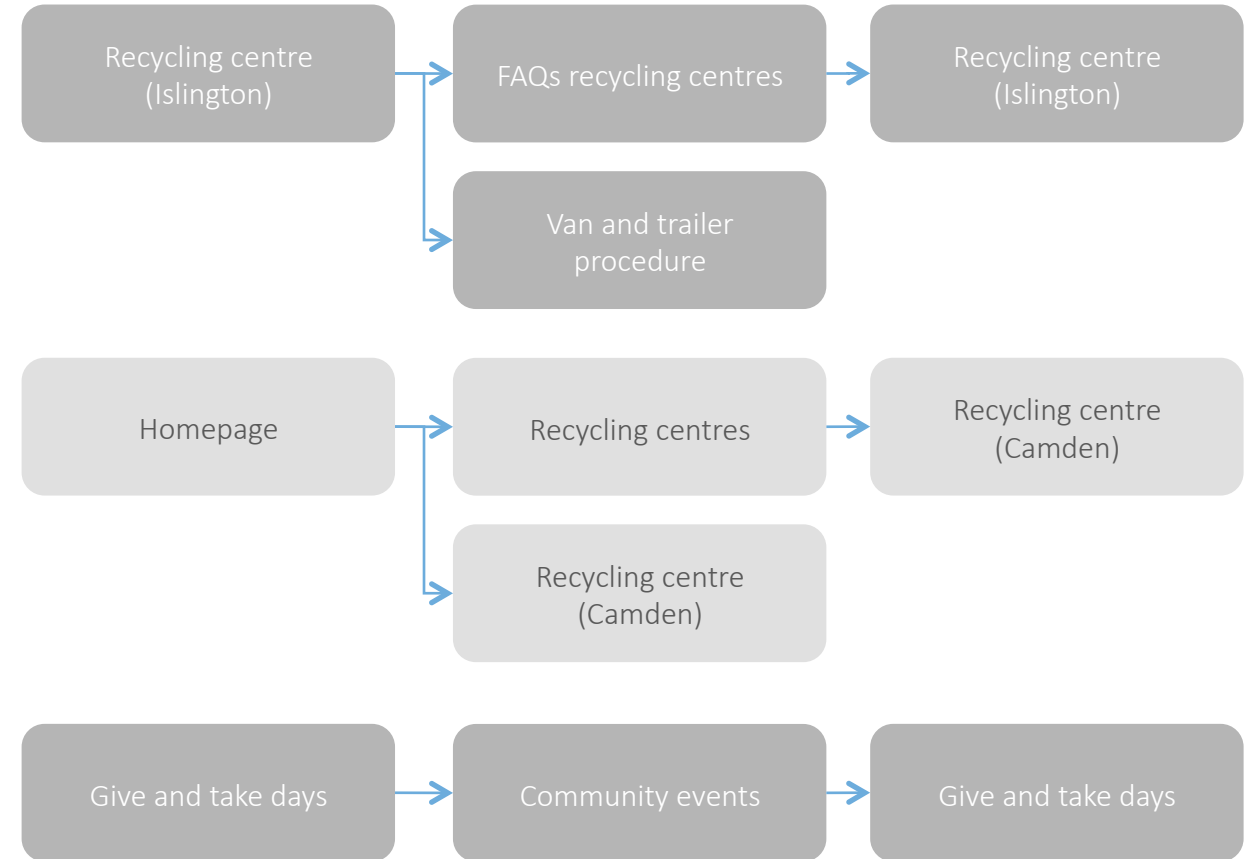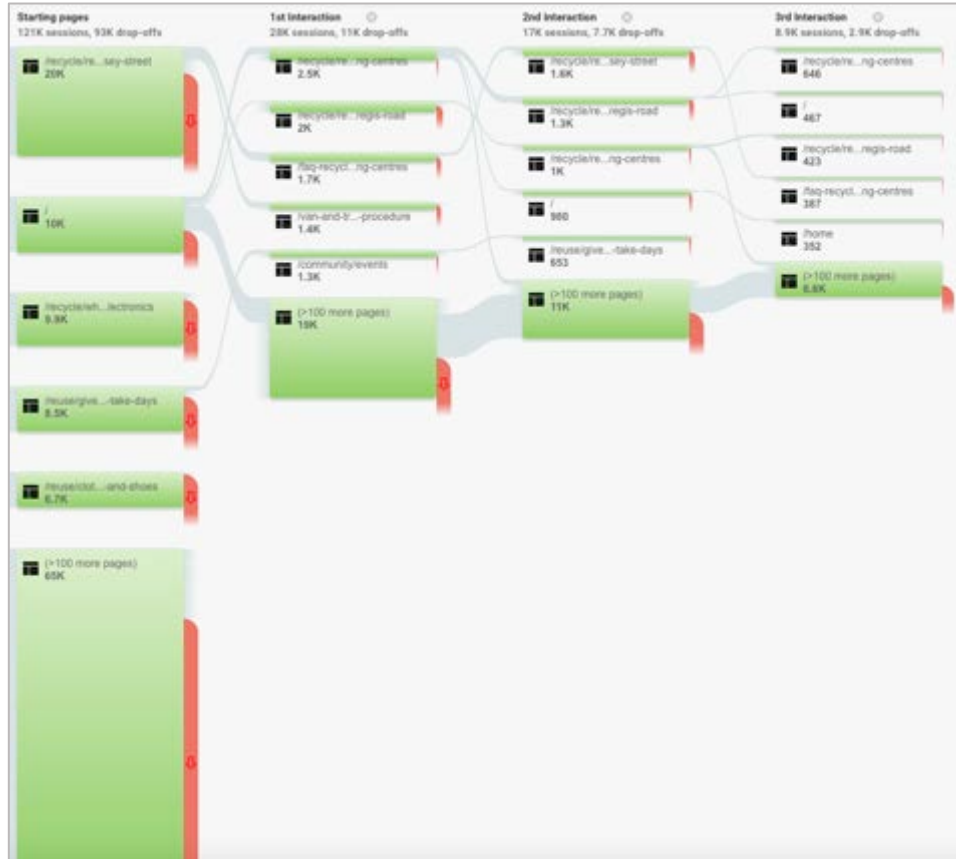
Currently, very little rich content is surfaced...

In the next iteration of the website, NLWA needs to treat every page as a homepage, to avoid dead-ends

In summary...

Business context summary...

- The site needs to support NLWA's business objectives to establish trust, and reduce waste & contamination

- In doing so, however, it needs to have a clear purpose and unique proposition within the existing eco-system

- Having a clear proposition will hopefully make it easier for local council staff to signpost to content that complements their own

- Priority should be given to local, relevant information

- Look and feel needs to be developed to more closely reflect target audience

- Site structure needs to support the proposition, ensure no dead ends and rich onward journeys: every page is a homepage these days

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Audience insights...

Audiences...

1

Residents (75%)

The primary audience, NLWA's comms objectives are all resident-focused.

