

Cross Sector Behaviour Change Summit

Our complicated relationship with waste

19th May 2020

Gareth Morton

Senior Consultant/Behaviour Change Lead

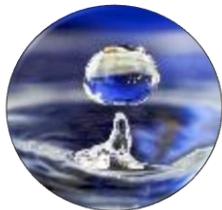
Eunomia Research and Consulting

Gareth Morton MCIWM

- **Communications & behaviour change practitioner**
- **25+ years experience**
- **Led 1 national recycling campaign, contributed to 2 others**



- **Areas/issues covered:**



Eunomia - Service Areas



Local Environment

Leading waste, recycling and resource efficiency consultancy in UK and Europe; in the vanguard of efforts to establish a circular economy; combining policy and operational expertise



Evaluation

Evaluation of projects and programmes to assess their effectiveness, and make proposals for changes; due diligence for the clean-tech sector



Energy

Providing advice in the low-carbon energy sector since 2001. Specialising in strategic and technical evaluation work, and challenging research and analytical tasks.



Sustainable Business

Supporting businesses to become more resource efficient, reducing impact on the environment whilst generating commercial benefits. Includes circular economy business models and approaches.



Policy & Strategy

Developing coherent, fully-costed and forward thinking policies and strategies on waste, energy, air pollution, climate change, marine pollution and the natural environment, at the European, national, regional and municipal level.



Green Economy

Development of policies to support a green economy, spanning environmental fiscal reform, sector-specific policy and regulation, and the development of mechanisms to support the natural environment



Transactional Services

Providing transactional services to the waste, water, marine and energy sectors, including tailored advisory services for market assessment, and buyer and vendor due diligence.

Behaviour change, communications and engagement clients



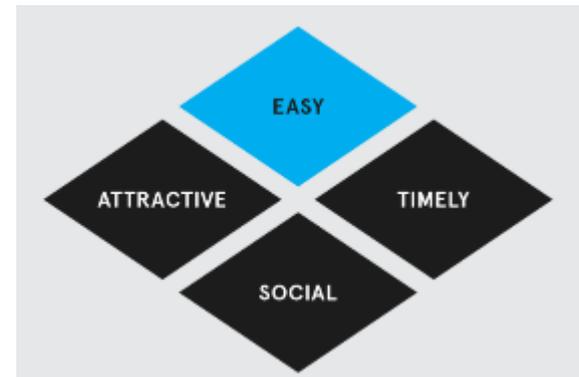
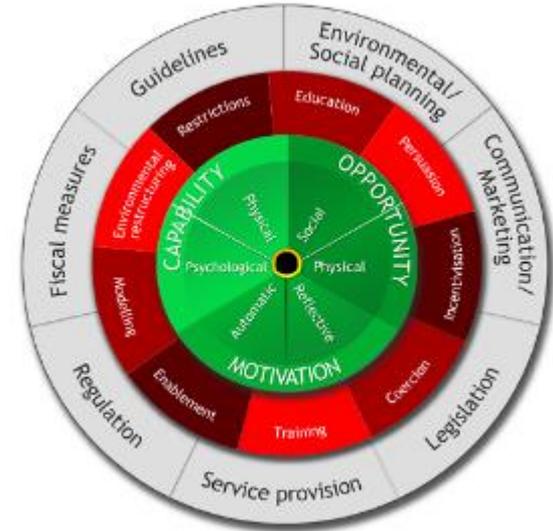
Eunomia – agents for positive change



