



North London Waste Authority Recycling and Waste Prevention presentation to

LB Islington Environment and Regeneration
Scrutiny Committee
17 October 2017

What we are going to cover

Presentation by Barbara Herridge, External Relations Manager, covering:

- Local strategic targets
- Recycling rates
- Barriers to recycling
- Communications activity

Presentation by Dimitra Rappou, Waste Prevention Manager, covering:

- Waste prevention work, including outreach on both prevention and recycling

North London Joint Waste Strategy

- The [North London Joint Waste Strategy \(NLJWS\)](#)
 - Is an eight authority strategy
 - Agreed by seven boroughs and NLWA
 - Provides strategic framework for municipal waste management in north London for the period 2004 - 2020
 - Contains targets for reducing, reusing and recovering a greater proportion of the municipal waste generated in the North London Waste Authority area
 - Sets targets for reducing the waste sent for disposal to landfill.

North London Joint Waste Strategy (NLJWS)

The NLJWS complies with the waste hierarchy – recycling comes above disposal and recovery

The Waste Hierarchy



North London Joint Waste Strategy

- Manage waste in line with the waste hierarchy
- Sets target for area wide recycling of 50% by 2020
 - Current performance for NLWA area 32% (LB Islington – 30.6%)
 - Performance ranges from 25% to 37% across the seven boroughs
 - Challenges include population transience, high percentage of flats (which make household specific communications difficult) and low proportion of garden waste
- Progress reports annually at nlwa.gov.uk/governance-and-accountability/annual-strategy-monitoring-reports

Sharing best practice

- North London authorities – seven boroughs and NLWA - share information at an officer group which meets to discuss best practice and new initiatives (50% group)
- 50% group:
 - Specified some research into barriers to food waste recycling
 - Led the work on standardising recycling guidance
- NLWA Members Recycling Working Group considers strategic issues and focuses on increasing recycling and reducing waste in the area
- NLWA and borough waste managers identify barriers to recycling and consider possible solutions

NLWA activities to increase recycling

- **Monitoring progress against targets and sharing best practice** (previous slides)
- **Research** – e.g. research into motivations and behaviours work concluded boroughs best placed to provide instructional advice – informs other activity
- **North London communications campaigns**
- **Standardisation** of advice to residents across the area
- **Tackling contamination** – NLWA contracts with materials recovery facility providers so sees the contamination first hand
- **Outreach work** – face-to-face communication across the NLWA area

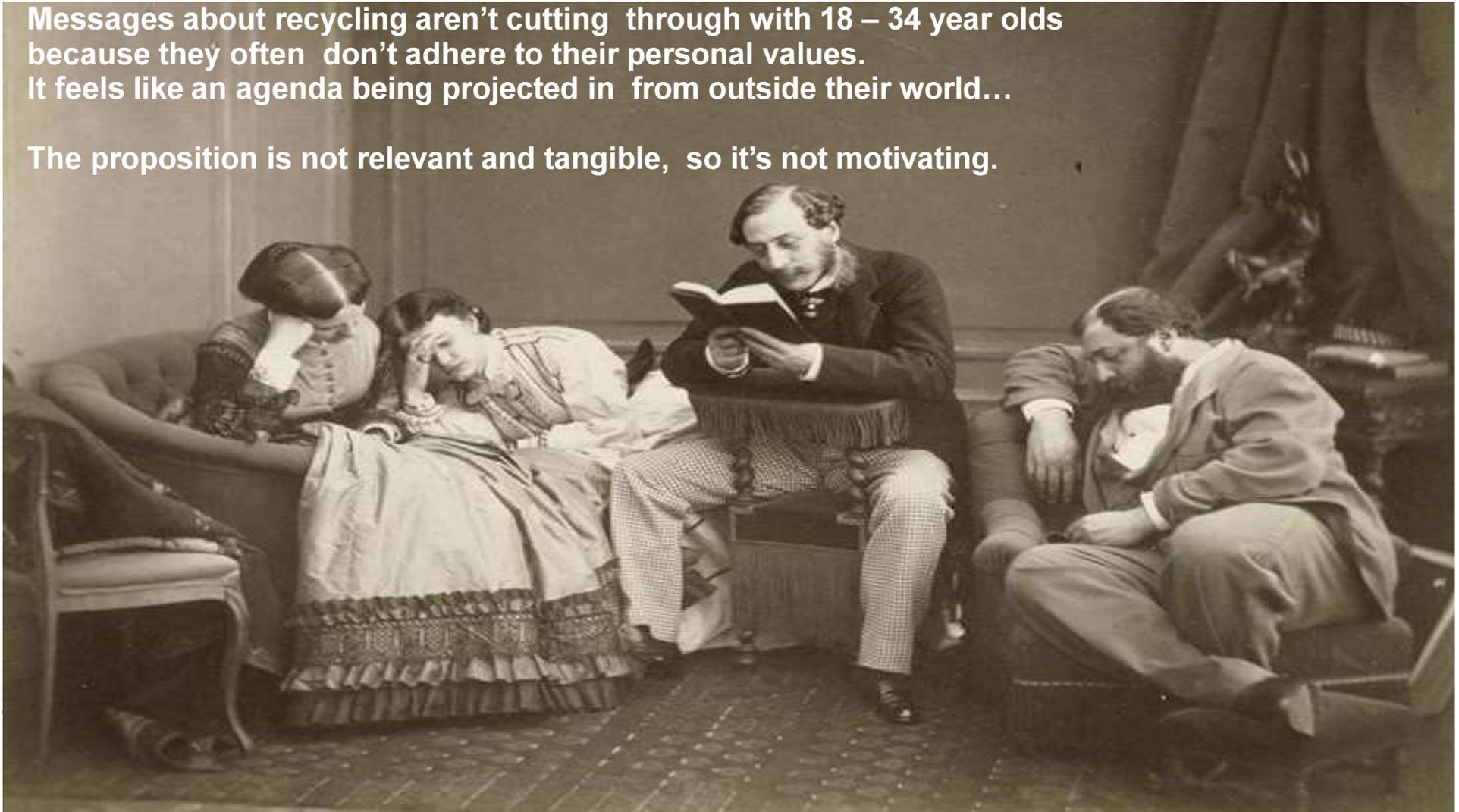
Pan-north London communications campaign