2

Schools (20%)

The secondary audience, to prime the next generation and build influence in the community

3

Businesses (5%)

The tertiary audience, business needs will be considered but largely rolled into solutions for residents

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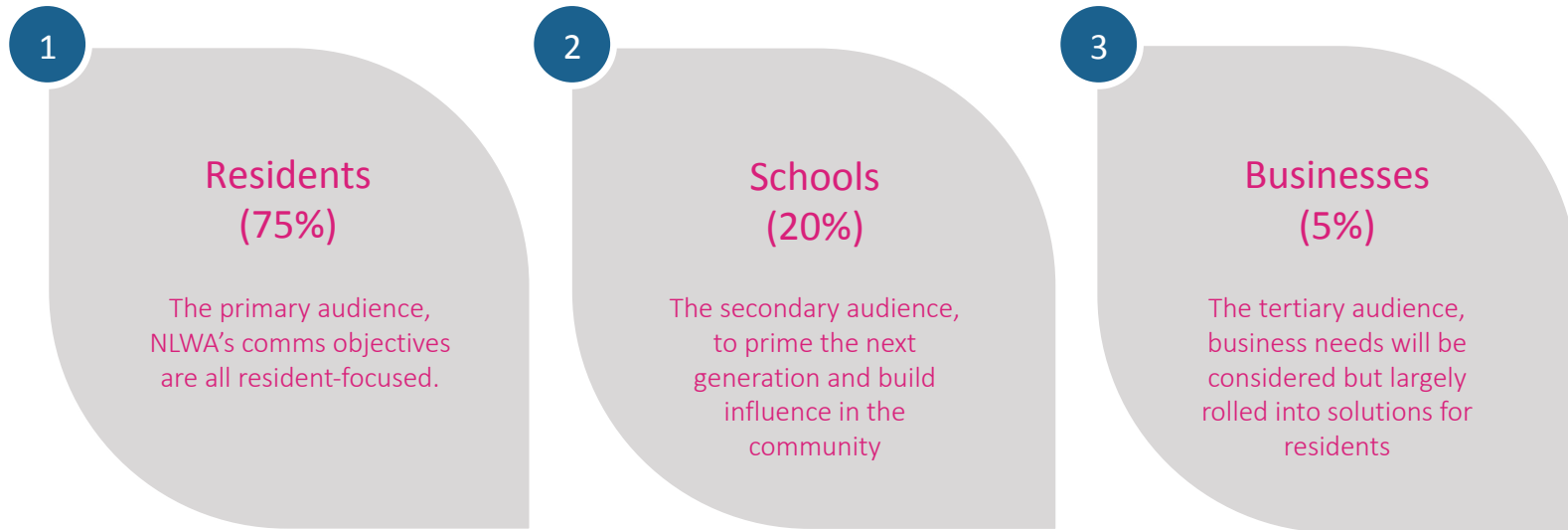
MEL Segmentation (Residents)...

MEL Resident Segments...

1	2	3	4	5
Aware but inactive	Contemplated but not engaged	Intermittent	Trying their best	Broadly competent

Group 1
Beginners

Group 2
Improvers

Group 3
Advocates

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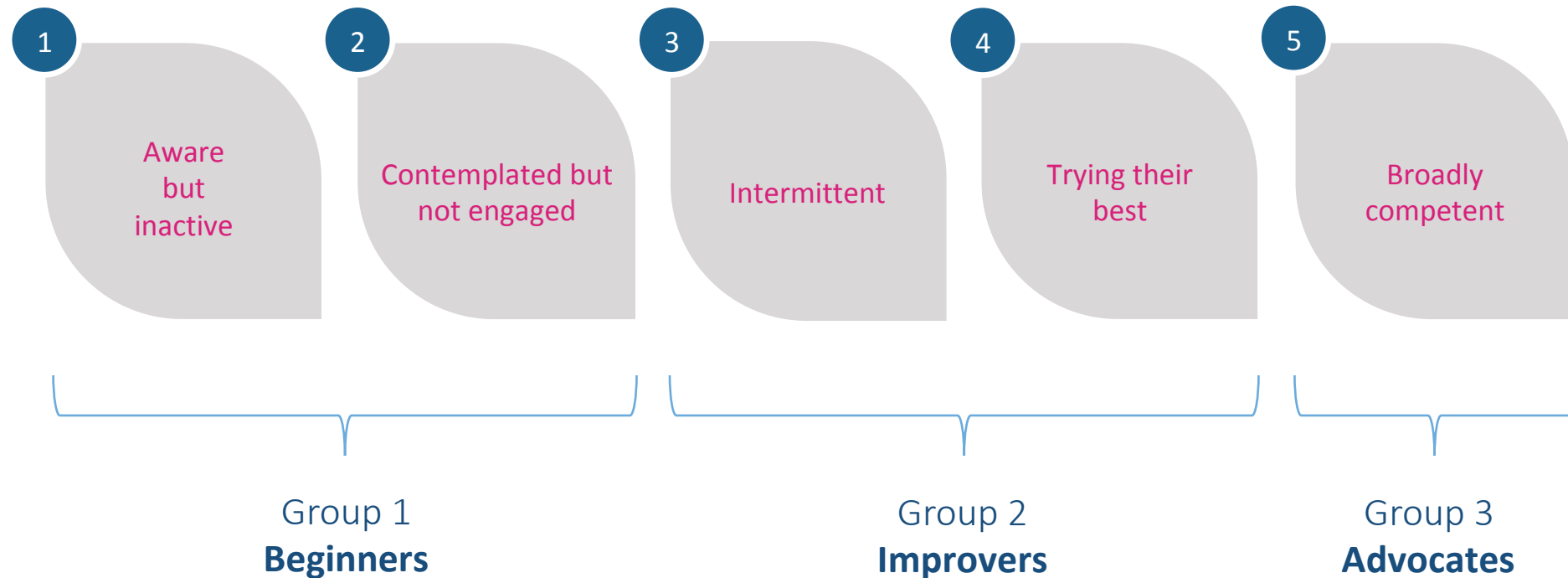
Beginners...

Main barrier / enabler = convenience & incentive

Not motivated by environmental issues

Would search council website for recycling info but lack trust in council efforts

Want practical solutions

Improvers...

Barriers: convenience, service provision, actions of other people in house

Not motivated by the environment, but by making a difference as an individual

Would benefit from in-house systems

Unclear as to what goes into which bin

Advocates...

Organised with responsibility shared

Proactively seek information to overcome barriers

Barrier = how to recycle certain items

Potential advocates

And our survey says...

Recipients' motivation ranks highly...

1. Please rate how you view your competency (knowing what to recycle, where) and motivation levels (how important you think it is) when it comes to recycling (1 is low)

