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# Recycle Now – the next 2 years

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**Behaviour Change**  
**Manager**

# WRAP's vision is a world in which resources are used sustainably

## We deliver by:

- Developing evidence where there is a knowledge gap
- Bringing the right people together
- Working together to turn ideas into action

## Background

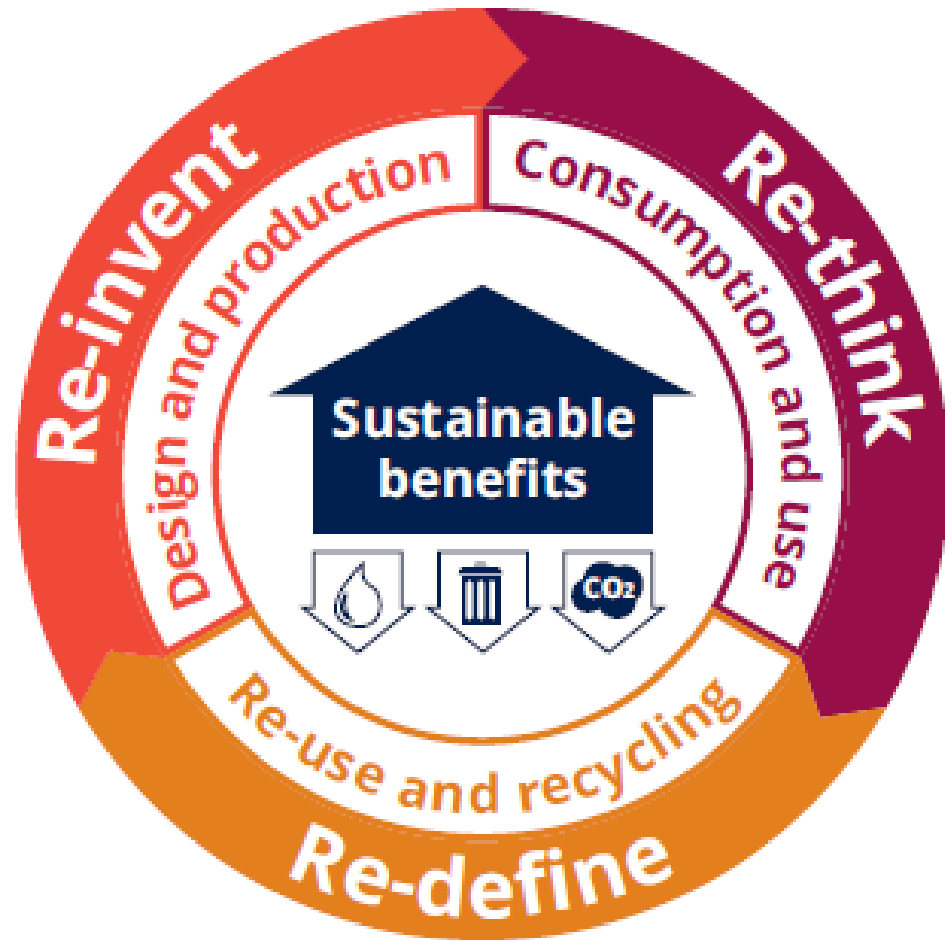
- First established in 2000, WRAP is a registered charity.
- WRAP works with UK Governments and other funders to help deliver their policies on waste prevention and resource efficiency.
- We focus on the most resource intensive sectors, where we have deep expertise and a track record of strong delivery.

