

# Slim down with West Lothian

*The move to slim bins*

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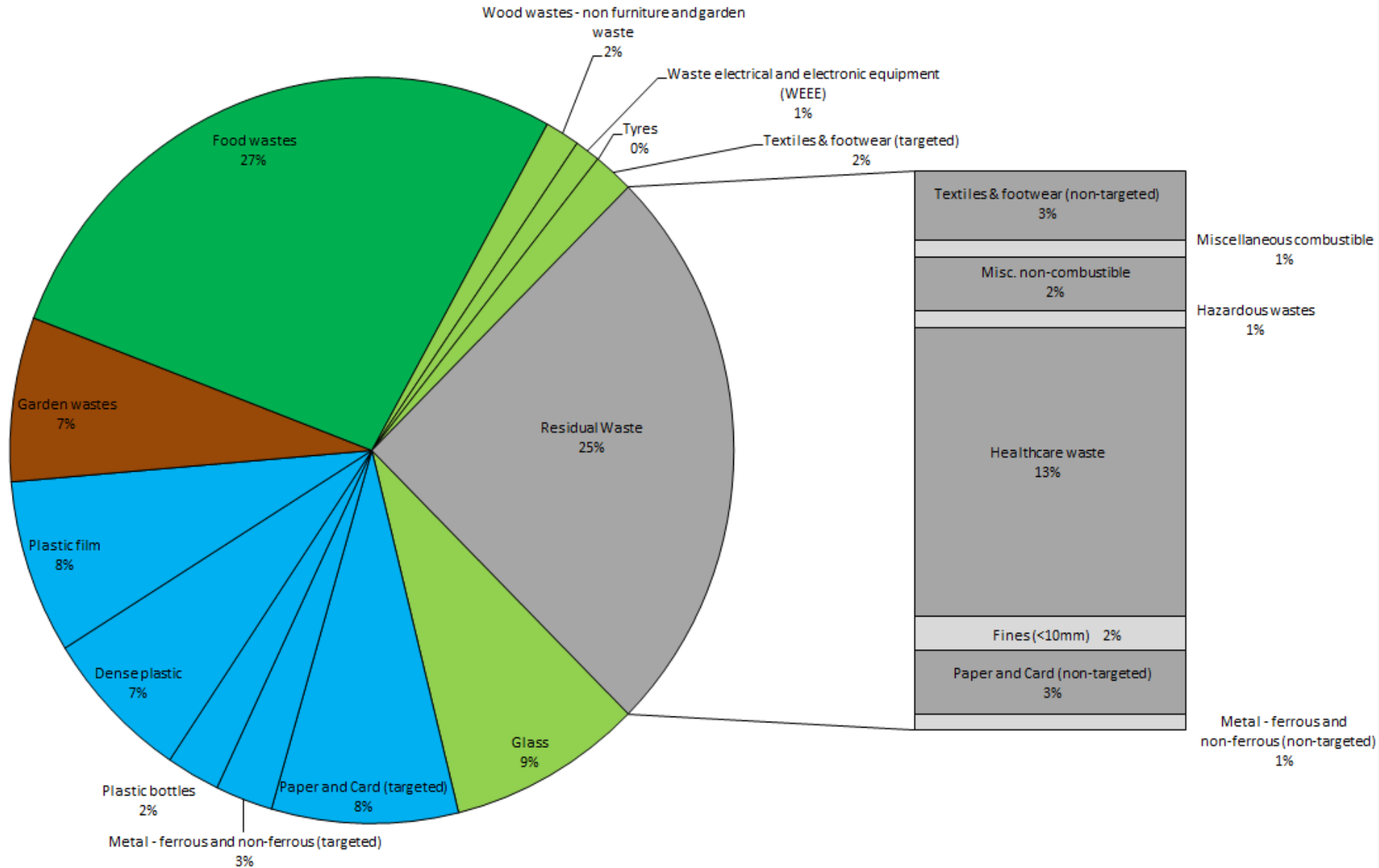
# West Lothian Diet



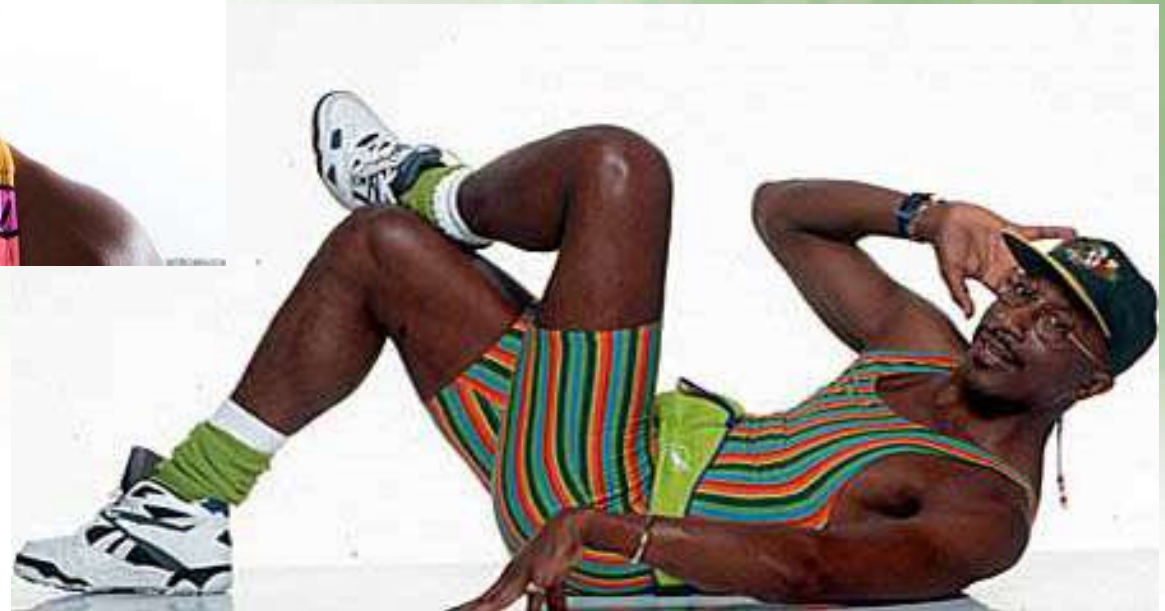
A balanced diet???