5. Please rate how you view your competency and motivation level when it comes to waste avoidance
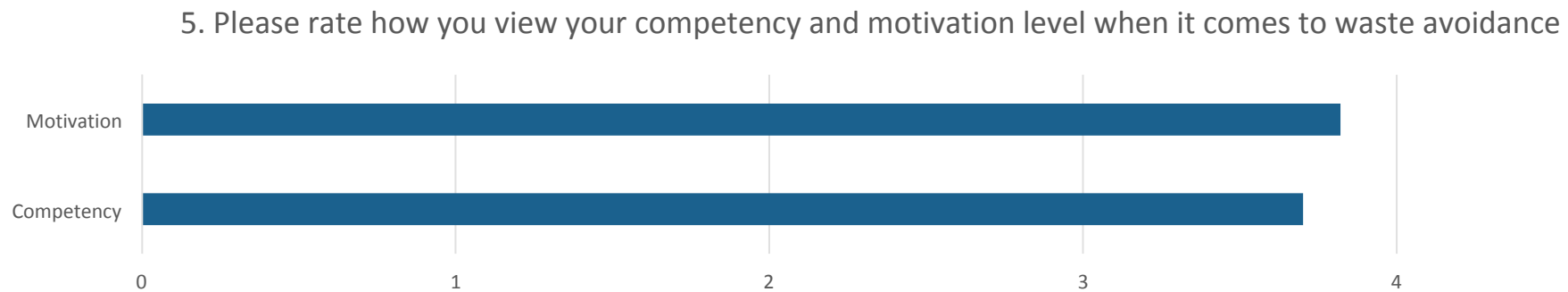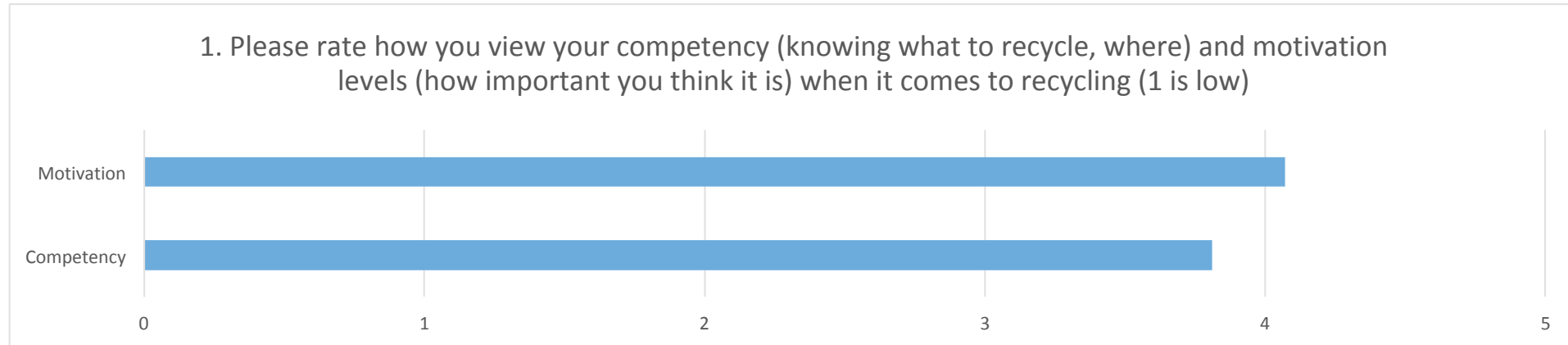
Likely Improvers / Advocates

Source: Resource Media informal attitudinal survey, August 2017

Top actionable barrier sits with local council...

2. Please rank the following barriers to you not recycling more

Barrier	Value
Not knowing what goes in which container or bin	2.0
Recycling facilities difficult to use (e.g. communal bins)	2.3
Lack of trust in the recycling process (not sure the material actually gets recycled)	2.9
Not knowing what can or can't be recycled	3.3
Materials not being recycled in your area e.g. plastic films	4.2

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Desire to hear directly from LAs...

3 & 7. Which of the following might you do to find out more about waste and recycling in your local area?

"I'd look up something specific, but not general research"

"Living in a communal block of flats, our rubbish is collected from our flats although they don't take recycling. This means we don't really do it effectively ourselves."

- I wouldn't look for more information
- Visit the local council website
- Search on Google
- View information shared on social media
- Read an email from the local council
- Read a leaflet from the local council

(Chart x-axis: 0, 1, 2, 3)

Again, top two enablers sit with local council...

"I need to know the best way to dispose of something, I'm not going to go out of my way to do so. If I have to arrange to take something large to a far location, it will stay in my garage for a very long time!"

4. If provided by the local authority, how helpful would you find the following in improving your recycling behaviour?

Understanding the environmental benefits of recycling	
Information on the recycling processes in your area	
A printable diagram showing what what can be recycled, where	
Information on the impact of putting the wrong things in with the recycling	
Information on local recycling services	
Information on what can / can't be recycled in your area	

0   1   2   3

"Sadly people don't care much about the environment, better to provide information about incentives for recycling and what's in it for the community.."

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Waste reduction presents opportunity for WUTW...

"I sometimes feel I could do better and feel guilty, but on the other hand I sometimes try quite hard to find a home for something rather than throw away."
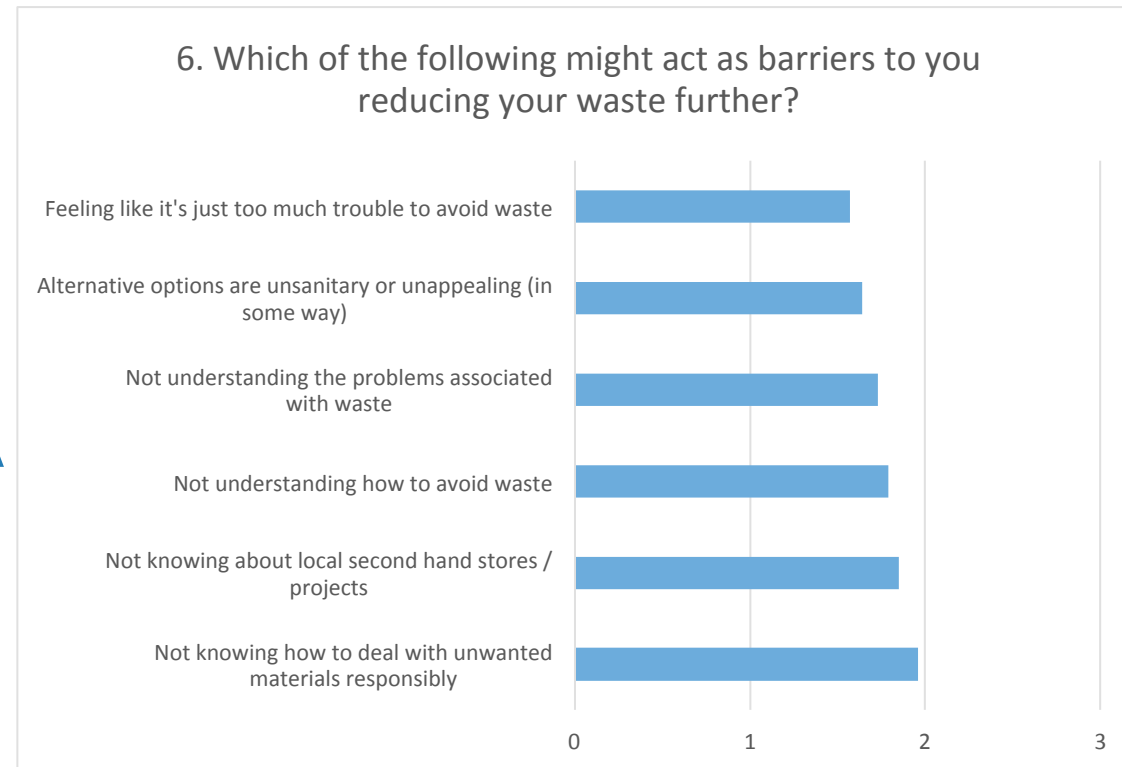
"2nd hand stores and charity shops are open when I'm at work. Too difficult to get things to them."

"Limited time means sometimes have to buy the more packaged options. Not having a car so can't go to places that big items can be reused"

6. Which of the following might act as barriers to you reducing your waste further?

Barrier	Value
Feeling like it's just too much trouble to avoid waste	1.6
Alternative options are unsanitary or unappealing (in some way)	1.65
Not understanding the problems associated with waste	1.75
Not understanding how to avoid waste	1.8
Not knowing about local second hand stores / projects	1.85
Not knowing how to deal with unwanted materials responsibly	1.95

Source: Resource Media informal attitudinal survey, August 2017

People do not look to LAs for upcycling tips...