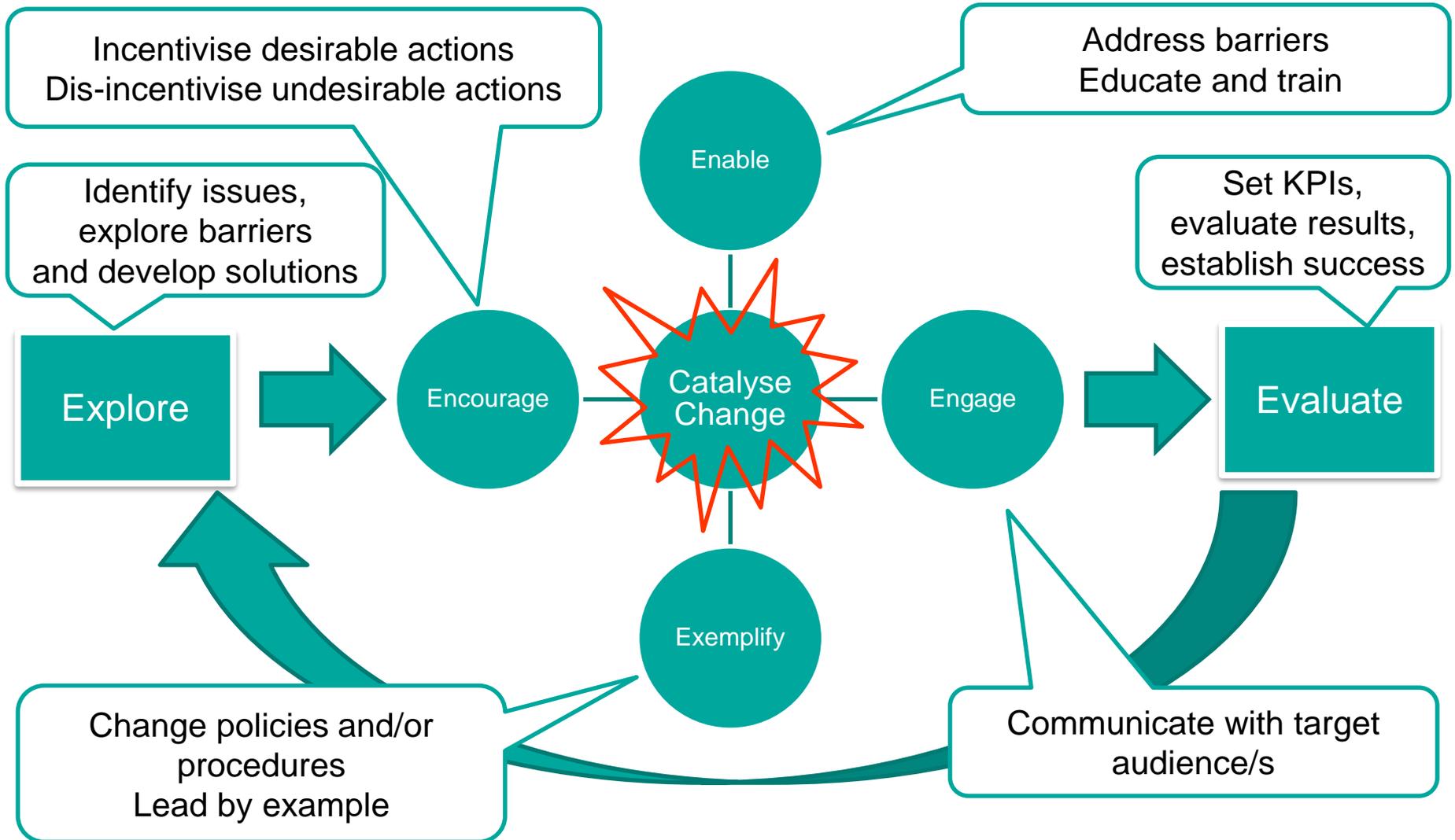
A practitioner's approach to behaviour change

Lots of theoretical approaches

- **COM-B**
 - Capability
 - Opportunity
 - Motivation
 - Behaviour
- **EAST**
 - Easy
 - Attractive
 - Social
 - Timely



The 6Es behaviour change approach





The challenges we face



Reasons to be (cautiously) optimistic?



Some successful approaches

Campaign approaches

Instructional

Emotional

Campaigns



Sewers and fatbergs, beaches and wet wipes



One modern campaign

STOP THE UNFLUSHABLES

Join the fight against the unflushables
and help protect our sewers, seas and
beaches.



- www.wetwipesturnnasty.com

Campaign messaging

**IF IT'S NOT PAPER, PEE OR POO,
DON'T FLUSH IT DOWN THE LOO.**



Make the three Ps your new bathroom mantra. Keep a bin by your toilet and share our message with your friends, colleagues – even your pet tortoise. Together we can take on the wet wipe monsters and keep our homes and coastlines safe.