Over the last five years, our work has resulted in **4 million tonnes less waste** being produced and nearly **50 million tonnes of CO<sub>2</sub>eq** being avoided

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About WRAP





# We started with the Principles

- To focus on making people more effective recyclers
- To focus on the materials and people that could move us towards 50%
- To improve both quality and quantity of recycling

# Knowledge does make a difference

- those receiving information about services and how to use them have a higher level of confidence.
- 64% of householders who were confident reported having received information on how to recycle, compared with 34% who had a 50:50 confidence level and 21% who were 'not at all confident'.
- The more confident a consumer is the more effective they will be at recycling

- Needs to be tackled by looking at where the problems occur – in the home
- Consumers lack internal systems to organise recycling within the home
- The role of different family members in the home is important – we not just talking to one person

- Need to draw on the strength of consumers positive relationship with their community
- Trust is important. Commitment undermined by perceptions that “it all goes to China anyway” or “we’re doing the council’s job for them”
- Consumer feel they are doing all they can but that their efforts are worthwhile
- They want to know about what happens to recycling

- Focus on low capture rate materials – food, plastics and card
- Focus on 50% of the population who are already recycling but are doing a few things wrong
- Focus on rooms in the house and the family unit
- Build on consumers links with their communities
- Myth bust, provide the facts and re-enforce recycling is worthwhile
- Provide clear information focusing on specific items