"All these things take time. It's not lack of knowledge or enthusiasm, it's being time poor that's the issue"

"Promotion of websites like Street bank which is where we give most stuff to."

"Where I live there are many charity shops, knowing specific info about electrical products and metal scrap/rags (as can't get to tip easily)."

8. If provided by the local authority, how helpful would you find the following in terms of helping you to reduce your waste?

Category	Value
Upcycling tips (e.g. furniture makeovers / clothing repair)	2
Hints and tips on how to avoid food waste	2
Information on local second hand stores	2.2
Information on local upcycling projects (e.g. sewing courses)	2.2
Information on reusable products (e.g. water bottles / real nappies etc)	2.4

(x-axis: 1, 2, 3)

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There's a real opportunity to establish trust...

"Knowing reusable items will be filtered out and used, period"

"How the wider world benefits - and the next generation."

9. Which of the following might make you take materials to your local recycling centre, more often? Please tick all that apply...

More information about the operations of individual recycling centres	25
Understanding the positive environmental impact of recycling individual materials	30
Knowing what happens to individual materials afterwards	31
Knowing that materials are handled responsibly	36
Knowing reusable items will be filtered out and distributed to those in need	41

0   5   10   15   20   25   30   35   40   45

"Longer opening hours"

"Knowing when it's actually open to take what I need to get rid of!"

"Having a car"

"Access without car"

Audience needs & behaviours...

Summary of audience needs & behaviours...

Beginners

What can be recycled

What goes in which bin

Where's my local RRC

What happens to my recycling / recycling processes

Improvers

Local secondhand stores

How to manage waste / deal with unwanted items

What happens post-RRC (esp reuse)

Reusable products

Advocates

Local reuse / upcycling events & initiatives

Environmental impact

Impact of contamination

Tools & info to spread word / recruit locally

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How might these people end up on the WUTW site and how might we best serve them?

Search trends...

71k –
118k pcm

300k –
1.5m pcm

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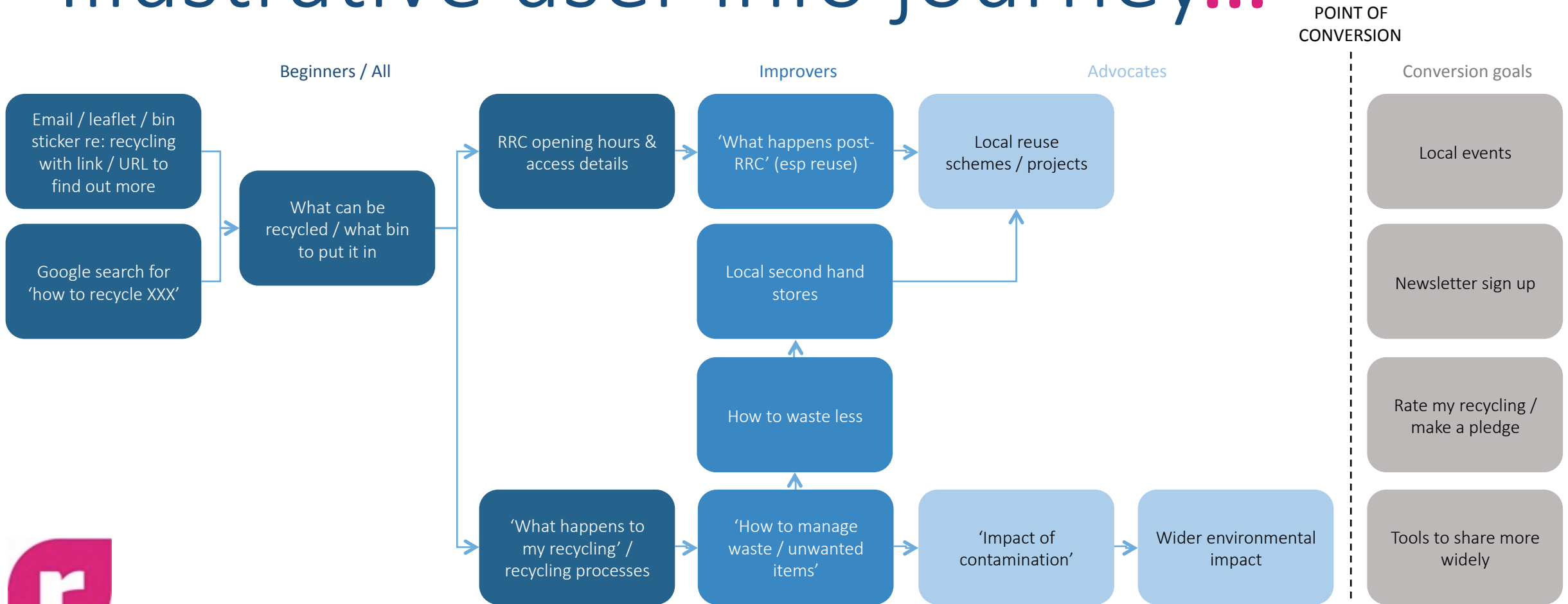media

'Recycling' / 'reuse' search trends...

Main insight is that the volume lies in basic searches

Beginners			Improvers			Advocates		
Keyword	Min Volume	Max Volume	Keyword	Min Volume	Max Volume	Keyword	Min Volume	Max Volume
recycling	30301	70800	waste management	4301	6500	recycling facts	1701	2900
recycling bins	11501	30300	reusable nappies	4301	6500	reduce reuse recycle	1701	2900
recycling center	6501	9300	waste recycling	851	1700	recycling posters	851	1700
recycling symbols	6501	9300	recycling materials	851	1700	recycle now	851	1700
recycling logo	4301	6500	recycling materials	851	1700	recycling for kids	501	850
recycling bags	1701	2900	why should we recycle	501	850	recycle more	501	850
what is recycling	1701	2900	recyclable waste	201	500	benefits of recycling	501	850
recycling plastic	851	1700	recycled waste	201	500	recycling websites	201	500
recyclable materials	851	1700	recycling items	201	500	recycling information	201	500
recycled materials	851	1700	recycle items	201	500	recycling news	201	500
how to recycling	201	500	recycled items	201	500	recycling guide	201	500
how to recycle	201	500	recycling things	101	200	importance of recycling	101	200
what can i recycle	201	500	recycle things	101	200	uk recycling	101	200
recycling bin uk	201	500	how can we recycle	51	100	recycling statistics	101	200
recycle things	101	200	why do people recycle	51	100	recycling programs	51	100
recycling rubbish	101	200	why should you recycle	51	100	recycling benefits	51	100
local recycling centers	101	200	reused furniture	51	100	recycling industry	51	100
local recycling	101	200	recycled objects	51	100	recycling articles	51	100
recyclables	101	200	second hand furniture shops surrey	51	100	about recycling	51	100
recycle rubbish	101	200	ways to recycle	51	100	recycling schemes	51	100

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Source: Moz.com, August 2017

Illustrative user info journey...

POINT OF CONVERSION

Beginners / All   Improvers   Advocates   Conversion goals

Email / leaflet / bin sticker re: recycling with link / URL to find out more

Google search for 'how to recycle XXX'

What can be recycled / what bin to put it in

RRC opening hours & access details

'What happens post-RRC' (esp reuse)

Local reuse schemes / projects

Local second hand stores

How to waste less

'What happens to my recycling' / recycling processes

'How to manage waste / unwanted items'

'Impact of contamination'

Wider environmental impact

Local events

Newsletter sign up

Rate my recycling / make a pledge

Tools to share more widely

The question is, who delivers which pieces of content...

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In summary...

