

Distributor Takeback Scheme Funding for Local Authority WEEE Projects

Project specification for community engagement and communications campaigns focussing on WEEE



Image from South Tyne and Wear Waste Management Partnership

Prepared in August 2021 by Anthesis Group

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1. Introduction

This document provides a project specification for community engagement and communications campaigns focussing on WEEE. It is for those projects in which the primary purpose is communication and engagement with the public though there may be elements of cross over with other project categories. For example, WEEE repair, reuse and recycling events might be delivered as part of a wider community engagement campaign.

This specification should be read in conjunction with the Guidance Notes for Local Authorities Submitting Applications and the WEEE Local Project Fund Application Form. Other specifications for the fund are available as follows:

1. WEEE collection points.
2. WEEE repair, reuse and recycling events.
3. Household Waste and Recycling Centre WEEE activities.
4. Other WEEE projects.

Local authorities interested in gaining funding support for projects focused on kerbside collection of WEEE are advised to apply to WEEE fund.

Specifications for different project types have been prepared to provide an outline of funding requirements and highlight good practice. Valpak and the DTS partners encourage innovation and welcome new concepts in funding submissions. Please [contact Valpak DTS](#) if you would like to discuss projects that do not align with current specifications.

2. Category description

This category is for those projects in which the primary purpose is communication and engagement with the public. It can be used for promoting new or existing services and may be delivered with project partners. There may be elements of cross over with other project categories. For example, WEEE repair, reuse and recycling events might be delivered as part of a wider community engagement campaign.

Important note: The WEEE fund will be launching a national media campaign to deliver messages regarding better management of WEEE to householders. DTS funding will therefore only be provided to authorities for promoting local initiatives rather than delivering broad messages to householders on what they should do with their WEEE. Further details on the national campaign will be made available from the WEEE Fund.

Examples of previously funded DTS projects for community engagement and communications campaigns are provided overleaf.

Project example: South Tyne and Wear Waste Management Partnership

South Tyne and Wear Waste Management Partnership developed education and community engagement activities with the aim of reaching a diverse local audience. This included events in schools, public events and door to door canvassing. Outreach activities were supported by new publicity materials (pictured), merchandise to give away and online engagement.

Engagement with schools encouraged participation in WEEE activities by both pupils and parents.



Project example: Staffordshire County Council

Staffordshire County Council used social media alongside more traditional marketing approaches such as banners and leafleting to engage with local people regarding WEEE. The objective was to encourage people to reuse and recycle WEEE via HWRC facilities and local reuse charity outlets. The authority partnered with a charity, Katherine House Hospice, which operates a reuse shop and delivers supporting promotions. Promotional videos such as [Adopt an Appliance Today!](#) were developed as part of the campaign (pictured).



3. A core approach for public behaviour change

[Defra's 4E's model](#) describes how public behaviour can be effectively influenced by local government. It sets out four cornerstones needed to change behaviour, each beginning with 'E'. The [Cabinet Office and Institute for Government](#) added to this via their MINDSPACE report to present a total of 6E's within the model. Figure 1 provides a diagrammatic summary of the 4E's model with the additional 2E's noted at either side. Figure 2 shows the MINDSPACE mnemonic which sets out nine of the most robust influences on behaviour.

Figure 1. 4E's model with additional 2E's ('Explore' and 'Evaluate') also indicated

