

The **CHANGE** 19010 of **waste** and **recycling**

What works: some **inspiring** ideas
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July 2014

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Good practice in project design

How we mobilise knowledge and creativity matters greatly when designing a change project. Here's a process that helps:

- 1) Get a diverse Brains Trust
- 2) Inform your Brains Trust
- 3) Inspire your Brains Trust
- 4) Facilitate your Brains Trust to create imaginative solutions.

This slide show is about **item 3)** in the list. It's a short presentation that aims to stimulate people's imaginations with new possibilities for designing waste and recycling projects.

Once excited by new ideas, your team or Brains Trust will be ready to brainstorm!

[This is based on a presentation to a NSW EPA Food Waste workshop in June 2014]

What's known to influence community behaviours around waste and recycling:

- 1) Communicate an inspiring, positive theme or story.
- 2) Ensure the action is easy to understand and do (by design).
- 3) Create familiarity.
- 4) Pre-empt people's fears (e.g. about flies, rats, or smells).
- 5) Use trusted voices and intermediaries.
- 6) Have fun / be wacky.
- 7) Use social proof.
- 8) Be public.
- 9) Be thankful.
- 10) Prototype everything on a small scale.



1) Frame your communications around an inspiring, positive story.

Really, slogans are lame...



And facts are poor motivators (and often cause resistance). For example, is anyone really motivated to change by...

“**Did you know?** Organic (food) waste, when placed in landfill, produces methane, a potent greenhouse gas (ghg), with 25 times the global warming potential of carbon dioxide. Diverting organic waste from landfill and processing it to compost significantly reduces emissions, space, keep costs low and reduces the Clarence Valley’s carbon footprint.”

It's much better to communicate a positive, hopeful, story that your audience can be part of. Here's a lovely example:

"Everything you put in the City to Soil bin is going to end up on a farmers' paddock."

City TO SOIL

"Your food waste is turned a compost that enriches farms, gardens, and grows new food. – returning to our soil the nutrients it needs, especially phosphorus."



Here's how the City to Soil team explained their thinking:

CITY TO SOIL

Our simple, constant message is "if you put your food and garden waste into this bin, we will compost it and get it back into agriculture." It is a simple and powerful message.

The result is people KNOW that everything they put in the City to Soil bin is going to end up on a local farmer's paddock. The collection becomes about food and food production rather than waste and garbage.

For this message to work however, you need to convince the community that this is what you are doing. You need to show them the compost and show them the occasional farmer and the occasional load of compost made from their food and garden waste being applied to a paddock.

A photo of one of the more photogenic of your customers preferably out in the paddock with some rolling hills, a truck full of beautiful compost, a few sheep and a short press release with a nice juicy quote from the farmers saying how wonderful the community is and how lovely the compost is, is always a winner.

Our simple, constant message is "if you put your food and garden waste into this bin, we will compost it and get it back into agriculture." It is a simple and powerful message.



Text written by
Simone Dilkara for
the Groundswell
City to Soil program
(funded by the NSW
Government).

To download the
whole booklet:
<http://www.scribd.com/doc/52045770/Groundswell-Community-Engagement>

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At the same time, don't forget to mention other motivators.

Again, the City to Soil creators explain this nicely:

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Obviously there is no single universal motivator to get people to correctly source separate. Our research showed that there were actually six. Specifically we trawled through the NSW DECCW *Who Cares about the Environment?* research and found that there were six reasons why people might participate and different people would respond to one, some or all of those six.

The six motivators are:

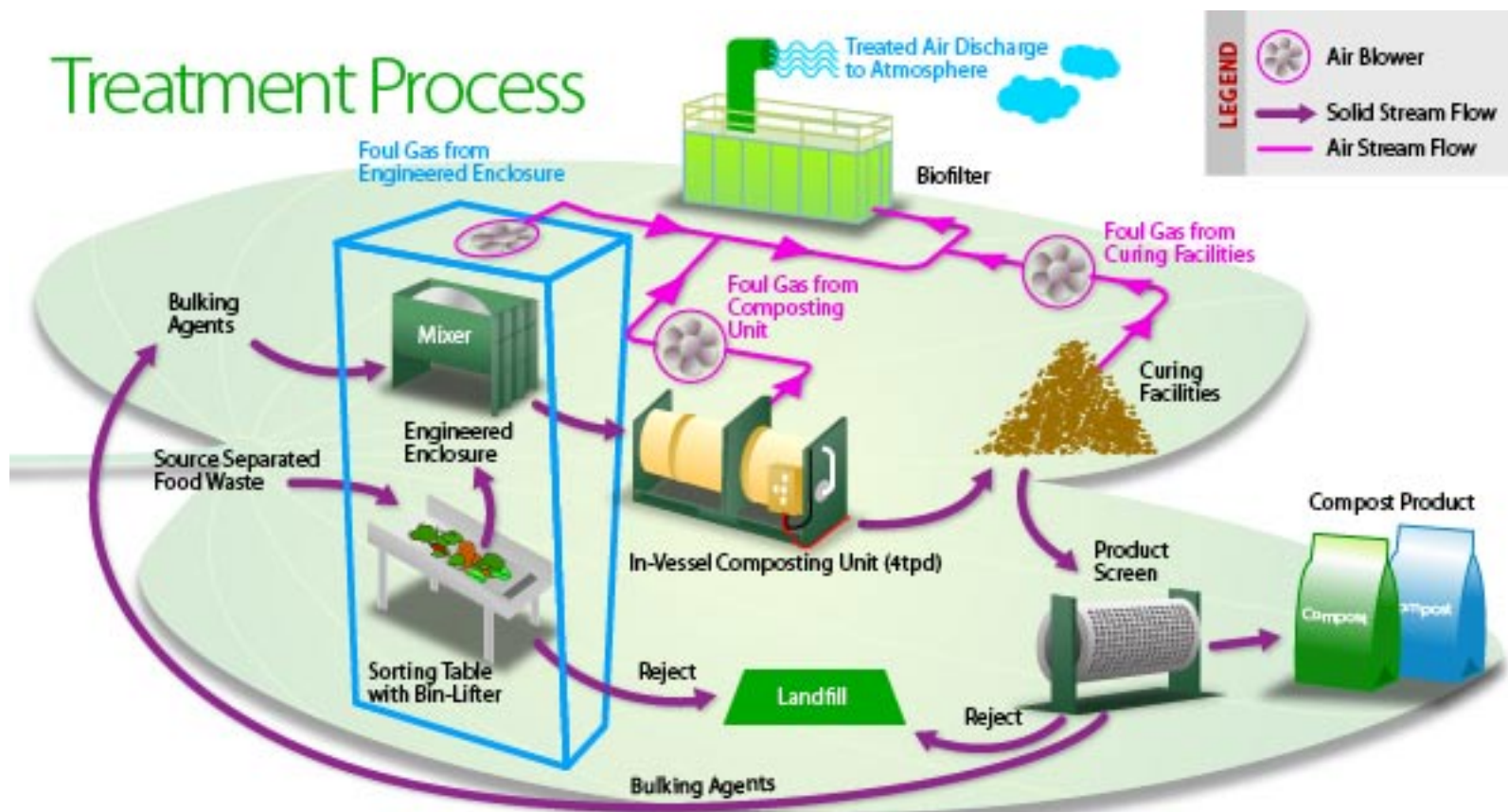
- ▶ Help address climate change
- ▶ Reduce waste to landfill
- ▶ Reduce waste costs
- ▶ Improve agricultural soils
- ▶ Support local farmers
- ▶ Win prizes

By consciously using combinations of all six motivators in media releases, article and letters, we are able to reach the whole community. For example, someone who has no interest in climate change may be motivated by the prospect of reduced waste costs or reduced waste to landfill.

Armidale's City to Soil team used a blog to add depth and human detail to the story of their program.



And don't forget to explain the treatment process. People need to be reminded that their waste REALLY is put to good uses. That's part of the story too.



2) Ensure the action is easy to understand and do (by design).

Critically ask yourself: Does the technology fit the lives and houses of the actors?