DON'T FEED THE FATBERG



Always pour leftover cooled fat and oil into a container before popping it in the bin. Wipe greasy pans and pots with kitchen roll before washing up too. It all helps to keep the fatbergs at bay.

Own Your Throne – Hamilton, Canada



MEET THE 3Ps

Did you know?
Only the 3Ps (pee, poo and toilet paper) are safe to flush down your toilet. Help defend your throne with Richard the Turd, Sir Peeter and the Duchess of Swirl. Keep everything else out of your pipes.

#OwnYourThrone

Learn more at hamilton.ca/OwnYourThrone

 Hamilton

The advertisement features a white toilet against a pink background. On the toilet seat, three anthropomorphic characters are standing: a yellow teardrop-shaped character with a crown and a shield (Richard the Turd), a white toilet paper roll character with a crown and a sword (Sir Peeter), and a brown poop character with a crown and a sword (the Duchess of Swirl). A banner above the toilet reads "MEET THE 3Ps". The hashtag "#OwnYourThrone" is written on the toilet bowl. The text "Did you know?" is followed by a paragraph explaining that only pee, poo, and toilet paper are safe to flush. At the bottom, there is a call to action to learn more at a specific website and the Hamilton logo.

Stop the unflushables

Challenges

- Hidden behaviours
- Very private habits
 - 'Taboo' subjects
- Yuck factor
- Easy option
- Ingrained behaviour
- No direct personal consequences

Solutions

- Educate and communicate
- Focus on the impacts
- Everyone loves beaches
- Use creativity and humour to
 - engage
 - break down taboos
- Simple language
- Multi-media approach

Toilets Are Not Trashcans Campaign



visit www.nacwa.org/toilets

TOILETS ARE
NOT
TRASHCANS™

Only Flush the 3 P's: Pee, Poop, & Toilet Paper

Recycling and waste

Challenges

- **Widespread consumerist culture**
- **Ingrained behaviours**
 - **Easy to dispose of rubbish**
 - **Recycling more difficult**
- **Complex issue**
- **No direct personal consequences**

Solutions

- **Communicate and educate**
- **Make recycling easier**
- **Make throwing rubbish away harder**
- **Introduce ‘consequences’**
- **Legislate**

Food waste

Challenges

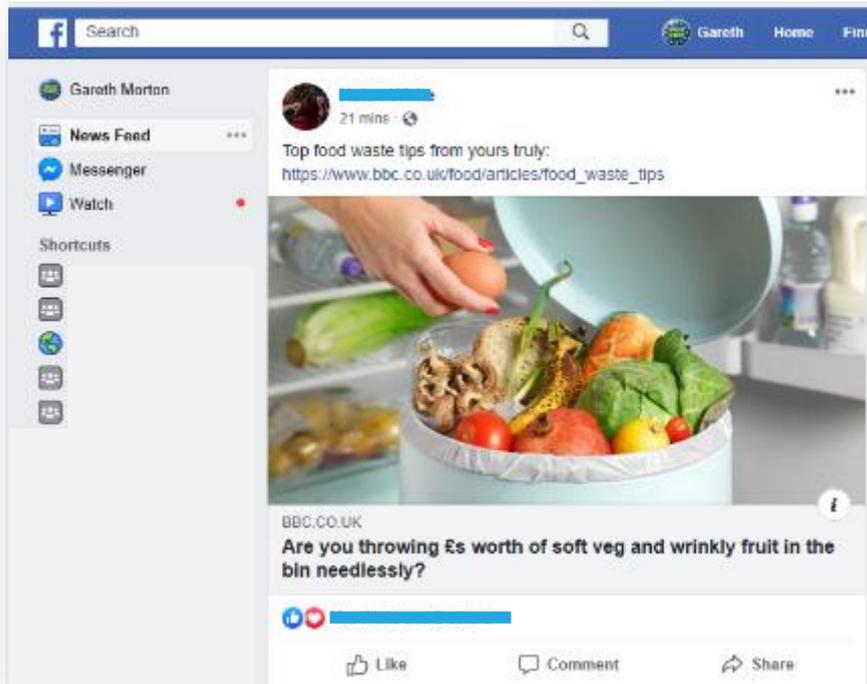
- All of the previous!
- Increased desire to clean and dispose
- 'Hidden' behaviour
- Yuck factor!