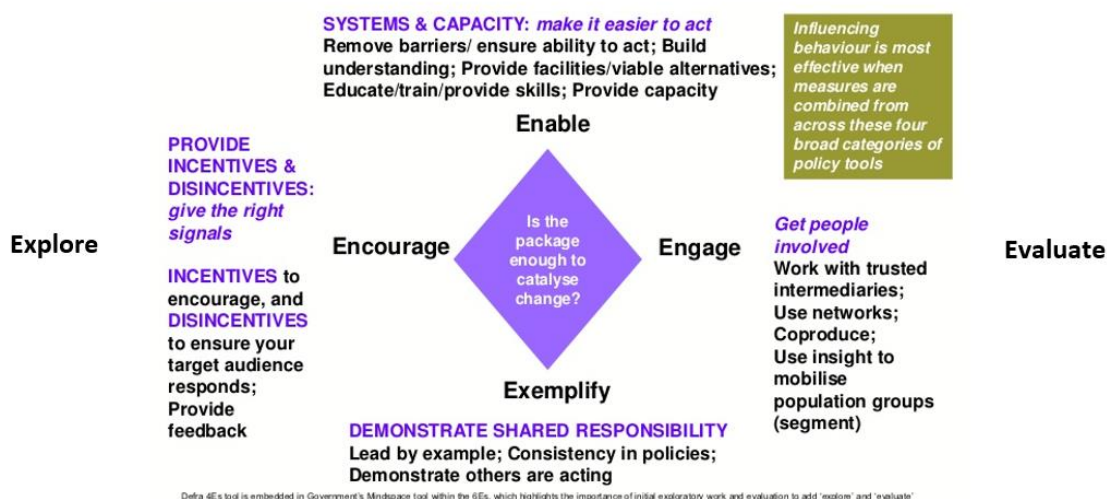


Figure 2. MINDSPACE mnemonic setting out key influences on behaviour.

Messenger	we are heavily influenced by who communicates information
Incentives	our responses to incentives are shaped by predictable mental shortcuts such as strongly avoiding losses
Norms	we are strongly influenced by what others do
Defaults	we 'go with the flow' of pre-set options
Salience	our attention is drawn to what is novel and seems relevant to us
Priming	our acts are often influenced by sub-conscious cues
Affect	our emotional associations can powerfully shape our actions
Commitments	we seek to be consistent with our public promises, and reciprocate acts
Ego	we act in ways that make us feel better about ourselves

Sections 3.1 to 3.6 of this document provide views on how the 6E's can be used as a basis to guide community engagement and communications campaigns regarding WEEE. Examples from previously funded projects are provided for illustration. It is recommended that local authorities also familiarise themselves with the original models and review [guidance from WRAP](#) on communications planning and delivery.

3.1. Explore

Explore takes place before projects are implemented. By gaining an understanding of current attitudes and behaviours campaigns can be more effectively designed to encourage desired behaviours. Important questions to include at this stage might include: What are different segmentations of the community currently doing with their WEEE? Do people know about local reuse and recycling facilities? What are the barriers to reusing or recycling WEEE through the desired routes?

Methods of gathering this information might include:

- Monitoring of WEEE tonnages collected via different systems and waste audit data.
- Assessment of fly-tipped WEEE.
- Public surveys and common compliments, enquiries and complaints received.

Common barriers to reuse and recycling of WEEE

Based on feedback from local authorities and the DTS partners common barriers for the public to reusing or recycling WEEE are:

- Hoarding of WEEE. E.g. people like to keep an old toaster as a 'spare' in-case their existing toaster breaks.
- Security concerns. E.g. people may fear their personal details may be removed from old computers or phones.
- Not knowing of a local repair service/business they can trust.
- Difficulties accessing WEEE collection schemes. E.g. people may not have a car to transport WEEE to HWRC's.
- Lack of information. E.g. People may not know what WEEE collection schemes are available locally.

These barriers will need to be addressed in order to ensure WEEE schemes are used effectively.

Further information about monitoring is provided in Section 8.4 of this document.

3.2. Enable

Enable will involve providing the right tools and information to ensure people are able to undertake the desired behaviour. This will mean making sure that WEEE reuse and recycling schemes are easy for residents to use and providing information that lets them know how they should correctly dispose of WEEE. It is important to resolve any issues with existing services before promotions begin (e.g. addressing significant issues with missed kerbside collections).

Building local capacity for reuse via PAT testing training

Some local authorities have included PAT testing training for staff from local charities in their DTS funded projects. This allows the charity to start accepting WEEE donations or accept more WEEE increasing local capacity for WEEE reuse.

Most local authorities have organised a PAT trainer themselves and reported positive outcomes from this. Norfolk Council took a slightly different approach and instead offered a grant of £180 to local charities. This grant covered the cost of a basic PAT course or made a significant contribution to more advanced levels of PAT training (e.g. City and Guilds) enabling the charities to select the level of training desired. Feedback so far on this approach has also been positive.

