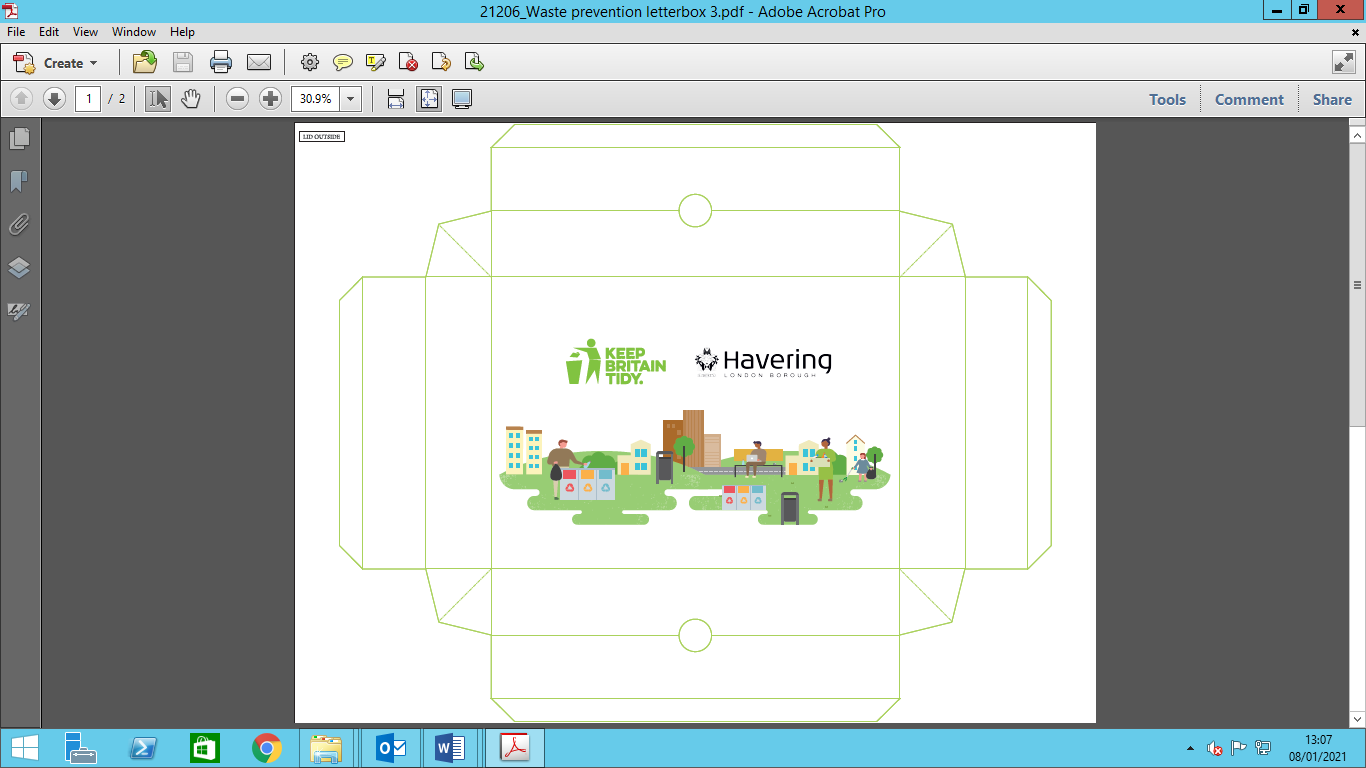
**Behavioural insights to reduce waste in Havering – communications:**

The images below show the different elements of the Two Bag Challenge communications delivered to residents in the target areas.