- Recycling communications behavioural change campaign – ‘Save Our Stuff’ - three year campaign, targeted at young north Londoners (18 – 34)
- Target audience chosen to maximise impact following research
- Campaign approach possible because of whole area activity:
 - In the home campaign - Sky TV, digital and online
 - 2016-17 advert shown to target audience 6,781,076 times across two ‘bursts’ of advertising
- Outcomes of year 1
 - Watched all the way through 1,646,632 times
 - 36% of the target audience recalled seeing the advert after burst one.
 - 59% said the advert had encouraged them to think more about recycling after burst one
- Year 2 increases click through to recycling information

A key task for any advertising campaign is to grab the attention of the target audience

Messages about recycling aren't cutting through with 18 – 34 year olds because they often don't adhere to their personal values. It feels like an agenda being projected in from outside their world...

The proposition is not relevant and tangible, so it's not motivating.



Save Our Stuff



A warning from the Netherlands

Save Our Stuff – social media – top performing content



Save Our Stuff
Published by Alice Thompson [?] · 16 February at 19:45 · ©

Arjen's not so lucky in love this week. Find out how you can avoid romantic disaster here.



Save Our Stuff
In Holland we've run out of plastic... but it's not just trainers we've had to replace. Ask me about any item and I'll tell you how we make it now.
SAVEOURSTUFF.CO.UK

26,964 people reached
298 total engagements
280 link clicks to the hub
1% engagement rate

Save Our Stuff
Published by Alice Thompson [?] · 2 March at 18:50 · ©

Keep it clean you mucky pups: wash out milk cartons, cans and plastic containers before throwing in the recycling, lest we suffer a future of clogs. #saveourstuff



7,295 people reached
306 total engagements
4% engagement rate

Save Our Stuff
Published by Alice Thompson [?] · 7 March at 19:00 · ©

Arjen certainly seems to be enjoying his time in North London, finally being able to wear comfortable trainers again (no more splinters!). Find out what else Arjen has had to substitute back home.



Save Our Stuff
In Holland we've run out of plastic... but it's not just trainers we've had to replace. Ask me about any item and I'll tell you how we make it now.
SAVEOURSTUFF.CO.UK