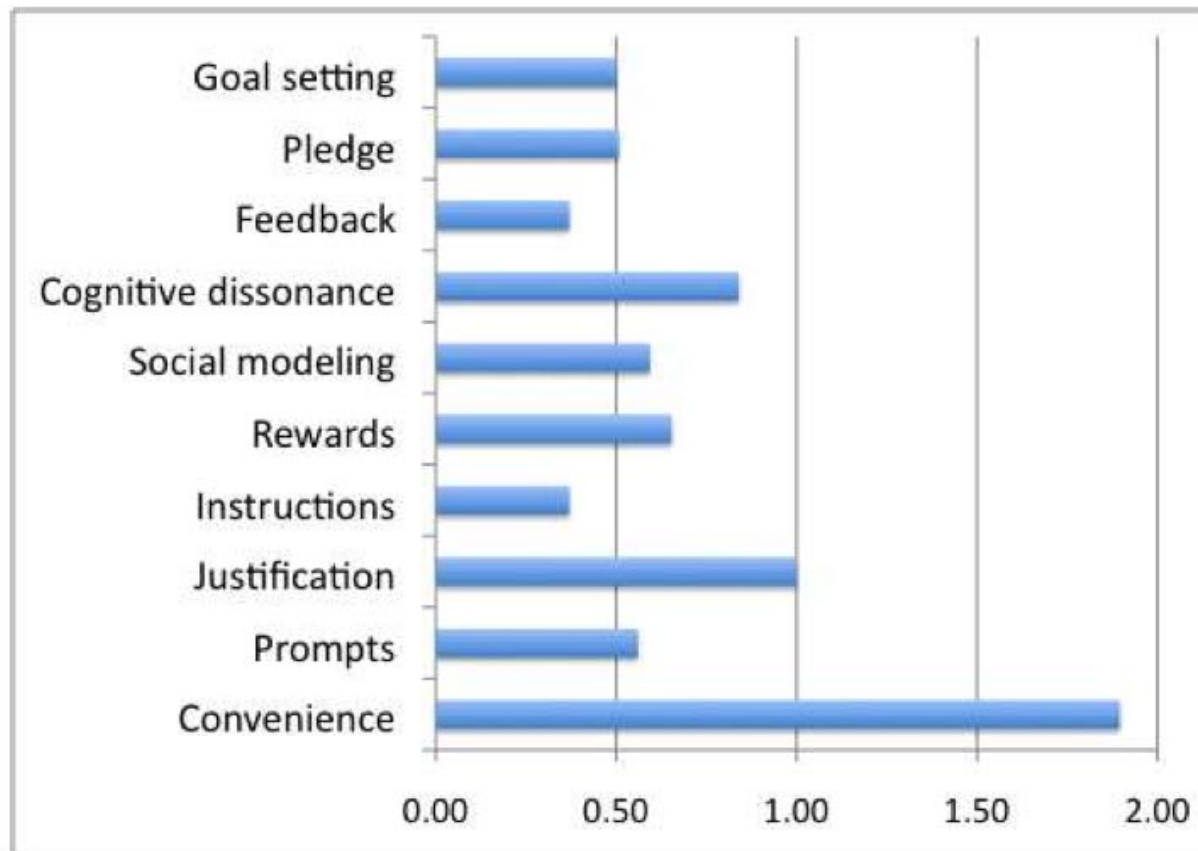
The technology needs to work in *their* terms
- in terms of time, compatibility, and self-esteem.

In trials, pay close attention to the USER EXPERIENCE and modify your offering to suit.



Convenience is a surprisingly strong driver of behaviour.
So make sure the action is easy.

A comparative study of recycling behaviour interventions:



Source: Osbaldiston, R., & Schott, J. (2012). Environmental sustainability and behavioral science: Meta-analysis of pro-environmental behavior. *Environment and Behavior*, 44, 257-299

Note: Meta analysis of recycling studies, combined across three types of programs. N=41 public, N=52 curbside, N=18 central collection. Osbaldiston & Schott (2012)

Easiness is about design (not persuasion).

Easiness means making services, technologies and environments:

- easier
- simpler
- cheaper
- closer
- safer
- faster
- fewer hassles
- give more certain, predictable results
- more socially desirable.



Reducing the "hassle rate" can make a big difference



To find points for improvement, it's vital to LISTEN to your users...

Good design means listening to your users.

Examples of 'listening techniques':

Individual interviews: One-on-one conversations.

Focus groups: Facilitated conversations, each with 5-7 members of your target audience

Field observation: Watch them doing it.

Immersion: Walk in their shoes. Do it yourself, in their place.

A great online resource on these and other methods is the "IDEO Human Centred Design Toolkit".



Here's how the City to Soil team thought about designing for ease

Fundamentally we need to make it easy for people to do what we want them to do. The challenge here is to find tools that are universally desirable to use.

More importantly, the tools need to pass the 'nanna' test. Basically, if you can't get your granny to use the tools, then you haven't got the right tools. One of the main reasons why people don't compost is they don't like that smelly kitchen bucket. So we need a system that does not produce odours and does not need washing. People are used to placing food scraps into plastic bags, tying them up and placing them in a wheelie bin. So it makes sense to replicate these existing behaviours.