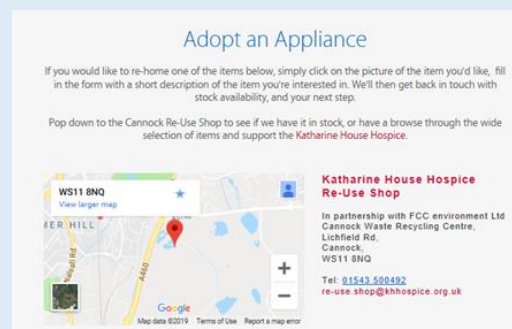
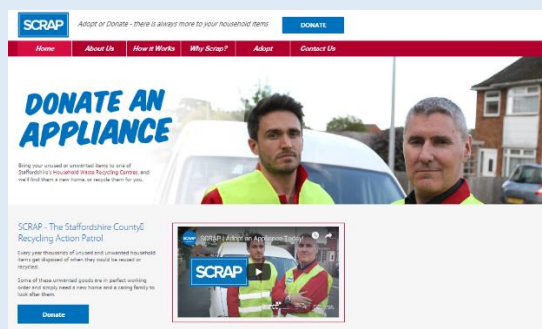
3.3. Engage

It is important to engage with people in a way that is meaningful to them. ‘Trusted messengers’ such as local charities, schools, community groups and local networks can help support messages from the local authority. Using channels that are familiar to people (such as social media) also helps. WEEE can be seasonal and authorities have noted it increases around periods such as Christmas so engagement with the public around these times can be important.

‘Trusted messengers’

South Tyne and Wear Waste Management Partnership worked closely with schools, community groups and other organisations to act as ‘trusted messengers’ and deliver messages and activities about WEEE. People directly engaged with were encouraged to pass messages on to their friends and family, making them also a ‘trusted messenger’.

Staffordshire County Council worked with Katharine House Hospice to manage the reuse and sale of WEEE (and other items) sourced from HWRC sites to the public. A website (pictured) has been established to help make reused items more readily available to the public and the hospice promotes newly arrived electronic items in the Cannock reuse shop via its Instagram feed.



Seasonal campaigns

South Tyne and Wear Waste Management Partnership undertook special seasonal activities at their visitor and education centre to promote WEEE reuse and recycling.



Staffordshire County Council developed a Christmas campaign video ['Tis the Season for Recycling!](#) which originally received 39,000 views between October and February of their project year.



3.4. Encourage

Encourage is the 'carrot and stick' approach, providing positive feedback on achievements and penalties for undesirable behaviour. Some examples might include providing positive feedback on local achievements related to WEEE, prizes to reward positive behaviours or strong penalties for fly-tipping.

Rewarding positive behaviour

South Tyne and Wear Waste Management Partnership provided a number of rewards for positive behaviours. A £100 cash prize was awarded to community groups and schools who collected the most amount of WEEE within each month and £100 shopping centre vouchers were given to members of public who entered the amnesty competition at community events. Battery chargers to encourage the use of reusable batteries were also given as prizes.

3.5. Exemplify

Exemplify means showing the local authority is leading by example. This could include showing that WEEE items from schools, council offices or other project partners are being reused and recycled.

Exemplifying positive behaviour

Hertfordshire County Council ran collection events for WEEE reuse at schools. As well as engaging with pupils and parents to drop off WEEE the project also included collection of WEEE from schools for reuse. The role of schools in recycling their WEEE was highlighted via [press releases](#).

School wins £1000 recycling prize

Round Diamond Primary School in Stevenage was the lucky winner of a £1,000 voucher through their participation in WasteAware's recent recycling project.

Since 2011 Hertfordshire's schools have enjoyed regular recycling collections of their waste electricals. This year the waste management company and charity, Recycling Lives, offered a prize draw to schools that also invited parents to bring in their old electricals for the recycling collection. There is a lot of old equipment tucked away at home and WasteAware wanted schools to encourage parents to have a good declutter and recycle their electricals responsibly.