*Image 1: Waste prevention pack box design*



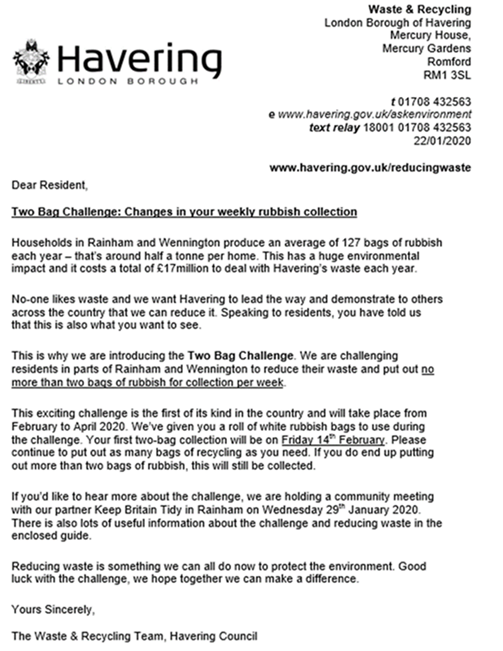
*Image 2: Love Food Hate Waste tools*



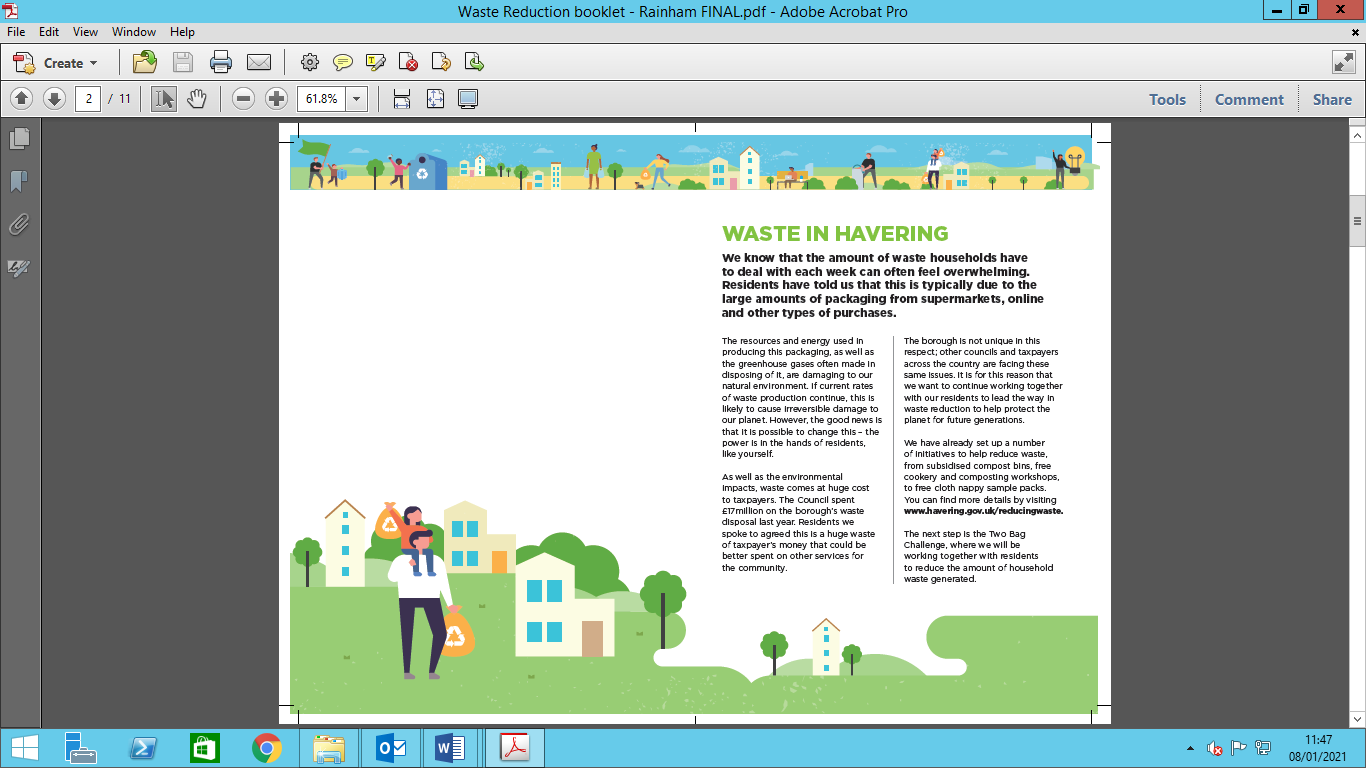