The best tools we could find are vented kitchen bins and compostable bags. They work because they emulate and improve on what people are doing already. Compostable bags improve on the existing system because they eliminate odours in the kitchen and in the wheelie bin. And yes, my 75 year old mother happily uses her vented bin and compostable bags to this day.



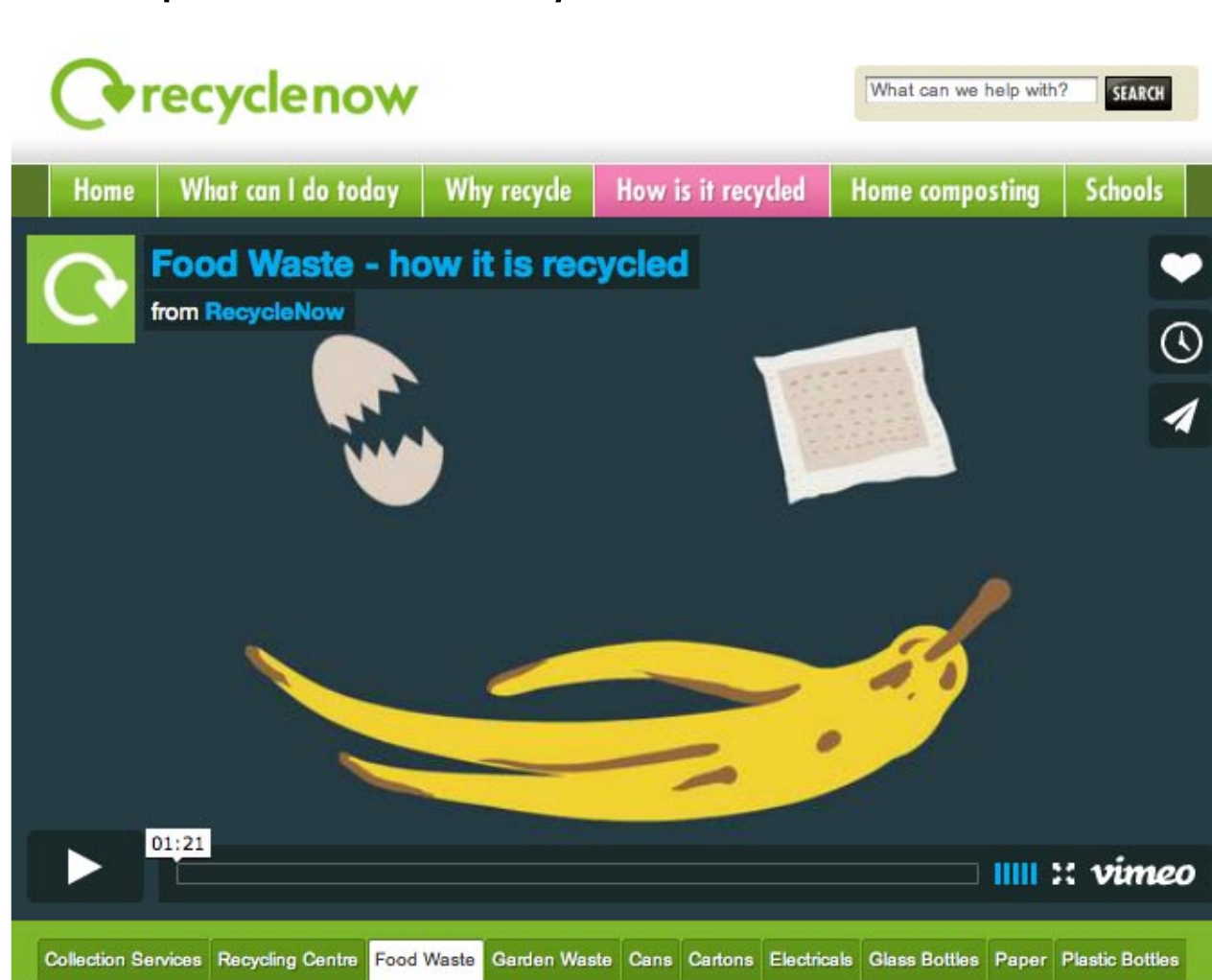
Text written by Simone Dilkara for the Groundswell City to Soil program (funded by the NSW Government). Thanks Simone!