Solutions

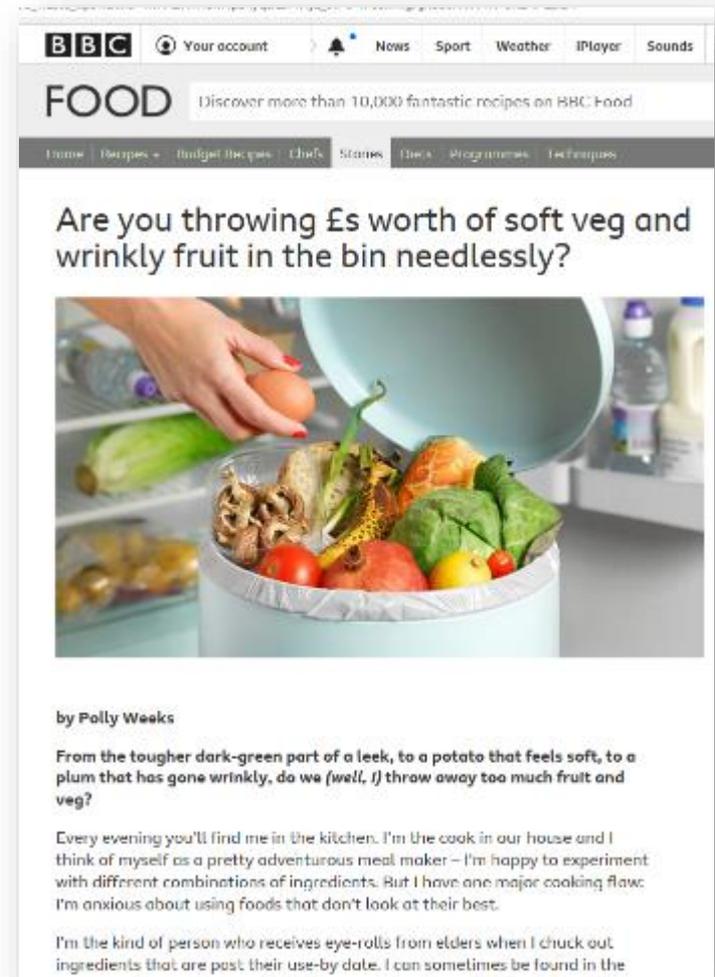
- Engage, inform and educate
- The cost factor
- Make it easy
- Address the yuck factor



Only yesterday...



A screenshot of a Facebook post. The user is Gareth Morton. The post is from 21 minutes ago and contains a link to a BBC article titled "Top food waste tips from yours truly: https://www.bbc.co.uk/food/articles/food_waste_tips". The article's main image shows a hand dropping an egg into a bin filled with various food scraps like mushrooms, tomatoes, and leafy greens. Below the image, the text reads "BBC.CO.UK Are you throwing £s worth of soft veg and wrinkly fruit in the bin needlessly?". The post has a blue bar indicating it has been liked and options for "Like", "Comment", and "Share".



A screenshot of the BBC Food website. The page title is "FOOD" with a sub-header "Discover more than 10,000 fantastic recipes on BBC Food". The main article title is "Are you throwing £s worth of soft veg and wrinkly fruit in the bin needlessly?". The article is by Polly Weeks. The main image is identical to the one in the Facebook post, showing a hand dropping an egg into a bin of food waste. The article text begins: "From the tougher dark-green part of a leek, to a potato that feels soft, to a plum that has gone wrinkly, do we (well, I) throw away too much fruit and veg?" and continues: "Every evening you'll find me in the kitchen. I'm the cook in our house and I think of myself as a pretty adventurous meal maker - I'm happy to experiment with different combinations of ingredients. But I have one major cooking flaw: I'm anxious about using foods that don't look at their best." The article concludes with: "I'm the kind of person who receives eye-rolls from elders when I chuck out ingredients that are past their use-by date. I can sometimes be found in the".

Introducing food waste collections in Wokingham

1 Welcome to your new food waste recycling service

We are introducing collection of food waste so that you can recycle more and help protect the environment.

You should have received the following:



Food waste caddy (5 litre) Liners Outdoor container (23 litre)

If you have not received these please visit www.wokingham.gov.uk (search for 'food waste') to check your nearest collection point.

