

Wales' National Recycling Behaviour Change Campaign

Sam Hubble & Emma Hallett
WRAP Cymru
02 October 2020



Overview

- Background
- Co-production & engagement with local authorities
- The behavioural challenge
- Campaign Delivery & Highlights

Background

- Statutory target of 70% municipal recycling rate by 2025
- Current Wales-wide rate is 63% - highest in the UK, 3rd highest in the world
- WRAP Cymru funded by Welsh Government (WG) to deliver high-profile campaign to increase recycling rates, aimed at getting to No. 1
- Other activity includes LA enforcement campaigns and service changes
- Delivered through a partnership of WG, Welsh Local Government Association (WLGA), LAs and WRAP Cymru
- Campaign designed to work at both a national and local level, and to reach everyone in Wales, with particular focus on young people, men and families

Co-production & Engagement with LAs

- **2018-2019:** workshops and consultation with WG, WLGA and LAs on campaign strategy
- **Dec 2019-Feb 2020:** LA webinars and consultation: creative approach, preferred comms channels and formats
- **Mar 2020:** LA workshops on Campaign Toolkit and supporting local campaign delivery
- **Mar 2020:** Campaign launch postponed due to Covid-19
- **Summer 2020:** Campaign creative tweaked to reference Covid-19
 - Acknowledging collection crews
 - Focus on additional waste generated at home (cardboard, food etc.)
- **21 September 2020** – campaign launched to coincide with Recycle Week

The behavioural challenge

THE EASY WINS ARE GONE

SOME OF THE ITEMS PEOPLE ARE NOT
RECYCLING ARE THE HARD ONES WITH
SIGNIFICANT "HASSLE FACTOR"

MANY FEEL THEY ARE ALREADY "DOING
THEIR BIT"

We focus on what **really** influences recycling

1.

Ease of recycling compared to other methods of waste disposal

2.

Knowing what and how to recycle

3.

Personal beliefs

4.

Psychological **pressure**

We focus on what **really** influences recycling

1.

Ease of recycling compared to other methods of waste disposal

2.

Knowing what and how to recycle

“Educate”
Product focused

3.

Personal beliefs

4.

Psychological **pressure**

Social norms

Social Norming Approach

WE KNOW FROM ACADEMIC RESEARCH AND PAST RECYCLING CAMPAIGNS THAT WHAT CHANGES BEHAVIOUR IS KNOWING THAT IT'S THE **NORM** .

THAT EVERYONE AROUND YOU IS RECYCLING.

Social norming in national activity



Wales Recycles @WalesRecycles · Sep 30
Be fearless in the face of food waste!
Over 80% of us recycle our food waste.
Be Mighty, recycle your banana skins.
Join our Mighty Mission: bit.ly/3615bcA

Specific product stats reinforce social norm

#MightyRecyclers

1 11 12

Wales Recycles @WalesRecycles · 28 Sep
Be Mighty, Recycle. For our kids. Our community. Our country.
Most of us in Wales recycle.
Be Mighty for future generations. Recycle.
Join our Mighty Mission: bit.ly/3615bcA

General normative messaging

#MightyRecyclers

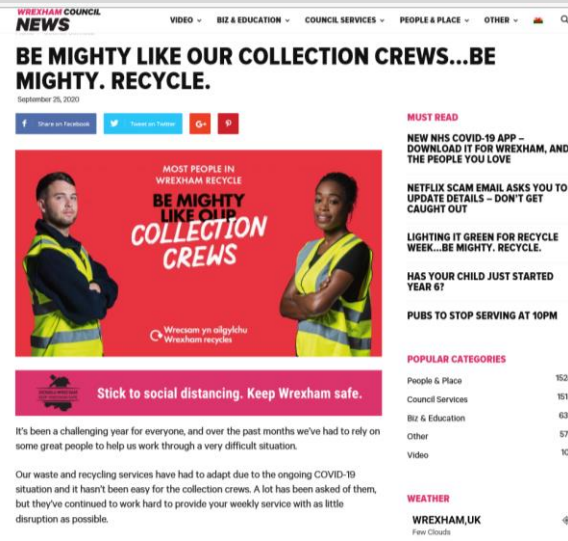


Welsh Government @WelshGovernment · 25 Sep
We might be a small nation but we're a mighty one when it comes to recycling.
We're already 1st in the UK and 3rd in the world, but we want to be number 1, we're a competitive lot here in Wales.
@DirtyVeganTV has bin finding out more.
#BeMightyRecycle...

18 112 380

Social norming in LA activity

21 out of 22 LAs participated so far



CONTACT US

WRAP Cymru
Carlyle House
5-7 Cathedral Road
Cardiff
CF11 9HA

Telephone:
029 20 100 100

Sam Hubble

Behaviour Change Project Manager
Sam.Hubble@wrap.org.uk

Emma Hallett

CCP Team Manager

www.walesrecycles.org.uk

Check out the campaign on Facebook,
Instagram & Twitter using #mightyrecylers