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3) Create familiarity through crisp how-to imagery, hands-on experiences, and videos

Provide simple, visual, step-by-step descriptions of exactly WHAT to do.



Simple, visual, step-by-step
descriptions of WHAT to do.



**There are many ways to
recycle food scraps, tissues
and paper towels through
your green organics bin:**



[Zero Waste SA]

Easy to interpret, uncluttered, images.

Simple, visual, step-by-step descriptions of WHAT to do.



Step 3

When full, tie your liner, then empty the bag into our green outside container



Step 4

Put your green external container out to the kerbside each week ready on your normal waste and recycling collection day



4) Pre-empt people's specific anxieties, for example about flies, rats, or smells.

Be up-front about possible anxiety-arousing issues like odours and vermin and answer people's questions before they even have a chance to start worrying about them. Be honest.

Ideally, increase people's self-efficacy by giving visual instructions for managing them.



"Odours and pests

Research conducted during the food scraps recycling trials showed that odours created by food scraps in the green organics bin were similar to those in the waste bin.

You can reduce odours by simply placing green organics such as lawn clippings and leaves or even shredded paper on top of the food scraps.

Freezing food with strong odours until the night of your bin collection will also help reduce odours."

[ZeroWaste SA]

FAQs

Can meat and bones can be included?

Can kitchen towels and soiled pizza boxes be included?

Is processed food past its expiry date encouraged or just food items like fruit and vegetable skins

How do I use newspaper as a liner in the kitchen caddy

If liner bags are provided – the difference between compostable, biodegradable and recyclable liners, where to get further bags of the correct type, issues and consequences of using the incorrect liners, how often to change the liners

How to discourage pests, vermin and odours

How to wash kerbside bins without polluting stormwater

Who do I contact if I have a query?

GREEN ORGANICS BINS →

allow us to DISPOSE OF ORGANIC MATERIAL and FOOD SCRAPS with LITTLE EFFORT.



What happens to food scraps in waste bins?

These food scraps will go to landfill and the valuable nutrients within the organic material is lost.

Around 90% of greenhouse gas emissions from landfills are a result of decomposing organic material.

What happens to food scraps in green bins?

Placing garden organics and food scraps in the green bin diverts organic matter from landfill.

Green organics and food scraps in the green bin are professionally processed into compost-based products such as soil conditioners, mulches, garden soils, top dressing soils and potting mixes.

I already compost at home, should I stop?

No – please keep composting at home and use the nutrients in your garden. However, for organic materials you may not choose to compost at home such as bones, cheese, meat and seafood, you can use your green organics bin.

There are many ways to recycle your food scraps at home:



Feed 'em
TO YOUR WORM FARM,
CHICKENS OR PETS



Turn 'em
INTO YOUR
HOME COMPOST

Can I put food scraps in the green bin?

All metropolitan councils (except Onkaparinga) and the regional councils of Light Regional, Mount Barker, Loxton Waikerie, Mallala, Wattle Range and Whyalla allow food scraps to be placed in the green organics bin. For more details about food waste recycling, contact your local council.

Why can a commercial composter compost materials I can't at home?

It's all about the composting temperature.

Microbes generate heat as they breakdown organic matter. A temperature of 40–50°C will result in a home compost from materials that contain adequate nitrogen, carbon and moisture but maintaining this temperature is difficult. If the temperature in the compost is not maintained long enough it will not kill weed seeds, plant diseases or breakdown some organic materials.

These organics are better placed in your kerbside green organics bin and sent to a commercial composter where they scientifically monitor the composting process and often achieve temperatures well above those you can achieve at home.

Compostable bags

If you are using compostable bags please ensure they are **compostable**. Biodegradable and degradable bags are not always compostable.

Compostable bags are designed to break down in a commercial composting facility with high temperatures so may take longer to decompose in a home composting system.

Odours and pests

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You can reduce odours by simply placing green organics such as lawn clippings and leaves or even shredded paper on top of the food scraps.

Freezing food with strong odours until the night of your bin collection will also help reduce odours.

5) Use trusted voices and intermediaries.

Councils are so often treated with suspicion and scepticism, so it's a good idea to partner with a community organisation to roll out your campaign. Here are two examples from the food waste trials:

Shoalhaven City Council:

"As the trial used such a novel approach, the council consulted extensively with the participating community, also maintaining a visible presence and high level of communication during the trial period. Council collaborated with a key local community group to ensure the roll-out process was successful, provided trial updates at the community group's monthly meetings and published news and educational articles in the local newsletter."