2 What can I put in my caddy?

You can recycle all your food waste, including the following:

food waste	dairy	bread & pastries
meat & bones	tea & coffee grounds	fruit & vegetables
fish	rice & pasta & beans	cooking oils

Remember to recycle your mouldy and out of date food (including ready meals) removed from their packaging.

- ✓ All uneaten food and plate scrapings
- ✓ Leftover pet food
- ✓ Raw meat
- ✓ Cooked meat
- ✓ Bones
- ✓ Raw fish
- ✓ Cooked fish
- ✓ Bones
- ✓ Cheese
- ✓ Eggs
- ✓ Yoghurts
- ✓ Tea bags
- ✓ Coffee grounds
- ✓ Rice
- ✓ Pasta
- ✓ Beans
- ✓ Bread
- ✓ Cakes
- ✓ Pastries
- ✓ Fruit
- ✓ Peelings
- ✓ Pour your leftover oil into a plastic bottle, seal it and place inside your outdoor container

3 Recycling your food waste is quick and easy

- Line your food waste caddy with one of the liners provided and put your food waste in it.
 - Tip** Please do not use compostable liners as they can cause technical problems at the anaerobic digestion plant.
- Whenever you need to empty your food waste caddy, tie the liner and put it in your outdoor container.
 - Tip** Remember to not let your food waste caddy get too full before emptying it.
- Remember your outdoor container come with a lockable handle.
 - Please put your food waste container out for collection by 6.30am every week on your normal collection day.

Collections

Your food waste collections start from April 2019. It will be every week on the same day as your normal waste and recycling collections.

Please put your outdoor container with the handle in the locked position at the time of your recycling collection.

Please p...

4 Why are we doing this?

Food waste that is put into general rubbish often ends up in landfill, where it rots and releases methane - a harmful greenhouse gas.

When recycled, food waste can be turned into something useful. Your food waste is taken to an Anaerobic Digestion processing facility which captures the methane and turns it into energy. The process also produces a fertiliser which can be used in farming.

Your **FOOD WASTE** is recycled into **ENERGY** to power your homes



Half a caddy of recycled food waste would power the toaster for 4 slices of bread!



6 recycled tea bags could produce enough electricity to boil a kettle for another cuppa.

Please do not put any of these materials in your caddy

Need more liners?

5 Frequently Asked Questions

What if I don't produce any food waste?

Remember there is no amount too small. The best thing we can do with our food is enjoy it but some waste like banana skins, orange peels, tea bags are inevitable and these can all be recycled.

Can I compost at home instead?

Yes you can and we continue to support home composting. Subsidised home composters are available from www.getcomposting.com. You can always use your food waste caddy to recycle any food waste that you aren't able to compost at home.

I don't have space for the caddy, what should I do?

People find that keeping it under the sink, next to the kitchen bin or on the work top is really practical. And remember you can use your own container if you prefer something more stylish or fits better in your kitchen.

Will the food in my bin smell?

Not if you empty your food waste caddy regularly and tie up the liners. Your outdoor food waste bin has a sealable and lockable lid which will reduce smell as well as prevent pests raiding blue rubbish bags and causing litter.

If you have any queries about food waste collection please visit www.wokingham.gov.uk (search for 'food waste').

FOOD WASTE RECYCLING
starts from April 2019

Wokingham Borough recycles

WOKINGHAM BOROUGH COUNCIL re3 VEOLIA



Article in August 2019 issue of Circular magazine



Stuyvesant Town (StuyTown), Manhattan, New York City, USA

- **Case study published in Resource Recycling (USA), November 2018**



Getting people to recycle is a challenge. Getting them to recycle as much as they can and to do it correctly can feel impossible. After all, different materials and housing environments present enormous barriers when encouraging recycling. That notion is particularly clear when trying to recover food scraps from multi-family buildings. Is success in that realm even possible? The answer is yes – but an understanding of the human factor in changing deep-seated attitudes and behaviors is a requisite for success. A food scrap collection pilot program in the Stuyvesant Town (StuyTown) residential complex on the east side of Manhattan shows how residents of multi-family apartment buildings can be encouraged to separate out their food scraps for composting efficiently and effectively.