Audience insights summary...

- Three target audiences based on MEL segmentation: beginners, improvers, advocates
- Some characteristics are reflected through all segments, such as the need to know what goes in which bin
- The site needs to be structured to first satisfy visitors' immediate / basic needs, but to allow them to discover content that will improve understanding and inspire change
- Traffic will likely come via referral from local council communications (leaflet / email / website links / social posts) or direct traffic around local recycling centres
- Few people are likely to actively seek out online information about recycling and reuse, so we need to capitalise on any opportunity to capture their interest once there

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How are other regional waste authorities servicing residents' needs?

Comparator analysis...

	Directional (0) v Inspirational (10)	Local (0) v Universal (10)	Clear identity	Connection to councils	Usability	Richness	Strengths	Weaknesses
West London Waste	9	5	2	0	3	5	Clearly steering clear of recycling instructions Ownership of inspirational content / RRC details Nice illustrations bring recycling process to life Dynamic news pages encourage repeat visits Nice inclusion of social media content to inspire	Purpose of site unclear; no connection to councils Directional content gets lost / is duplicated Inpsirational content is sprawling Actions are segregated from inspiration Rich content gets lost
East London Waste	3	1	2	1	7	2	Very clearly directional in focus Nice clear structure and user journeys Some good content for schools	Covers RRC information and recycling instruction The site overlaps heavily with local councils Potentially overly concise inspirational content
Western Riverside Waste Authority	8	8	3	2	5	5	References Recycle Now and local councils Content ordered by waste hierarchy Good onward journeys within the website Good links to waste avoidance schemes	No clear proposition to clarify purpose of site Dated design and lengthy copy detracts from impact Quite a bit of content padding Topical content hidden (e.g. summer-specific)
South London Waste Partnership	2	5	6	3	3	1	Clear identity statement but uncompelling Links through to relevant council webpages Some decent content but tucked away	There is no clear reason for residents to visit Doesn't seem consumer-focused; more B2B Quite preachy tone of voice
Recycle for Greater Manchester	5	3	9	8	8	8	Clear mission statement / identity Recycle Now branding = familiar / authoritative Great structure focused around audience needs Good level of detail (i.e. very concise) Comprehensive education section Tool to allow residents to flag questions / issues Councils do link to R4GM, albeit simple text links	Residents have to keep entering location Poor usability in some areas (news / campaigns) Some dead ends throughout site Some content is broken (e.g. games / video audio) Tone of voice is hit and miss (e.g. videos) Duplicates much local council web content Less focus on events / ways to get involved locally
Dorset for You	1	1	7	9	7	1	Waste content appears within core council site Simplified user experience as one-stop-shop Some information on what happens to waste	Not inspiring: purely functional information Very limited content to encourage waste reduction Dated design
WasteAware Hertfordshire Partnership	2	2	2	9	7	3	WasteAware website is within local council site Simplified user experience as one-stop-shop Lists local reuse charities Service both businesses and schools Comprehensive 'Waste Pack' for KS2 and KS3	The Waste Aware brand creates confusion Little clarity around identity or purpose Complicated materials A-Z search page Games appear to be token gesture offerings No content to encourage waste reduction
NLWA Wise Up To Waste	8	7	7	1	5	5	Clear proposition statements on homepage Content linked to waste hierarchy Caters for schools and businesses Some rich content but hidden Plenty of functionality to localise content	Purpose & role of website could be clearer Confusing navigation structure & hierarchy Quite a bit of content padding The site overlaps with local council site content No links from council websites (bar Islington)

Inspirational

Local — Universal

Directional

The realm of local council websites

N.B. R4GM could be seen as the equivalent of RecycleForLondon
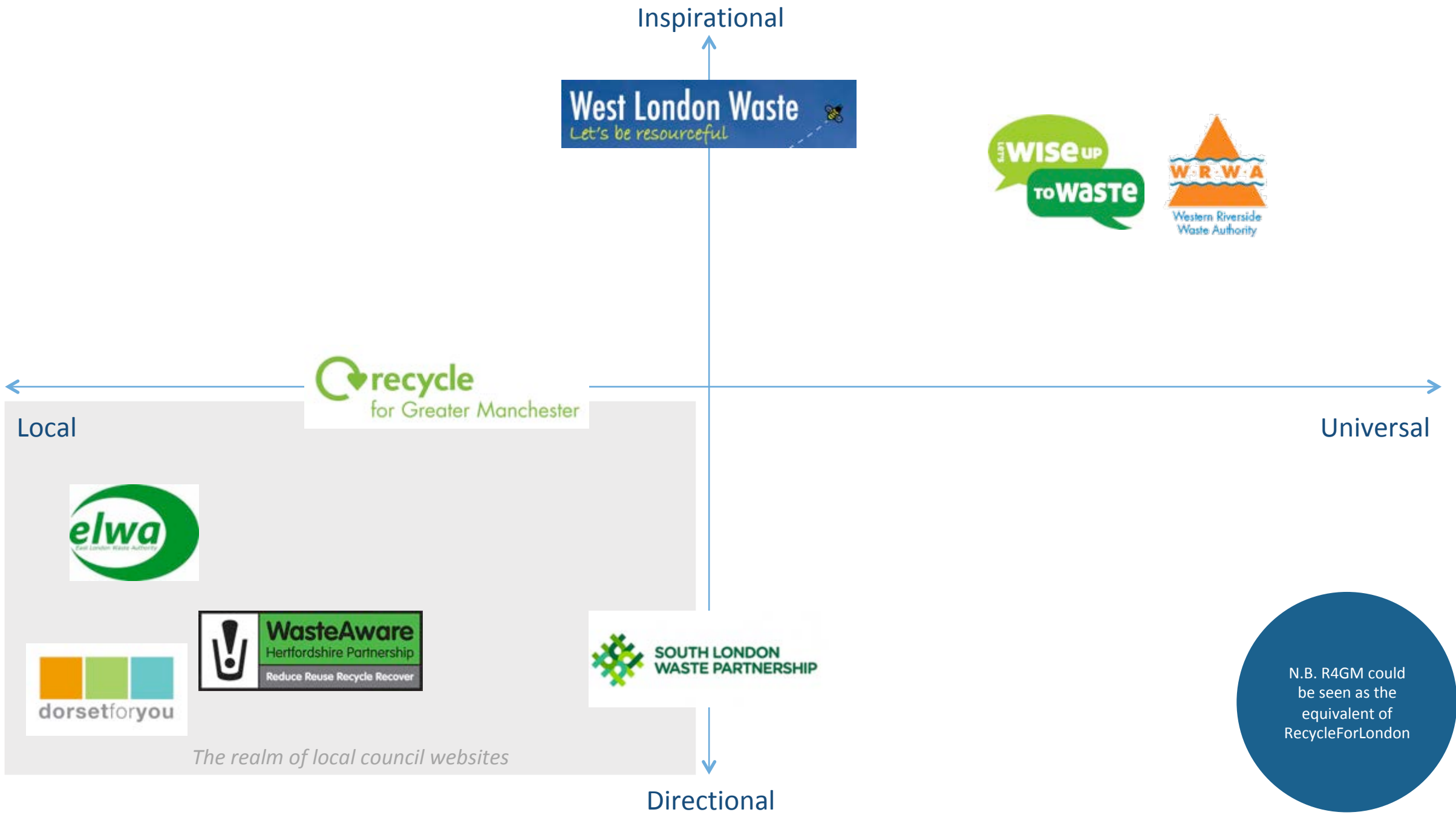
Comparator analysis summary...