- **OVERARCHING GOAL:**

People recycle more of the right stuff, every time from all around the home

**Think:**

**I know what materials to recycle**

**I know what happens to the stuff I recycle**

**Feel:**

**Recycling the right stuff is easy for me**

**It feels good to recycle**

**Believe:**

**There's real benefits to recycling**

**Everybody's doing it**

**My effort really counts**

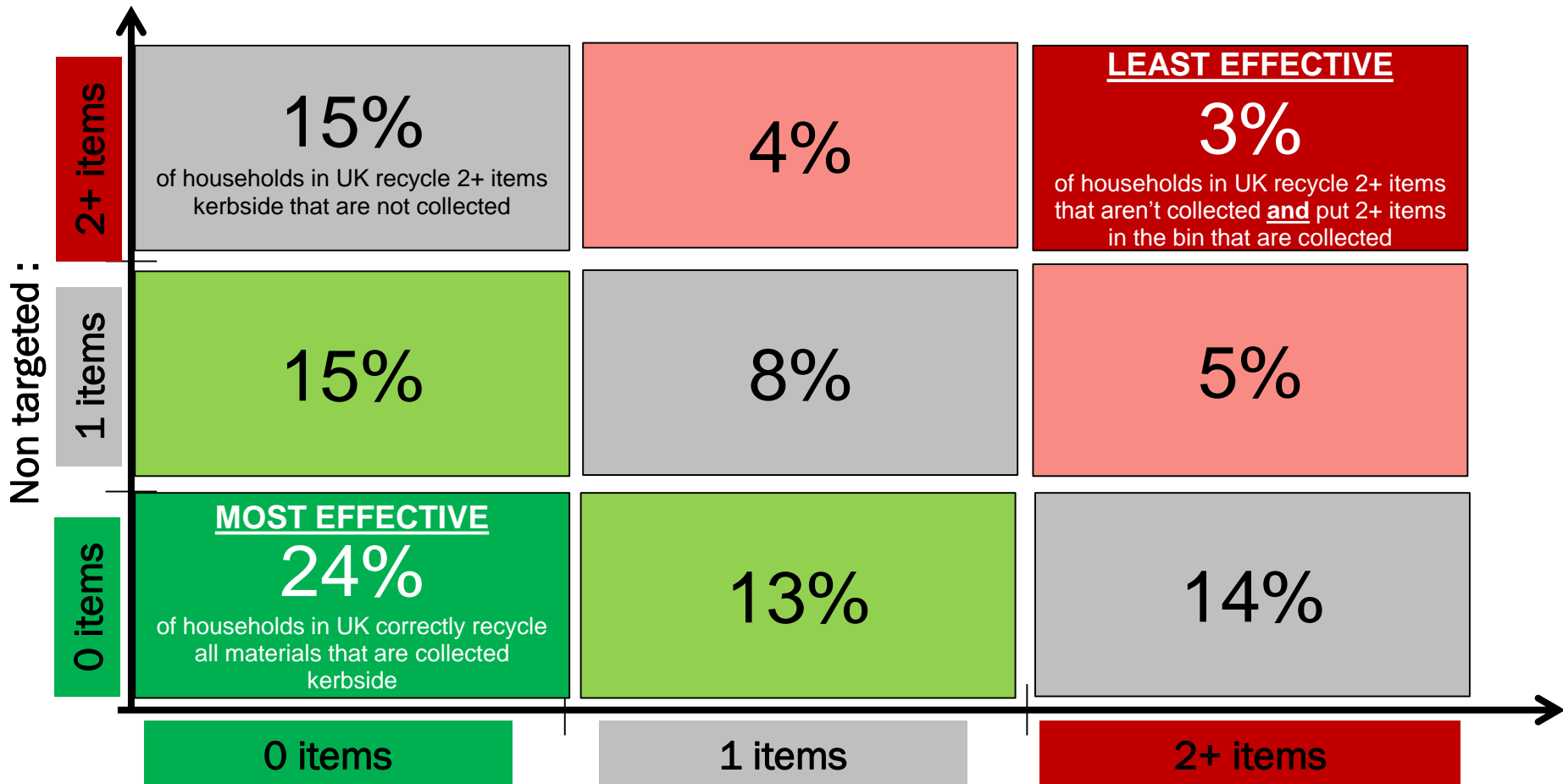
**Do:**

**Recycle waste from every room of the house**

**Empty, sort, store and put bins out on the right day**

Behavioural goal

# Target Audience

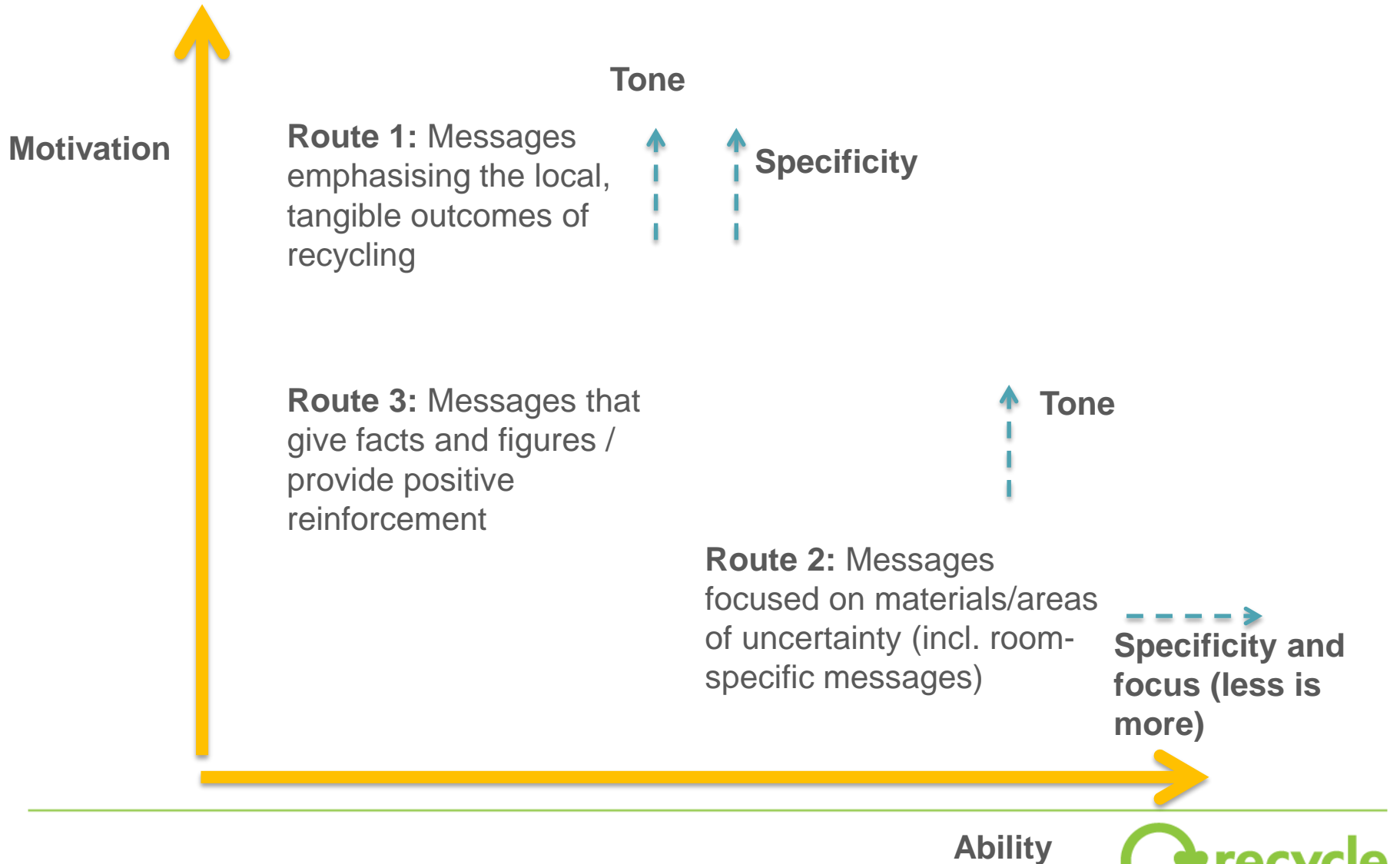


Number of items put in the bin that they could recycle kerbside:



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Base: UK weighted records excluding those in flats (1,896), 3Rs survey Feb 2014



Q. How would you rate the inside of the leaflet in the following categories?

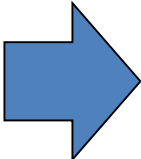


**The design:** 66% 'excellent' or 'very good'

**The clarity of information:** 77% 'excellent' or 'very good'

**How does it compare to other recycling leaflets?** 59% 'much better' or 'a bit better'; 32% 'much the same'

**Items that you hadn't thought of before?** 11% 'lots of new things'; 50% 'some/one or two new things'. 37% 'nothing new'



**% 'lots' + 'some' new things**  
18-34 (46%); 65+ (24%)  
Children (40%); couple no children (29%)



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- **Partner resources include:**

- Template posters and leaflets with transformation messages and benefits
- Web banner
- Infographic
- Animation



September to November 15 - Plastics

- Each quarter will have a ‘material’ theme:
  - **Sept to Nov 2015: Plastics**
  - Dec 15 to Feb 16: Paper/Card
  - **Mar to May 2016: Cans/Glass**
  - *June 13th-19th: Recycle Week*
  - June to Sept 16: Food waste