GRWMG, Gippsland:

"During the roll-out, the local Rotary Club, Lions Club and Friends of Mallacoota groups were employed to conduct the door-to-door distribution of kitchen tidy bins and education packages. This was mutually beneficial as it improved interest in the objectives of the project, while






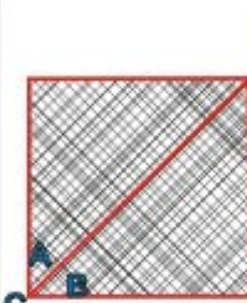
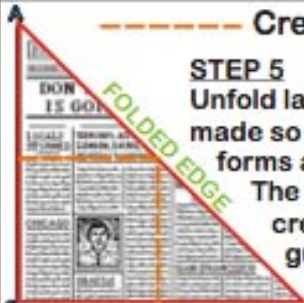
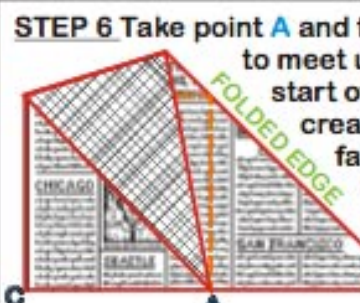
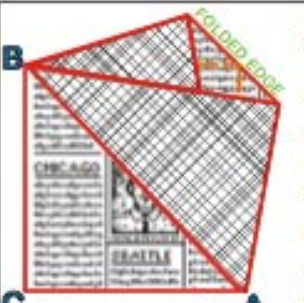
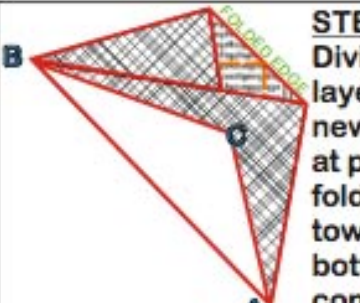
6) Have fun, be wacky

It's vital that people talk about your program, positively. The easiest way create buzz is by being unexpected and delightful. This means having fun yourselves!



ORGANICS ORIGAMI

Follow these steps to make an economical liner for your kitchen organics

 <p>STEP 1 Stack 3 to 4 sheets of folded out newspaper on top of each other.</p>	 <p>STEP 2 Fold one corner to make a triangle. Tear off excess paper.</p>
 <p>STEP 3 Fold point B to the top of the paper to meet at point C and make a crease.</p>	 <p>STEP 4 Fold point A to the top of the paper to meet at point C and make a crease. This forms a square.</p>
 <p>STEP 5 Unfold last 2 creases made so the newspaper forms a triangle again. The previous 2 creases are your guidelines for the next steps.</p>	 <p>STEP 6 Take point A and fold to meet up with the start of the crease line. This forms a triangle.</p>
 <p>STEP 7 Take point B and fold across to meet up with the crease on the other side of the triangle.</p>	 <p>STEP 8 Divide the layers of newspaper at point C and fold down towards the bottom. This contains the organics.</p>

Some examples of unconventional approaches that create delight:



Dirt Girl and Scrap Boy on Grafton City Council's new trucks.



INBOTS

NEW BINS ON THE BLOCK

Order the new
green waste bin service
for just \$1* a week

1300 MY GCCC
(1300 694 222)
greengc.com.au

Gold Coast City Council's uber-cool new green waste service.

Waste and recycling campaigns benefit greatly from a sense of humour.