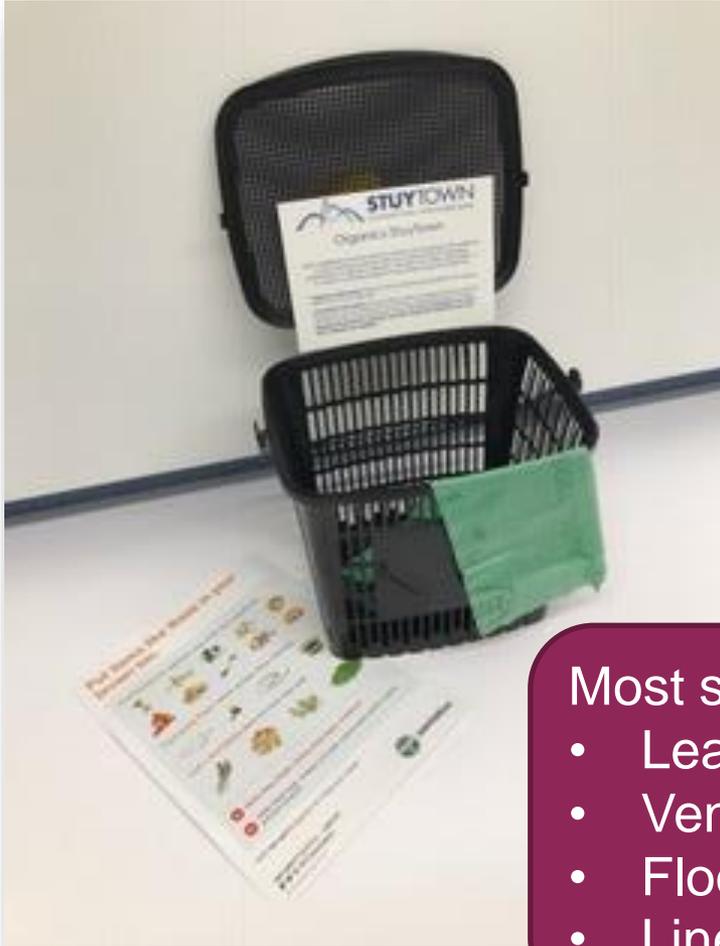
LEVERAGING THE '6Es'

When food scrap collections were introduced at StuyTown in 2016, a 23-gallon cart lined with a large biodegradable bag (BioBag brand) was placed in the basement of each building, and collections were made three times a week by the New York City Department of Sanitation (DSNY). Residents were initially provided with a leaflet telling them about the new collections and a list of what could and could not be put in the cart. Consulting firm Eunomia Inc., along with the Italian Composting Association and bag manufacturer Novamont, in collaboration with StuyTown, carried out a 12-week pilot program in the fall of 2017 to investigate the best options for increasing residents' engagement with the food scraps program. (The Italian Composting Association was included because the group had successfully engaged in similar projects in densely populated areas of Italy.)

The aim of the project was to see which measures would increase participation, maximize capture rates and minimize contamination. The pilot ran in six buildings, containing a total of 636 apartments and 1,375 residents. In developing the plan for the pilot project, the leaders of the effort focused on the "6Es" – six steps that can help shift behavior and maximize the impact of any recycling and waste-prevention program. The strategy is already used by many in the U.K. The Es, displayed in the figure on page 41, are described below:

- Explore – Conduct baseline research into the audience and the barriers at play.
- Enable – Address these barriers, which could be physical, knowledge-based, psychological or cultural, and devise ways

Interventions



Most successful intervention:

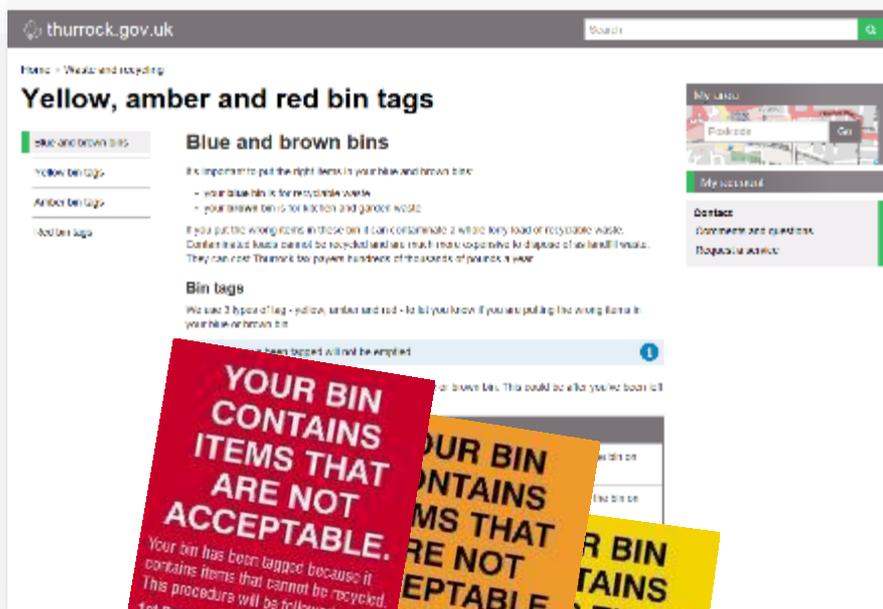
- Leaflet
- Vented caddy
- Floor bin
- Liners

Beyond plastic – animated video



- www.beyondplastic.net/showcase
- www.youtube.com/watch?v=n8gfbKVQXz0

'Disruptive' communications



Product standards and labelling

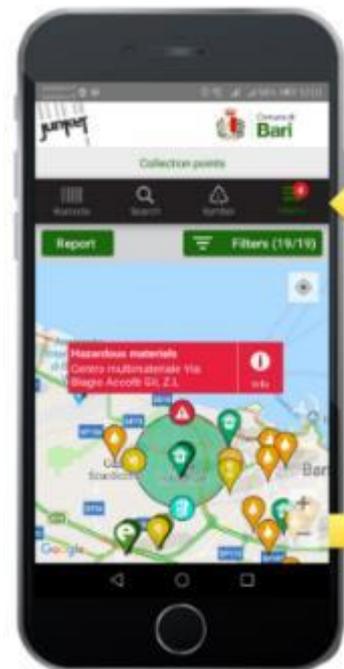
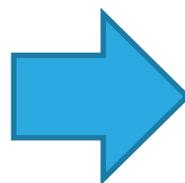


New technology - Waste Guru Smart Phone App

- Used by over 500 municipalities in Italy and five in Switzerland
- Recognizes more than 1.5 million products using its unique barcode scanner