- To clarify the purpose of the site for residents, regional waste authorities need to either differentiate from local councils, or integrate wholeheartedly (e.g. Hertfordshire / Dorset)
- Councils focus on directional content whereas inspiring content can lose the local lens
- R4GM offers a good model for presenting universal, inspirational content without muddying the regional proposition, but could be more engaging and duplicates much local council content.
- R4GM could be seen as the equivalent of RecycleForLondon, and as a sub-region, NLWA may want to go deeper, and provide more local content.
- All comparators could improve their onward journeys to enable in-site discovery
- Pan-site localisation could remove the need to keep entering the same information
- RRC information could be brought to life with stories around what happens next
- If desired, commoditised content (e.g. Materials A-Z) could be served through plug-ins

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What does the existing North London ecosystem look like?

Brand audit…

	Website	Social media
Camden	Very functional (collection details, order new bins, report problems, business recycling, RRC details etc). Some environmental content under 'Green Camden' and also some reduce / reuse / swishing tips, but purely text-based so unlikely to engage.	Very active on Twitter (22k followers) with high quality content and good levels of engagement across topics such as local events and initiatives, but limited coverage of recycling bar image tiles from Hubbub. On Camden under the banner 'Green Camden', which has over 1k likes and includes posts that link to RecycleNow videos on what happens to recycling, a Waste Breakfast Seminar, and WUTW events too.
Islington	See above, although Islington's website is easier to use and read. They feature a link to WUTW to find out what happens to your waste once it's been collected. Some environmental content about 'National Clean Air Day' in the news section, but hard to find.	Not on Facebook. Limited coverage of recycling within Twitter stream (18k followers), which focuses on factual information about collections, and therefore sees little engagement.
Haringey	Functional, with collection details and information on what can be recycled. Some information on environmental causes, but unrelated to waste (e.g. CO2 emissions / home improvements).	On Facebook with limited engagement, covering topics such as local events. Their Twitter account has fewer followers (12k) and again low engagement. They retweet local businesses / talent. Only waste reference is re: fly-tipping fines.
Waltham Forest	Information purely focused on collection details. No reference to the environment. Slightly more inspirational content under 'news' but unclear as to whether any is environmental.	Not on Facebook. Twitter page sees 6k followers. Coverage of waste is limited to updates on crackdown on fly-tipping.
Hackney	Hackney offers some information alongside collection details, such as Give Or Take Days, avoiding junk mail, recycling rates etc, but otherwise content very much mirrors the bare bones of the other LA sites.	Quite active on Facebook (+3k likes) with one dedicated page called 'Greener Hackney', where engagement rates are higher. Could easily benefit from being provided content to publish re: recycling.
Enfield	Comprehensive section on the Environment, but no links made to waste or recycling, which presents an opportunity for NLWA / WUTW.	Active both on Twitter (10.5k followers) and on Facebook, with good levels of engagement around local stories and events. Recycling content includes WUTW food waste events, Hubbub image tiles, and updates on recycling vehicle livery. Further inspiring content would do really well.
Barnet	Alongside functional information, includes good level of information on how to reduce waste, including various links and references to WUTW and NLWA for info on securing funding for waste avoidance initiatives. Unfortunately, all information is presented very blandly.	On both Facebook (1.7k likes) and Twitter (14k followers) with good coverage of recycling and how to "#RecycleRight", albeit with varying engagement levels. A good potential partner to trial new activity with.
NLWA	Heavily corporate face of the North London Waste Authority with information on governance, consultations and policy.	No presence on Facebook and Twitter where the NLWA is represented by WUTW instead. However, branding on YouTube is NLWA, which seems a bit confusing and unnecessary.
WUTW	Quite sprawling content on how to waste less and reuse more, much of which would be relevant beyond north London, which muddies the proposition. Some content is North London specific - such as real nappy vouchers / The London Upcycling Show / Give Or Take Days etc. It isn't always clear whether content is / isn't north London specific.	On both Facebook (500 likes) and Twitter (1.8k followers). Limited engagement except on local posts (e.g. 'If you live in North London you can pick up paint for free, from one of our sites' / coverage of a Waste Less, Lunch Free event / another community fridge is born). Content that could have come from a national body falls on deaf ears.
LondonWaste	Some good, bespoke content that brings to life processes in North London in particular (e.g. videos etc) but overall the website doesn't seem to be designed for residents.	On Twitter with 1k followers, which seems out of proportion to the company's proposition & role in the ecosystem. However, relatively high engagement rates suggest that their editorial strategy is hitting a chord (it is very local, positive, and accessible). Could be filling a gap left by NLWA/WUTW.
Recycle for London	Helpful, generic information about what can / can't be recycled and what to do with different materials. Broader 'How to reduce your waste', however, is limited to just five bullet points and 'Love Your Clothes' simply links out to the campaign website. LFHW is more comprehensive, but tips are very basic. Store cupboard essentials is a great idea but there is little to link good content to London other than events.	Facebook (1.2k likes) and Twitter (2.6k followers). Again, it's on social that the more local lens is applied and the clear proposition and unique point of view comes to life. Great posts about local initiatives and other cities' attempts to crack down on waste appear contextual and without duplication.
Recycle Now	A lot of duplication from the Recycle for London website. Great additional section called 'Recycling Knowledge' covering what can and can't be recycled / recycling symbols / how is it recycled. Rich media video bring to life 'how is it recycled' for each material. Limited coverage on 'what happens to our recycling'. Section called 'Reduce Waste' potential duplication with WUTW.	Facebook (18k likes) and Twitter (21.3k followers) - size of follower base suggests people are more community focused and would prefer to interact with local council, rather than follow specific information on recycling and waste avoidance. Slightly confused editorial strategy results in sporadic engagement.

- Local authorities cover practical, directional information
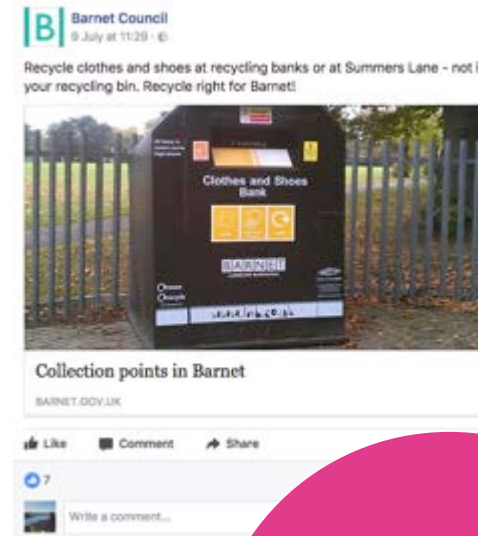- National sites cover universal, inspirational recycling hints and tips

LA social channels illustrate the potential...

Engagement levels around local initiatives are high, but there is currently limited, uninspiring coverage of recycling

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Brand audit summary...

- Limited coverage of waste / recycling through North London digital channels
- Local authorities cover collection details
- Pan-London and national entities cover more universal recycling / waste avoidance topics
- LA social media channels illustrate enthusiasm for local events, activities, information
- As they are the first port of call, WUTW content needs to be distributed and signposted through external links on LA websites, LA social media streams, email newsletters etc

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A vision for the new website...

The opportunity is for WUTW to focus on providing inspiration at a local level

The opportunity

Inspirational

LET'S WISE UP TO WASTE

recycle
The possibilities are endless.