*Image 3: General waste bag design*

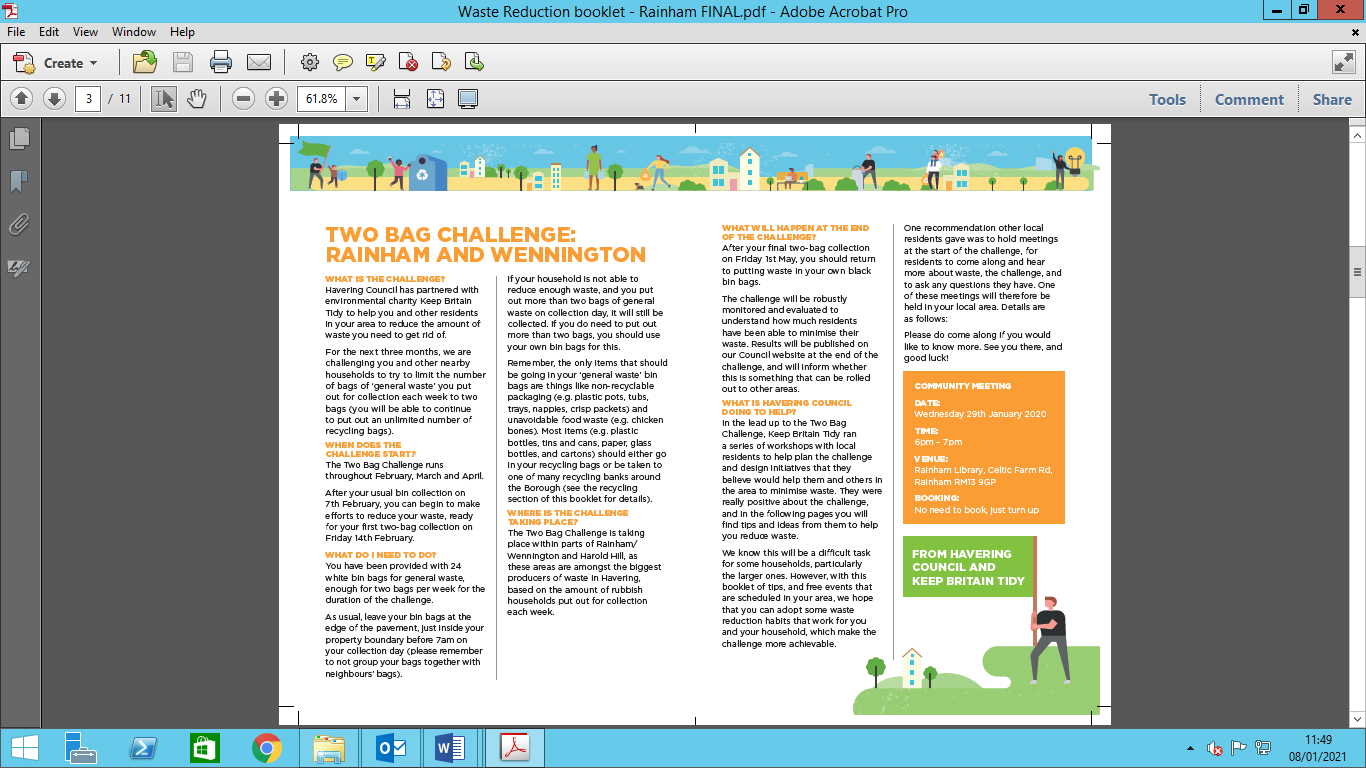
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*Image 4: Two Bag Challenge letter*