  - **Sept to Nov 2016: Plastics**
  - Dec 16 to Feb 17: Paper/Card
  - **Mar to May 2017: Cans/Glass**

- Non – users
- Lapsed users
- Low users
- Users



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Types of food waste recyclers

- Lapsed users – it's all about the service
- Users – want reassurance their efforts are worthwhile
- Non-users – address why bother and idea they lack of waste
- All users need a good knowledge of the scheme and explanation as to why to recycle
- All users respond to interruption of behaviour prompts
- All have a lack of understand about what food waste is



**Your FOOD WASTE** good to know  
is recycled into **ENERGY**  
to power our homes

Remember to recycle all your food waste.  
To find out more visit [www.recyclenow.com](http://www.recyclenow.com)

**recycle**

**No amount TOO SMALL** good to know  
start by recycling your **TEABAGS** and **COFFEE GROUNDS**

out more about food recycling  
[www.recyclenow.com](http://www.recyclenow.com)

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**FOOD WASTE** good to know  
breaks down in landfill creating **METHANE**,  
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# Recycle Now refresh - Testing

How do “successful food recyclers” integrate recycling into their kitchens and household routines?



<http://www.recyclenow.com/recycle/food-recycling>

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Wrap Materials

- Recycling Locator
- Consult on the Recycling Rules
- Prompts in the home
- Targeting Young People
- Looking for partners to showcase new food materials
- Running a series of webinars

# Thank You

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[www.recyclenow.com/recycling-locator](http://www.recyclenow.com/recycling-locator)

[www.wrap.org.uk/content/recycle-now-refresh](http://www.wrap.org.uk/content/recycle-now-refresh)