Local

National

recycle for London

Camden

Haringey LONDON

Hackney

ISLINGTON

Waltham Forest

BARNET
LONDON BOROUGH

ENFIELD
Council

LondonWaste

Directional

Tacit knowledge...

"Knowledge is power. And nowadays we can access the world's knowledge whenever and wherever we want. So you could say we're all-powerful.
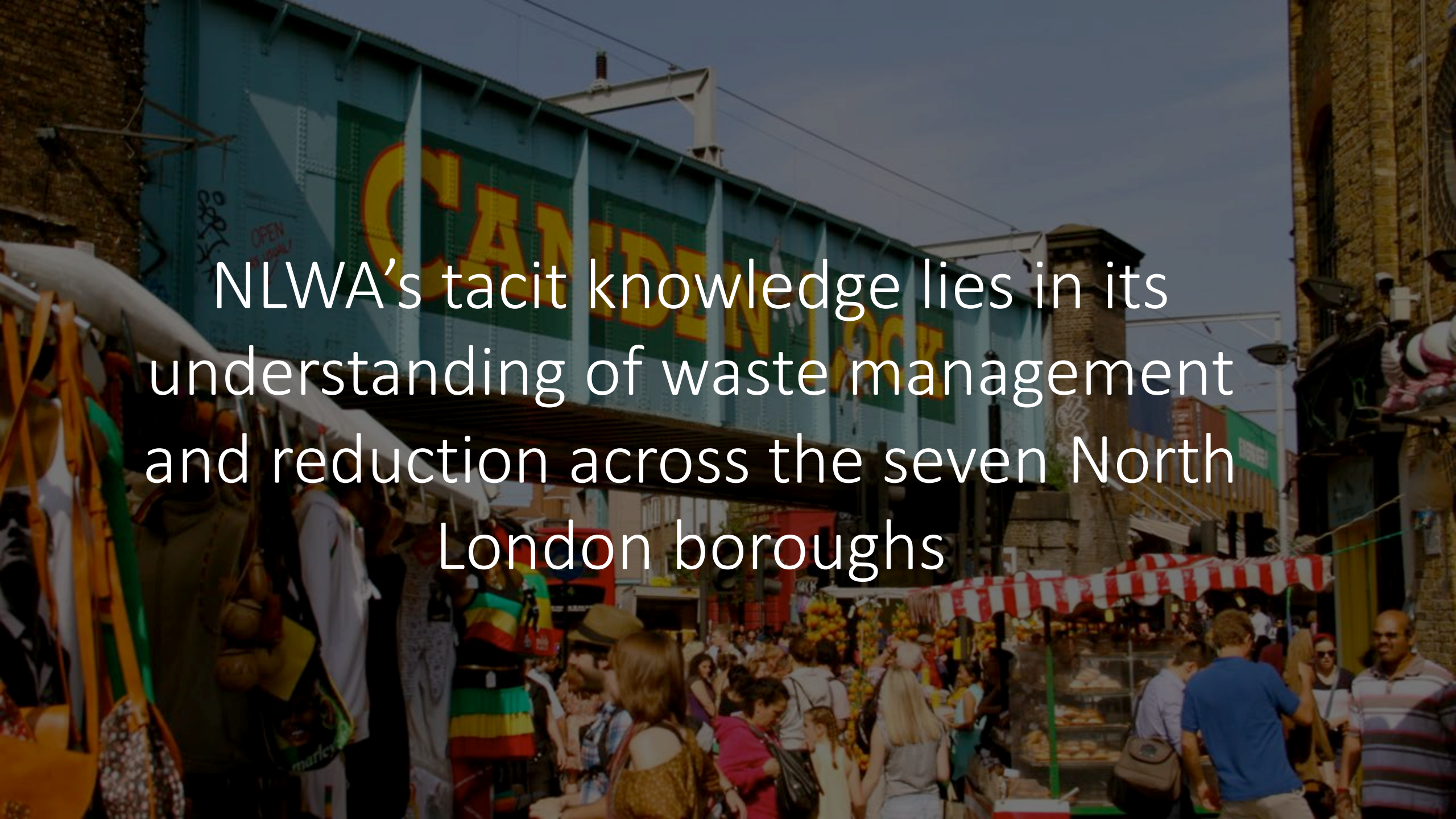
How is this relevant for us marketers and brand managers?

We need to give away knowledge that consumers can't get anywhere else. Today, the richest and most valuable kind of information is something that can't just be looked up. This is known as "tacit" knowledge.

Marketing campaigns that give consumers new knowledge - that articulate something we knew but were struggling to express - are the most powerful."

James Brown
Strategy
Director,
Zone Ltd

Source: CampaignLive.co.uk 'Brands have accrued decades of tacit knowledge – the time is now right to share it', July 2014

NLWA's tacit knowledge lies in its understanding of waste management and reduction across the seven North London boroughs

A draft proposition for Wise Up To Waste...

*Wise Up To Waste provides inspiration and information
to help the residents of North London
to make a difference in a resource-aware community*

Unpacking the proposition…

In an ideal world, Recycle Now is universally-focused and Recycle for London is city-focused (presenting best practice from other global cities and from across the London regions).

NLWA / WUTW, on the other hand, is North London focused.

This means… showcasing great waste management examples from across North London; giving people ways to get involved at a local level; giving people information on progress being made locally; giving people more information on what happens to North London waste; how to cut down on waste, yes, but deeply connected to the community… all searchable by region

This approach lives the 'Zero Waste' maxim, by repurposing or linking out to content from WRAP or Recycle Now rather than duplicating it.

What sort of content does this involve?

Information…

In June, 59% of the waste from Salford Road Recycling Centre was recycled, composted or used for energy recovery.

Additional info on recycling centres, incl. local characters

Recycling process videos – locally-focused

Possible sources of contamination during recycling

Misuse of post-consumer PET

PET degradation products

Recycling of non-food contact PET

Residues of process chemicals

Food components sorbed to the plastic

Impact of contamin-ation

Did you know?

100% of the food and garden waste you recycle is processed in the UK to make quality soil enricher and compost.

Facts and stats about progress made / work still to be done

resource
media

Inspiration...

Waste reduction tips for residents, businesses & schools (redacted)

'How do you recycle yours' – in-house system inspo

Stories / case studies from local residents, businesses & schools

Fun & games for kids (local slant)

resource media

Facilitating action...

Local second hand stores (electricals first)

Visit education centres / recycling plants

Local events / initiatives

National Learning resources (RecycleNow)

resource media

Local filter...

Pan-site localisation functionality could allow users to localise their homepage, right from the outset

Topline site structure...

WUTW mission statement

Reuse
- Clothes & shoes
- Furniture
- Give and take days
- Free paint
- Carrier bags
- 2nd time around
- Repair cafe

Waste less
- Waste less & save more
- Food waste
- Unwanted mail
- Home composting
- Real nappies
- EU Week
- NL prevention exchange

Recycle
- Why recycle
- What can I recycle
- Bulky collection
- Reuse & recycling centres
- Materials A-Z
- What happens
- Hints & tips
- Find my nearest
- Find my nearest
- FAQs
- Links

Schools
- Waste less
- Recycle
- Compost
- Resources
- Events & activities

Businesses
- Waste less
- Recycle
- Reuse credits
- Case studies
- Why reduce waste
- Where to find help
- WEEE collection service
- Hazardous waste
- Local council contracts
- Green office week

Community
- Waste less
- Reuse credits
- Free resources
- Events

The current site structure: lacks structure and hierarchy

- About us
- Contact us
- Shop Smart

R4GM mission statement, purpose of website

Recycle

Reduce / Reuse

What happens to waste?