# The Pie Chart

## West Lothian Average Grey Bin Contents



# Mr. Motivator





# Pick your poison



## Jobs Created

(per 10,000 tons per year)

Landfilling



Recycling processing



Recycling-based manufacturing



# I love it when a plan comes together...

- Get member approval
- Change everyone's collection days
- Swap old bins for new 140l bins before they know what has happened
- Do it all by Christmas (2016)
- Sit back and pretend it never happened (establish the new norm)
- Wait for the next major change to appear...



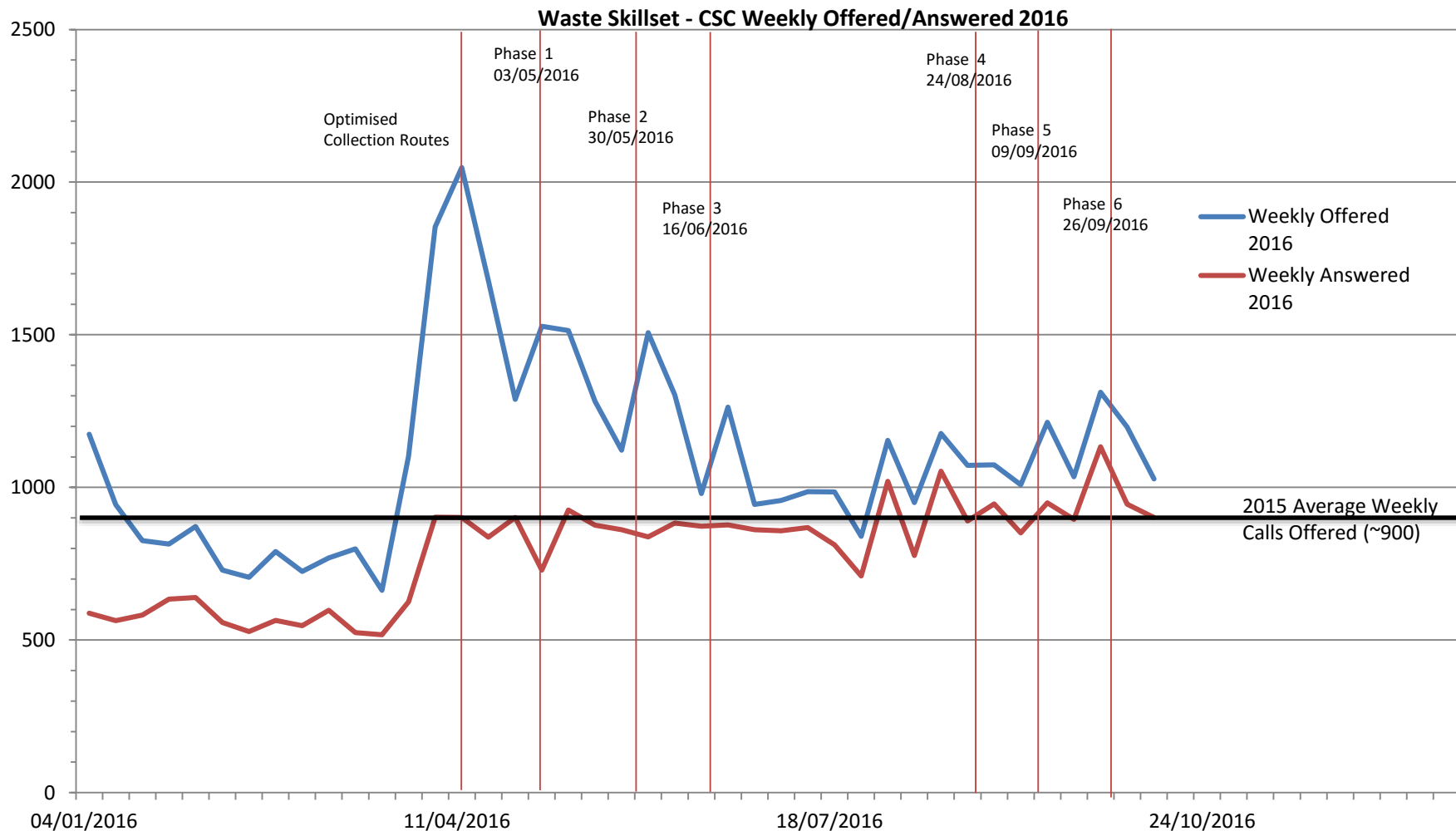
# The crack Commando Unit







# How to make friends and influence people



# 50 shades of grey...









# Pagans work on Sundays?

- Your poor staff are being forced to work on Sunday...
- What about my rabbits?
- We don't have gas, or electricity...
- You didn't tell me about the service...
- Drop in, drop out
- Wow, I never realised we could recycle
- The 11<sup>th</sup> Commandment

'Thou shalt shop those who illicitly garner additional capacity'

# Lessons learnt and words of wisdom

- When recruiting a team to assist it helps to have them there from the start
- Maps and data (research pays off)
- Involve the frontline staff or you are going to get lost
- Don't underestimate the pressure on the call centre
- You'll need lots of recycling bins in stock
- Keep an eye out for where the diverted material goes
- Everybody needs good neighbours

**Thank you for your time and  
attention**

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