Vinesh Munilall, the Network Manager at Round Diamond Primary said, "The promotional and educational material provided by WasteAware made it easy to include parents and pupils and storage wasn't an issue as the items were



3.6. Evaluate

Evaluate involves assessing the impact of interventions to judge success. Further information about this is provided in Section 8.4 of this document.

4. Learnings from other DTS projects

Some of the key learnings from similar projects previously funded by the DTS are:

1. Reuse potential can be significantly reduced or lost as WEEE is handled from the point of the householder to the reuse location. If communications and community engagement projects are encouraging reuse messages should be provided to the householder before the time of disposal to re-iterate the importance of keeping WEEE in a reusable condition (e.g. dry, carefully handled and with all component parts).
2. Accurately forecasting the tonnage impact of projects and the type and quality of WEEE collected is extremely difficult. Authorities should ensure that the contingency plans are put in place should the type, quality and quantity of WEEE collected differ to predictions. It should also be noted the impact of campaigns are only seen when people next think about WEEE to dispose of therefore there can be delays in realising the full impact of campaigns.

3. The most effective methods of communication will vary depending on the target audience and type of behaviours being promoted. Comments made by local authorities on methods and messages that may prove useful for other campaigns are provided below.

Comments on communication methods and messaging

“Councils own social media advertising was significantly cheaper and almost as effective at generating ‘clicks’ than paid for newspaper digital advertising and Councils (free) social media posts were on par with ‘click throughs’ from paid for targeted advertisements through digital radio advertisements.”

“The WEEE Education Officer employed to deliver the communication initiatives for this project stated she believed that the work with the schools had been one of the most successful areas of the project which will have the biggest impact going forward, and that if the project were to be extended that education initiatives with schools should be prioritised... We found that our message was greeted enthusiastically by enquiring young minds in schools and that door knocking enabled the targeting of those who may not usually engage. When these activities were combined in a specific area they had greater impact.”

“The project kept the messaging simple and avoided promoting reuse and recycling at the same time to minimise confusion. This allowed a strong reuse message to be promoted with the aim of appealing to people’s altruistic side rather than responding to local government information.”

5. Funding level guide

It is expected that funding awarded for projects in the community engagement and communications campaigns category will be between £30,000 and £90,000.

We recognise the funding level required will heavily impacted by the type of activities that the local authority wishes to undertake, number of people targeted and the level of match funding available.

Please note that judgement criteria for assessing applications is provided in the [Guidance Notes for Local Authorities Submitting Applications](#).

6. DTS funding application form details

Important note: Please make sure to include the following information in section 2 of your funding application form:

- Confirmation that you have considered the principles of the 6E's in developing your proposed project.
- A brief description of the behaviours that you are seeking to encourage, including the WEEE disposal routes residents will be encouraged to use.
- The key messages that will be promoted via the campaign.
- An outline of the approaches that you will use to engage people and any links to national campaigns.

7. Further information on community engagement and communications campaigns for WEEE

- Communications planning and delivery guidance is [available from WRAP](#).
- Read a report on Increasing Public Awareness of WEEE Reuse and Recycling in the South Tyne and Wear Waste Management Partnership Area.



Increasing Public
Awareness of WEEE

- Read a case study on WEEE recycling in the London Borough of Hackney.



**Case Study - Social
Media WEEE recycling**

- View www.adoptanappliance.co.uk; a website set up to sell WEEE (and other items) sourced in Staffordshire.
- View videos developed to promote WEEE reuse and recycling; the SCRAP Team in Staffordshire Christmas Special - '[Tis the Season for Recycling!](#) and [Adopt an Appliance Today!](#). Also the '[Essex Talking toaster](#)'.
- A [tweet](#) and [blog post](#) from the London Borough of Hackney.

8. General DTS fund requirements

The following sections summarise requirements of the DTS fund that are common across all project categories. It is not necessary to read this if you have read the general requirements in a DTS fund specification for another category.

8.1. Project planning

Effective project implementation will rely on good planning. A project plan should be developed indicating key activities, responsibilities and timelines. Including communication activities in this

planning is important and the DTS assessment criteria¹ favours submissions which demonstrate a well-planned approach to communications.