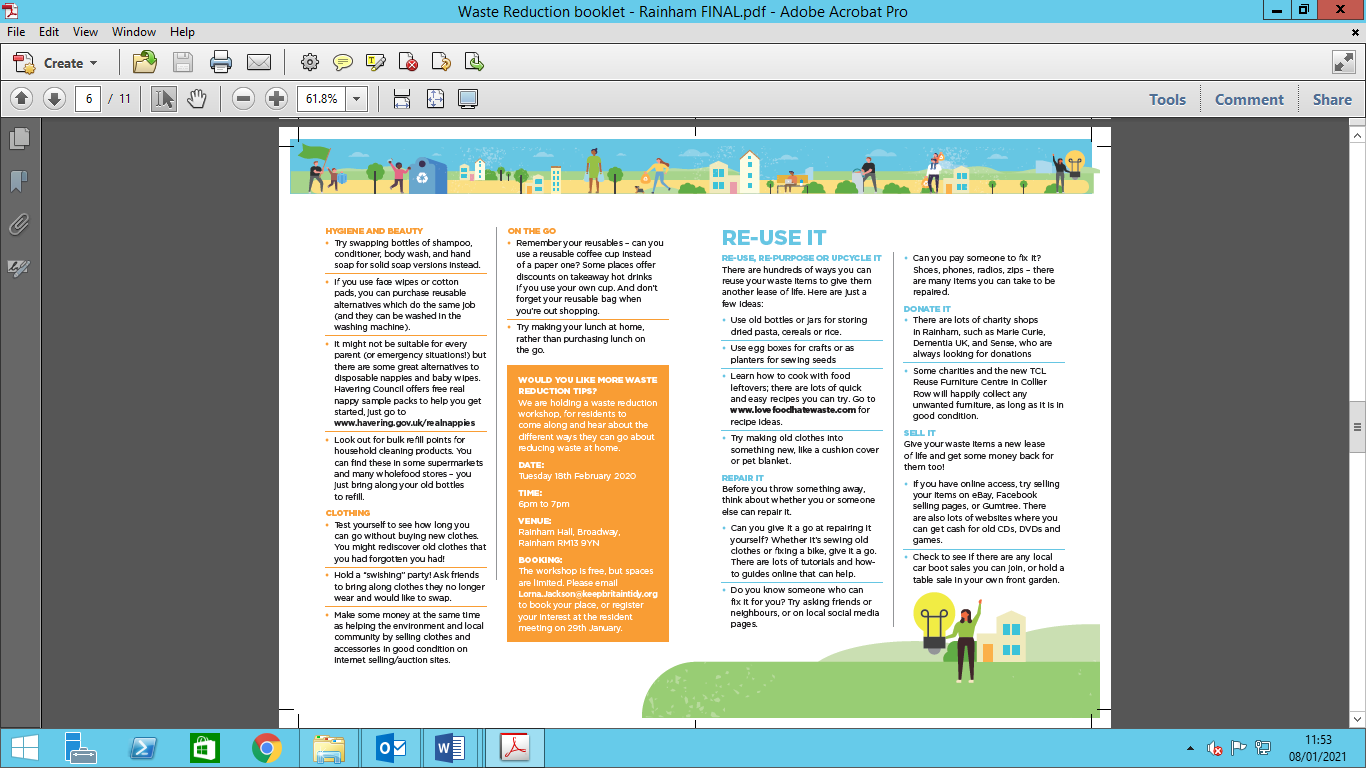
*Image 5: Two Bag Challenge waste booklet*