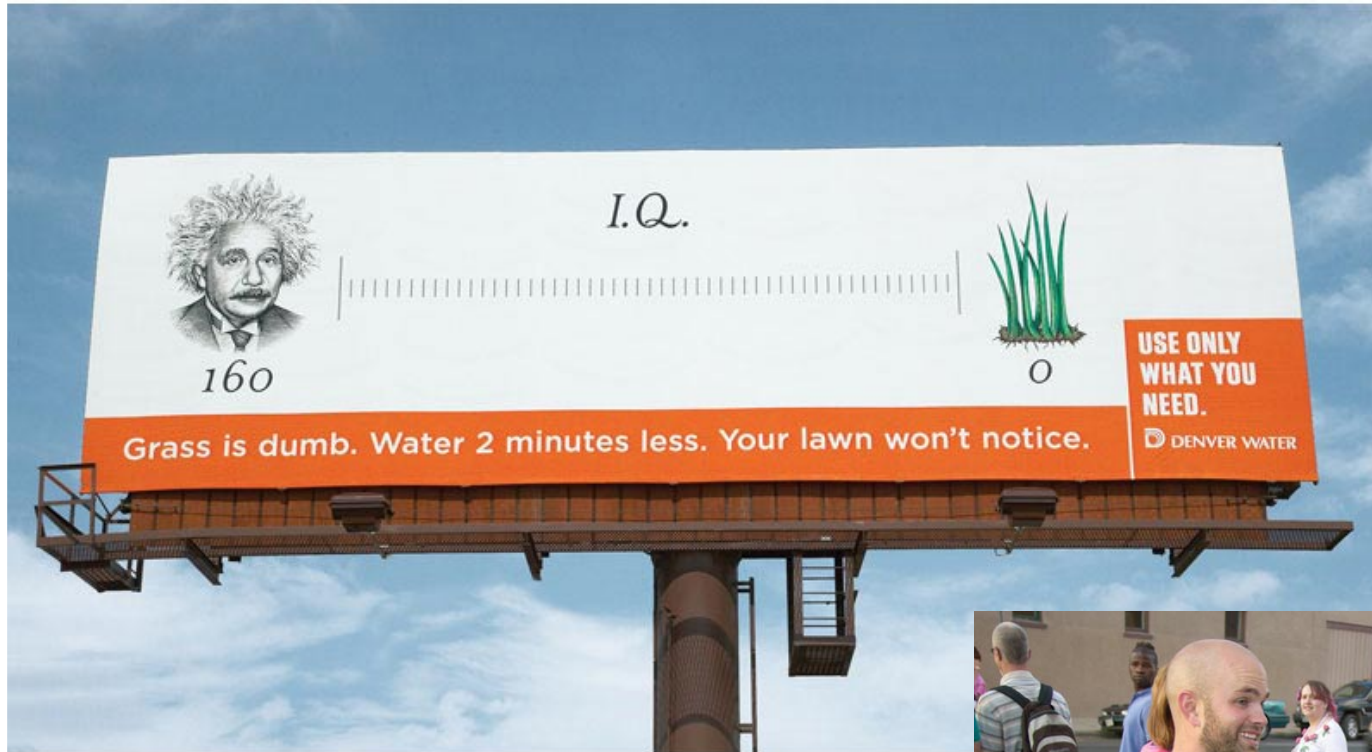
Denver Water shows the way with their (now famous) water conservation campaign:



More from Denver Water:



More from Denver Water:



7) Use 'social proof'

Social proof means communicating that plenty of similar people have adopted the practice and are enjoying the benefits.

For example: *"85.7% of Bankstown residents recycle right"*.



8) Be public

Being visible in public creates buzz and interest. And it's a chance for you to interact with your users.



For example, for the Food Waste trial, Shoalhaven City Council set up a local shop-front in the local community hall which initially ran three times per week and later twice per week. The shopfront distributed additional supplies of compostable bags, explained the process and addressed any questions or concerns.

9) Be thankful

Celebrate your achievements with the people who did most of the work!

It's a good way to keep the buzz going and reinforce social norms.

We want to thank you for your efforts and celebrate our Compost Revolution. We hope you can come along to our **end of year celebration!**

Tuesday 8 December 2009, 6–8pm
Centennial Park, Environmental Education Centre, Dickens Drive

Be part of the Compost Revolution



Singer-Song writer Edwina Blush (AKA the singing cook) will be demonstrating the delights you can create from a seasonal fruit and vegetable box from the Randwick Organic Buyers Group. She will also perform her own compost song and everyone can try her food.

Fantastic prizes to be won for:

- A **sweetest smelling compost competition** judged by Teresa Rutherford.
- The **fattest worm competition** judged by Council's worm 'expert'.
- **Our compost bin and us** – name your compost bin and send us a photo.
- A **Q&A session** with Teresa Rutherford.
- **Goodies to take home.** Bring a bag or container and take home some horse manure and herbs grown in our nursery.
- A **'sharing table'** will be set up for information and networking. If you have something you want to share and invite others to learn about please bring brochures or sign-up sheets and come and meet other like-minded people.

Bring in a sample of your compost or a few worms (in some castings), or send your photos to lauren@waverley.nsw.gov.au

There will also be a 'No Waste' party with locally sourced organic food as well as organic wine from Rosnay Estate.