A template project plan that can be adapted for different projects is provided below and further detailed guidance on communications planning and delivery is [available from WRAP](#).



Delivery%20plan%20template.xlsx

It may be necessary to develop new protocols and procedures to support the delivery of the project e.g. clearly described procedures for door to door canvassing.

8.2. Risk assessment and contingency planning

Local authorities must ensure up to date risk assessment relevant to the project delivered are in place. As a minimum this should consider health and safety and environmental risks. Further guidance on WEEE management is available from the [HSE](#), the [Government](#) and [SEPA](#).

Contingency planning should be undertaken to identify how issues that might arise could be managed (e.g. what would happen in the event of WEEE type, quantity or quality varying from predictions? Negative press attention? Delays in communication materials being delivered?)

8.3. Stakeholder engagement

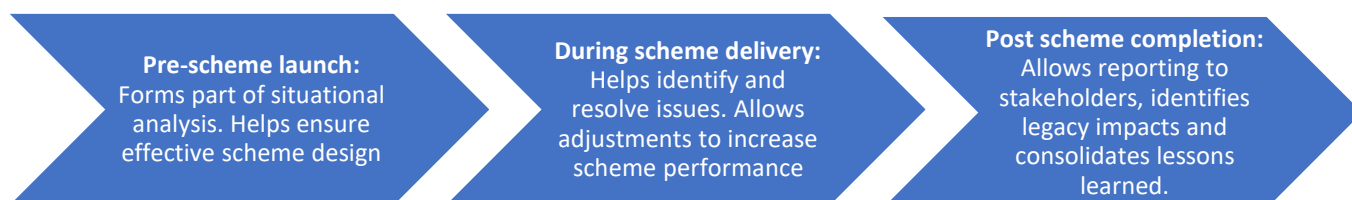
When planning projects it is recommended that local authorities and their partners develop an engagement plan identifying the stakeholders that need to be engaged in the project. It may be useful to classify the interest and influence of different stakeholders in order to identify which should be prioritised for engagement. An [example template](#) for this is available from WRAP. Interest and influence are likely to change at different stages of scheme delivery e.g. they will differ during planning stages, launch and delivery.

The approach to engagement with different stakeholders and proposed timing of this engagement should be built into the project delivery plan.

8.4. Monitoring and evaluation

The DTS requires monitoring of tonnages. Ideally monitoring of other performance indicators will also be undertaken where feasible as it can provide additional insights at each stage of the project delivery as shown in Figure 3.

Figure 3. Benefits of monitoring at each project stage



Different performance indicators will be relevant for different projects though broadly speaking both input actions and scheme outcomes will ideally be monitored:

¹ Criteria F in Section 7. [WEEE Local Project Fund: Guidance Notes for Local Authorities Submitting Applications](#)

- **Inputs:** Noting the number/level of input actions helps set outcomes in context. E.g. number of press releases, social media posts and leaflets distributed.
- **Outcomes:** Monitoring of outcomes helps demonstrate the impact of the actions taken e.g. tonnages diverted, quality of WEEE collected and changes in attitudes of scheme users.

Understanding baseline performance for both input and outcomes is extremely important as it helps to identify the level of change.

Local authorities should ensure any partners involved in project delivery can undertake accurate performance monitoring and should periodically check monitoring is being undertaken as required.

Tonnages

It is a requirement of DTS funding that funded schemes provide data on the tonnage increase of WEEE items diverted for both reuse and recycling. Baseline tonnages must be assessed in order to help identify the level of tonnage uplift, ideally using at least 12 months of data.

When forecasting tonnages that will be diverted by the project authorities should consider:

1. The size of the population that is targeted by the project
2. The number of people within this population expected to acknowledge communications and participate in local schemes
3. The typical type of products that will be donated/disposed of e.g. kettle, hairdryer, IT accessories (including the proportion reusable if items are collected for reuse)
4. The average weight of the items likely to be donated

A worked example for forecasting tonnages is:

10,000 households are targeted by the project, residents within 66% of the households read and acknowledge the communications, 20% of these residents react and drop off WEEE for recycling and the average item weighs 0.75kg.