Barcode scanner identifies items and component parts for recycling



GIS system shows where to recycle items

- 78% of UK adults use a smartphones

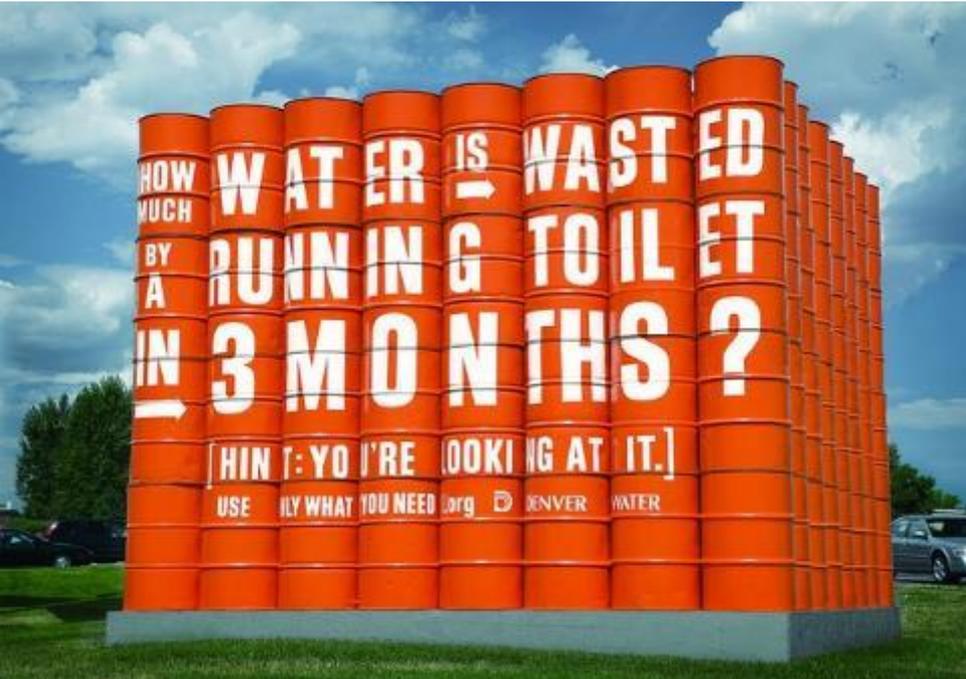
New technology - Alexa, ask My Kirklees

- Kirklees Council uses Alexa (*My Kirklees Skill*) so local residents can find out information about their bin collections:
 - When the tip is open and how long the queue is
 - Information on COVID-19
 - Bin collection dates
 - What you can put in brown and green bins
 - Report a missed bin

“Alexa, ask My Kirklees which bin I should put out this week?”



Innovative drought campaign – Denver USA

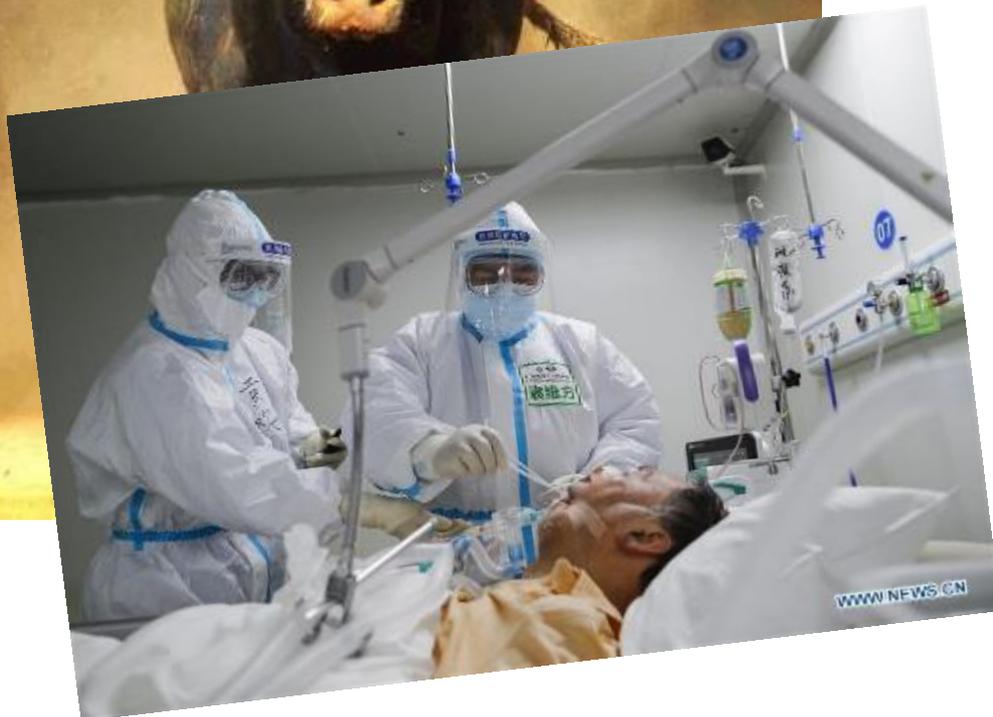


Conclusions

Conclusions

- **Water and waste issues and campaigns have similarities**
 - We're dealing with behaviours revolving around 'stuff' people buy, use and discard
 - Some issues are tricky to engage people on
 - We're asking them to do things that are more of a hassle
 - Some of it is complicated!
- **How do we:**
 - Break down the complexity?
 - Give enough 'urgency' to the issues for messaging to break through to people without turning them off?
 - Make desired actions appealing enough to become the 'new normal'?

People react to immediate 'threats'



People don't respond to what *doesn't immediately appear* to affect them



Huge public concern over plastics in the environment



Two tier campaigns

- **National communications (the why)**
 - National campaigns on the issues Raise awareness and stimulate desire to act
 - National initiatives such as on-pack labelling and product standards etc.
 - Signpost to local actions and solutions
- **Local/regional campaigns (the what/how)**
 - Engage local communities
 - Specific solutions may differ geographically
 - Tell people what to do, how, where etc.