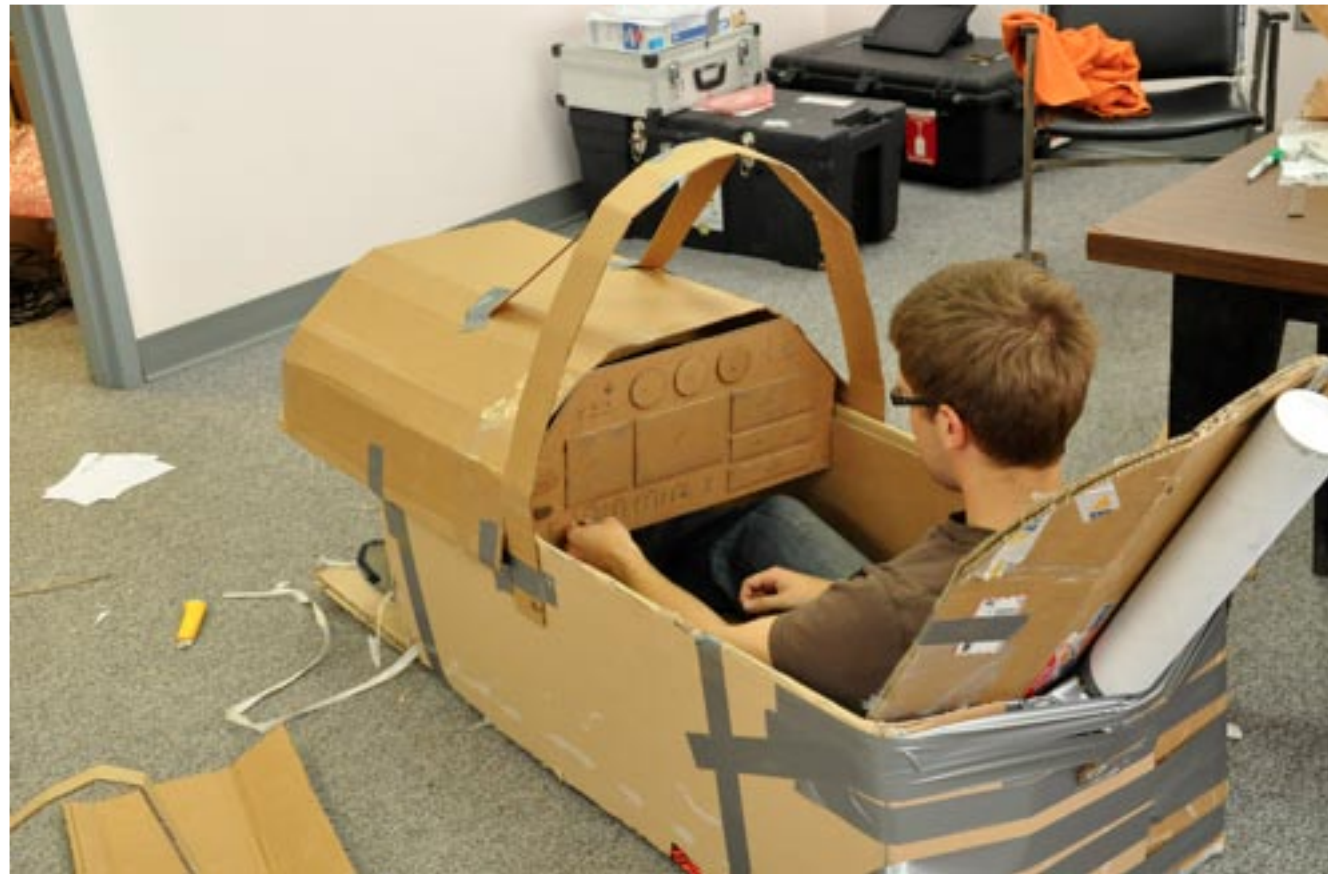
RSVP ESSENTIAL: Please email lauren@waverley.nsw.gov.au by Wednesday 23 November 2009 or call 9369 8112

This 3-Council project is assisted by the New South Wales Government through its Environmental Trust



10) Prototype everything

Be adventurous with ideas, but cautious with your investment. Trial everything on a tiny scale and learn what works as you go!



Changeology, the book

For a dive into changeology, with plenty of inspiring examples, see Robinson, L. (2012) *Changeology, How to Enable Groups, Communities and Societies to Do Things They've Never Done Before*, Scribe Publications.

