

Distributor Takeback Scheme Funding for Local Authority WEEE Projects

Guidance for community engagement and communications campaigns focusing on WEEE



Image from South Tyne and Wear Waste Management Partnership

Prepared in July 2019 by Anthesis Group

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1. Introduction

This document provides guidance and examples for local community engagement and communications campaigns focusing on WEEE projects. This guidance is intended to help you design and deliver a local community engagement campaign in support of a WEEE repair, reuse and recycling events.

This guide 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.

2. Guidelines

This guide can be used for promoting new or enhanced services delivered with project partners.

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

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 delivering new or enhanced projects to increase WEEE collection, repair or reuse, and recycling 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 on www.weefund.uk

3. Project Examples

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).



4. 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

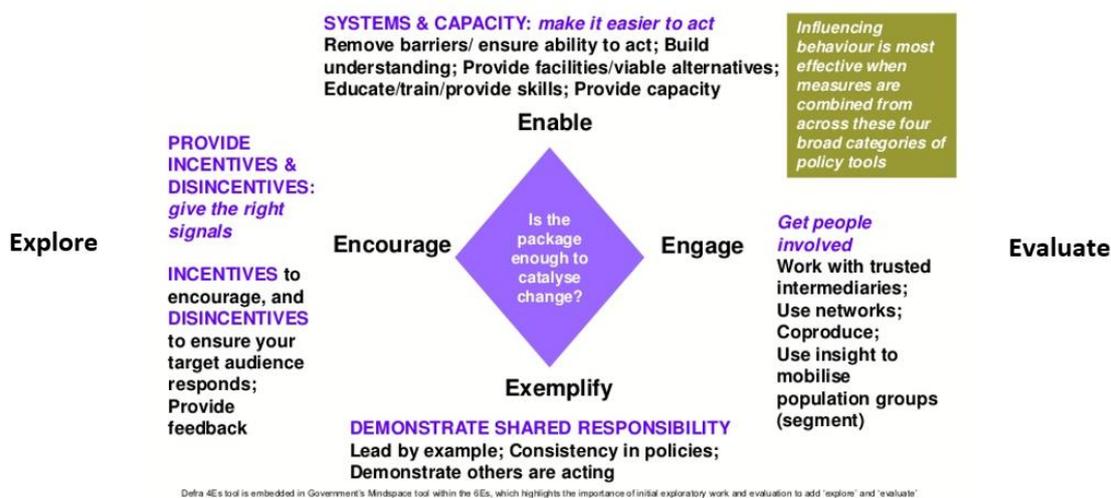


Figure 2. MINDSPACE mnemonic setting out key influences on behaviour.

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
Saliency	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 4.1 to 4.6 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.

4.1. 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 **Error! Reference source not found.** of this document.

4.2. 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.

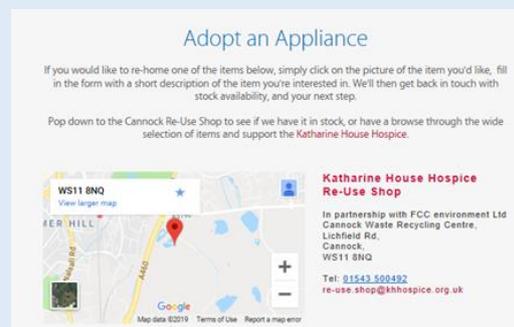
4.3. Engage

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.



4.4. 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.

4.5. 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



4.6. Evaluate

Evaluate involves assessing the impact of interventions to judge success. Further information about this is provided in Section **Error! Reference source not found.** of this document.

5. 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.”

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 & communicating 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 recydir**

- 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.