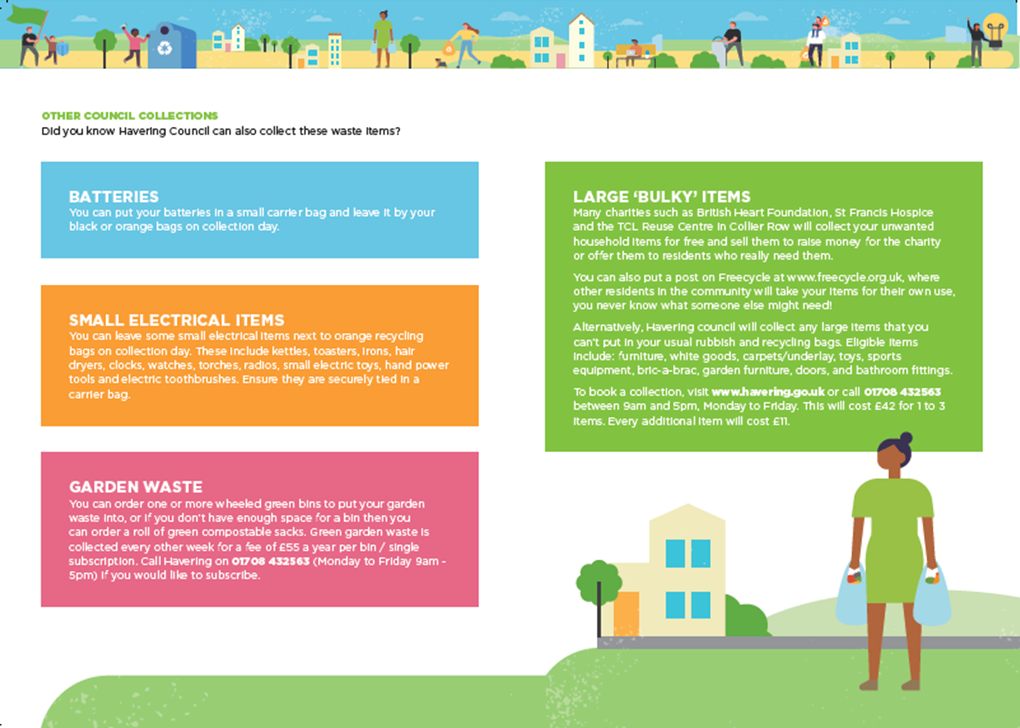


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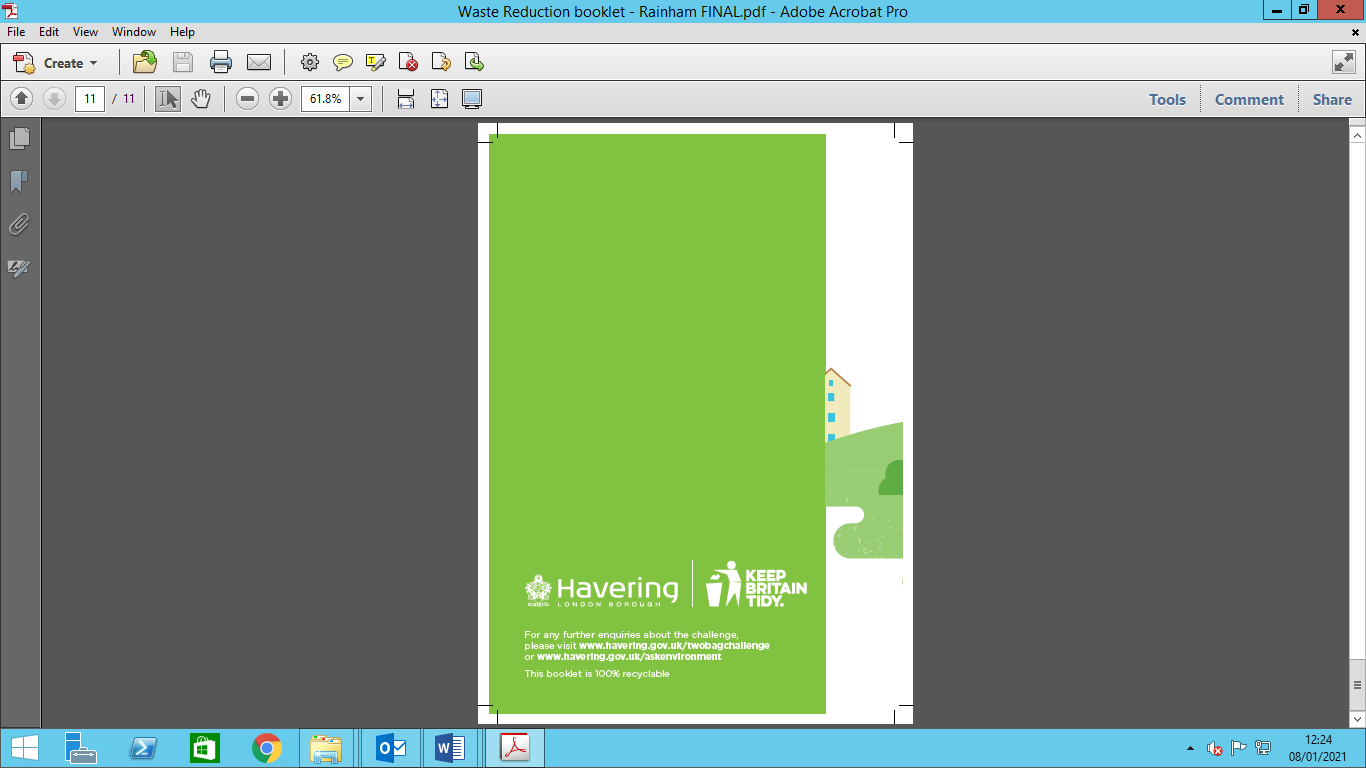
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*Image 6: Two bag challenge feedback postcard*

*Image 7: Results feedback leaflet*

**Image 1: Waste prevention pack box design**

This shows the design used on the boxes containing residents’ waste reduction packs, which were delivered to doorsteps in the target areas.

**Image 2: Love Food Hate Waste tools**

These Love Food Hate Waste spaghetti measurers and bag clips were provided within residents’ waste reduction packs, to help them reduce food waste.

**Image 3: General waste bag design**

This shows the design used on general waste bags delivered to residents for using throughout the Two Bag Challenge.

**Image 4: Two Bag Challenge letter**

This letter was delivered to residents in their waste reduction packs, informing them about the Two Bag Challenge and why it was taking place

**Image 5: Two Bag Challenge waste booklet**

This booklet was delivered to residents in their waste reduction packs, informing them further about the Two Bag Challenge, how they can go about reducing waste at home, and how they can manage their waste and recycling effectively.

**Image 6: Two bag challenge feedback postcard**

This postcard was delivered to residents who were producing more than two bags of general waste for the first two weeks of the challenge. Residents’ house numbers were handwritten onto the postcards, which were then hand delivered through the door or letterbox.

**Image 7: Results feedback leaflet**

This leaflet was delivered to residents at the end of the Two Bag Challenge to inform them about how much waste had been prevented and the impact this has.