Education and learning

What do I do with…?

Where's my nearest Recycling Centre?

How do I waste less?

Recycling process videos

Visit education centres

Learning resources

Fun & games

Education centres

Recycling centres

Waste reduction tips & links

R4GM's site structure is very clear but quite light

WUTW mission statement, purpose of website

Local filter

Proposed WUTW site structure: clear yet rich

Information

Inspiration

Recycle

Reduce / Reuse

What do I do with…?

(TBC – Plugin)

Where's my nearest Recycling Centre?

What happens to waste?

How do I waste less?

Education and learning

Recycling centres plus incl. local characters

Recycling process videos

Impact of contamin-ation

Waste reduction tips for residents, businesses & schools (redacted)

Local second hand stores (electricals first)

Local events / initiatives

Visit education centres / recycling plants

National Learning resources (RecycleNow)

Fun & games

Facts and stats about progress made / work still to be done

Stories / case studies from local residents / businesses

Stories / case studies from local schools

About us

Contact us

News

Events

Newsletter

Content mapping by information provider...

	Local council	Regional waste authority	National recycling bodies
Beginners		Full details about local RRCs What happens to my recycling / recycling processes at a local level	What can / can't be recycled generally What goes in which bin generally How things are recycled Postcode finder
Improvers	What can be recycled locally What goes in which bin locally Where's my local RRC	Local secondhand stores How to manage waste / deal with unwanted items locally What happens post-RRC (esp reuse) locally Local incentives for reusable products	Benefits of buying second hand Recycling knowledge (e.g. symbols) Benefits of reusable products
Advocates		Local reuse / upcycling events & initiatives Impact of contamination Tools & info to spread word / recruit locally	How to reduce waste Recycling & reuse hints & tips Environmental impact Tools & info to spread the word

resource media

Sample designs...

Sample homepage

Simplified menus

Main menu targets key questions

Visual context of North London in menu

Filter so visitors can be served any information directly relevant to their area

Video to highlight action

Full size designs available

Sample homepage (expanded)

Current campaign highlighted on homepage with call to action

Inspirational content based around North London, with weight given to serving content specific to the local borough

Full size designs available

Sample page

Deeper information on recycling specific materials to lead discovery

Visual context of borough

Localisation filter

Links to further content that targets improved behaviour, such as waste reduction or less contamination. Multiple links offer content for different levels, i.e. beginners, improvers and advocates
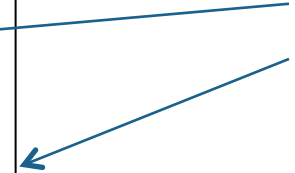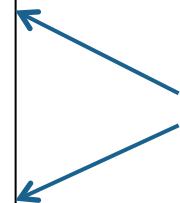
Sample page #2

Content based on inspirational action of local residents

Every content page has different types of link that allow visitors to continue engagement – there should be no dead end pages

Links present content for all types of visitor from beginners to advocates

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The content within the browser window:

nlwa

Schools   Businesses   Events   About   Contact

WISE UP TO WASTE

What can I recycle at home? | How can I waste less? | What do I do with? | Where is my local reycling center? | How can I help?

Home > How can I waste less?

Reduce your food waste

Tags: Food   Waste less   Recipes

Barnet resident, Cathy has had enough of throwing away food. Not surprising, she might as well be throwing away money. Here's what she did about it.

The average family in the UK could save up to £700 per year by reducing the amount of food they waste, that's equivalent to £60 a month.

Although it can be difficult to know where to start, reducing food waste is simpler than you would think. Follow these five simple steps to see how much you could save:

1. Meal Preparation
   Planning meals in advance can be a great way to ensure…

2. Work out your perfect portion size
   Getting portion sizes right can reduce the amount of…

3. Transform your leftovers
   If you do have leftover food, turn it into another meal..

4. Take a closer look at the label
   It is important to eat foods by the end of the 'use by' date, which is found on perishable foods that could make you ill if you eat them after this date. The

What else...

Recipe

Stale loaf? Try an old fashion favourite, bread pudding!

Sucess story

Hannah's quest to find the best reusable kitchen products

Hint or tip

6 reasons to start buying your cloths

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resource media

How it all comes together...

Ambitions	1. Establish trust and respect in expertise in waste management	2. Increase engagement with waste prevention	3. Increase reuse and recycling	4. Reduce contamination

Audiences

1. Residents (Beginners – Improvers – Advocates)
2. Schools
3. Businesses

KPIs

Increased web traffic, increased dwell time, increased pages per visitor, increased return visitors, decreased bounce rate, increased referrals from local councils

Proposition

Providing inspiration and information to help the residents of North London to make a difference in a resource-aware community

TOV / POV

TOV: Friendly, engaging, practical and informative
POV: Working with local people to change behaviour. A call to action to reduce waste and increase recycling.

Content Pillars	Information	Inspiration	Facilitating action	Local filter
Content types	• Additional info on recycling centres, including local characters • Recycling process videos • Facts and stats about progress made / work still to be done • Impact of contamination	• Waste reduction tips (redacted from WRAP) for residents, schools & businesses • Stories & case studies from residents, businesses & schools • Fun & games for kids (local slant)	• Local events / initiatives • Local second hand stores (electricals first) • Visit education centres / recycling plants • National learning resources (RecycleNow)	• Pan-site localisation functionality could allow users to localise their homepage from the outset
Delivering against ambitions	Establishes trust by providing transparency on the recycling efforts made by local council	Establishes trust by reinforcing that waste reduction is possible across the community	Establishes trust by showing that the council is investing in waste reduction schemes	Establishes trust by relating to audiences as 'borough residents' – how they see themselves
	Increases engagement through familiarity with waste management processes	Increases engagement by establishing social norms and standards within the community	Increases direct engagement and involvement through various schemes, events, and resources	Increases engagement by increasing relevancy and immediacy
	Increases recycling as a result of motivation & knowledge that the council are doing their bit	Increases reuse and recycling by providing ideas and inspiration for how to do so	Increases reuse and recycling by providing routes to direct experience and information	Increases reuse and recycling by increasing easy access to relevant local services
	Reduces contamination by educating residents on the impact	Reduces contamination as a trickle down result of raising awareness and engagement around recycling and reuse in general		

Sources...

- ComRes (2014), *Website testing: full report. Users' perceptions of the Wise Up To Waste website, March 2014*
- GfK (2013), *Advert concept testing*
- Google Analytics (2017), *WUTW site analytics for the period 01.08.16-31.07.17*
- Media Therapy (2016), *Preso for Borough Meeting 16.08.16 (Save Our Stuff campaign strategy)*
- MEL (2013), *NLWA Optimising Communications, Engagement and Education: Final Report, April 2013*
- Moz.com (2017), *Monthly search volumes around terms 'recycling' and 'reuse'*
- NLWA (2013), *Communications, Education and Engagement: Qualitative Research Interim Report*
- NLWA (2017), *NLWA Communications Strategy 2017/2018*
- NLWA (2017), *NLWA Brand Book*
- Resource Media (2017), *Survey Monkey informal survey results (see spreadsheet provided)*
- Survation (2016), *North London Recycling Survey 2016: Key Findings*
- WRAP (2016), *Recycling Tracking Survey 2016: Behaviours, attitudes and awareness around recycling.* N.B. This report may hold more relevance to an overarching WUTW comms strategy, or else to detailed content planning later down the line.

Thank you!