The calculation is made as follows: $10,000 \times 66\% \times 20\% \times 0.75\text{kg} = 990\text{kg}$

Ideally weights of WEEE captured by the project will be measured via weighing equipment. However, if this is not possible, tonnages can be estimated by noting the type and amount of each item diverted and applying an average weight. The [Reuse Network](#) has a protocol outlining standard weights of items which is available to members. Alternatively, an online search for selected items may help to determine an average weight.

Type and quality of WEEE

Measuring the type and condition of WEEE collected can help to identify whether WEEE is being treated at the right level in the waste hierarchy e.g. if high quality items are collected for recycling there may be an opportunity for them to be reused instead.

Attitudes and behaviours

Understanding attitudes and behaviours of target users can help show barriers to reusing and recycling WEEE that can be addressed through the project and help understand how schemes are being used.

Methods of monitoring attitudes and behaviours might include assessment of the type and number of relevant compliments, complaints and enquiries received, social media interaction (e.g. shares

and comments), capture rates for waste audit outcomes, public surveys and the number of people using the scheme over a set period of time.

Social value

WEEE repair, reuse and recycling schemes have the potential to deliver significant social value. Demonstrating social value benefit can help build the case for project continuation after the DTS funding period. Aspects of social value to monitor will vary by scheme but might include:

- Employment opportunities.
- Number of people trained and the type and level of the training (e.g. basic PAT training vs City and Guilds level).
- Number, type or value of items distributed to those in need.

8.5. Reuse and reprocessing

When establishing a reuse and reprocessing route local authorities must ensure that WEEE collected is managed in line with current legislation by suitably licensed organisations. Ideally WEEE will be managed as high up the waste hierarchy as possible with reuse and repair (of parts and/or whole items) prioritised over recycling. Local authorities should ensure that partners establish suitable recycling routes for items that cannot be reused or repaired.

8.6. Working with partners

Many local authorities have worked with partners such as re-use organisations, food banks and housing associations to deliver DTS funded projects. Benefits of this approach include:

- Access to the expertise, networks and resources of partners.
- Mutual contribution to the objectives of each organisation.
- Economic and community benefits from investment in local organisations.
- Improvement of local ownership and buy-in, generating additional value.
- Access to potential low cost re-use routes and services such as PAT testing
- Access to additional match funding to enhance benefits of DTS funding.
- Potential for expanded reach of schemes if partners operate outside local area and legacy benefits when partners allow for continued operations beyond the funded period.

A written agreement between partners should be used to ensure there is formal understanding of the role of each partner, and full commitment to the delivery of the agreed outputs. A [Third Sector Commissioning Code of Practice](#) has been prepared by Tower Hamlets and may provide useful insights for other local authorities.

It is important to ensure that partners delivering DTS funded projects:

- Can accurately monitor and report scheme performance.
- Will provide a high standard of service that is easily accessible to users.
- Have suitable reuse and recycling routes for any WEEE handled, and demand for these goods.
- Are able to handle the type, quality and quantity of WEEE collected, including in instances when this may vary from predictions.
- Have a suitable contingency plan and risk assessments in place.

9. General guidance documents

- Health and safety guidance is available from the [HSE](#)

- Legislative requirements in relation to WEEE are available from the [Government](#) (England, Wales and Northern Ireland) and [SEPA](#) (for Scotland)
- [Guidance is available from WRAP](#) on small WEEE collection with an [additional checklist](#) targeted at third sector organisations collecting WEEE
- A [Third Sector Commissioning Code of Practice](#) is available from Tower Hamlets Council

10. Requirements summary

Once funding has been received there are some essential requirements that must be adhered to. For clarity, these are not required at the bid submission stage.

Item	Requirement level
Adherence to relevant legislation and establishment of suitable re-use/reprocessing route (if relevant).	Essential
Development of project plan	Highly desirable (may be requested by funders)
Baseline and post-implementation tonnage monitoring.	Essential (required in evaluation)
Monitoring of other performance indicators.	Desirable
Risk assessment, contingency plan and development of other written procedures.	Essential
Suitable written agreement with partner organisations.	Essential