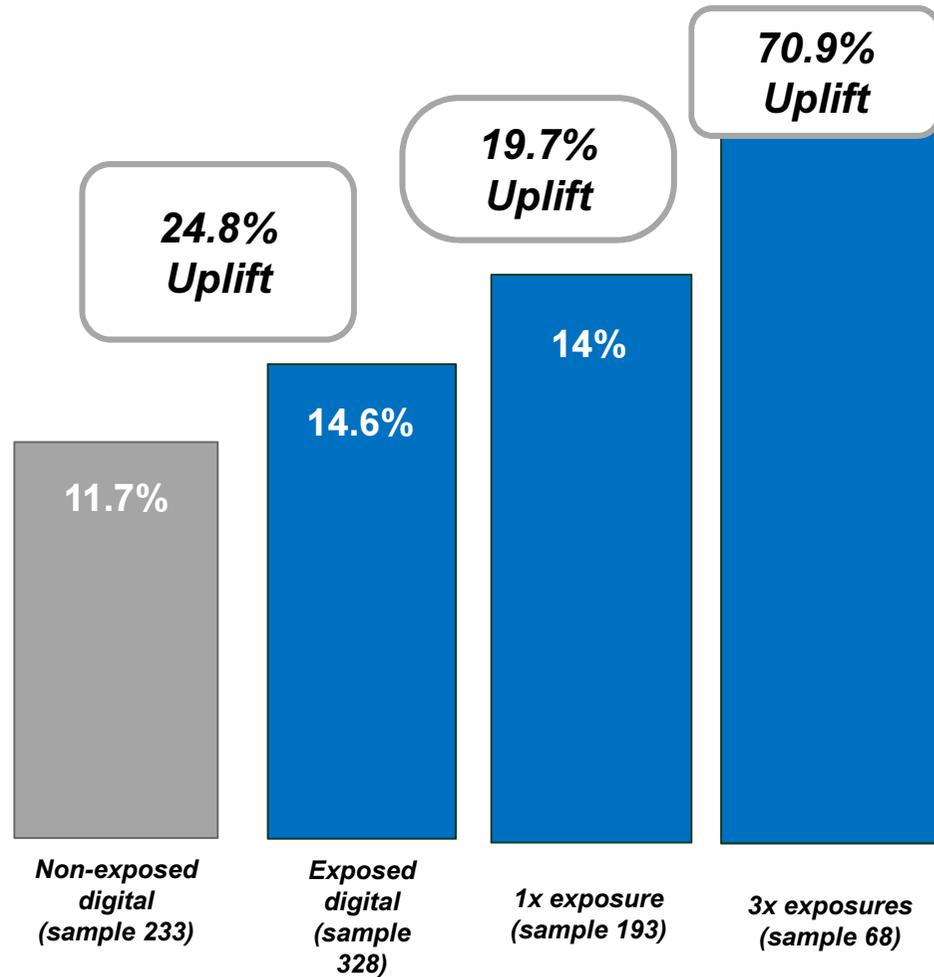
9,206 people reached
150 total engagements
137 link clicks to the hub
1% engagement rate

*Statistics are for each individual post

Measuring the impact of the campaign

Have you recently seen any television or online advertising for recycling?

- Yes, It has encouraged me to think about recycling more in the future**
- Yes, but I'm unlikely to recycle more in the future than I currently do
- No



Standardisation of advice across the area

MIXED PLASTICS (PLASTIC BOTTLES AND PLASTIC POTS, TUBS AND TRAYS)

Accepted ✓

Plastic pots, tubs and trays:

- Pots (e.g. yogurt, soup, etc.)
- TubS (e.g. margarine, ice cream, etc.)
- Trays / punnets (e.g. raw meat or ham trays; take-away trays; fruit /veg trays) - remove any film lids and absorbent pads in the bottom of trays, and put these in your general rubbish
- Chocolate and biscuit tubs and trays
- Other clear plastic packaging

Plastic bottles:

All clear and coloured plastic bottles from around the home, including:

- Day-to-day cleaning product bottles (e.g. bathroom cleaners, washing up liquid, bleach)
- Cosmetics bottles (e.g. shampoo, shower gel)
- Drinks bottles (e.g. juice, squash, milk)

No thanks ✗
please put these in your general rubbish:

- Crisp and sweet packets/wrappers
- Film lids from the pots or trays
- Plastic wrapping film e.g. bread bags and bubble wrap
- Laminated pouches (e.g. cat food/coffee pouches that spring back when you try and scrunch them. Pouches are currently not recyclable)
- Plastic toys (these are currently not recyclable)
- Medicine packs (e.g. headache pills, etc.)
- Toothpaste tubes
- Expanded polystyrene e.g. packaging inserts
- Plastic bottles containing chemicals (e.g. anti-freeze) - strong chemicals that are highly poisonous are hazardous to staff and can damage the recycling equipment. Check the bottle for disposal instructions.

No thanks ✗
But you can recycle these at your local recycling centre:

- Paint pots
- Labels can all be left on - but plastic film must be removed and put in the general rubbish bin.

Separate any cardboard and paper from plastic packaging and recycle separately.



Process followed working with borough officers:

- Reviewed useful advice issued by WRAP (national organisation) about what can and cannot be recycled
- Reviewed borough literature and websites
- Agreed standard wording for NLWA area

Picture shows a page of a leaflet which provides advice on what can and cannot be recycled using standardised advice for north London

Tackling contamination

As a disposal authority, identified top contaminants across north London

To reduce contamination, NLWA role:

- Research – e.g. have reviewed what other authorities are doing about contamination
- Provide disposal cost impact of contamination
- Provide information on contamination at MRFs for boroughs to follow up with residents
- Communications on a pan-north London basis e.g. billboard exhortation not to contaminate with nappies
- Provide communication tools e.g. sticker for use by boroughs



moving on to Waste Prevention and outreach...

Waste Prevention Plan

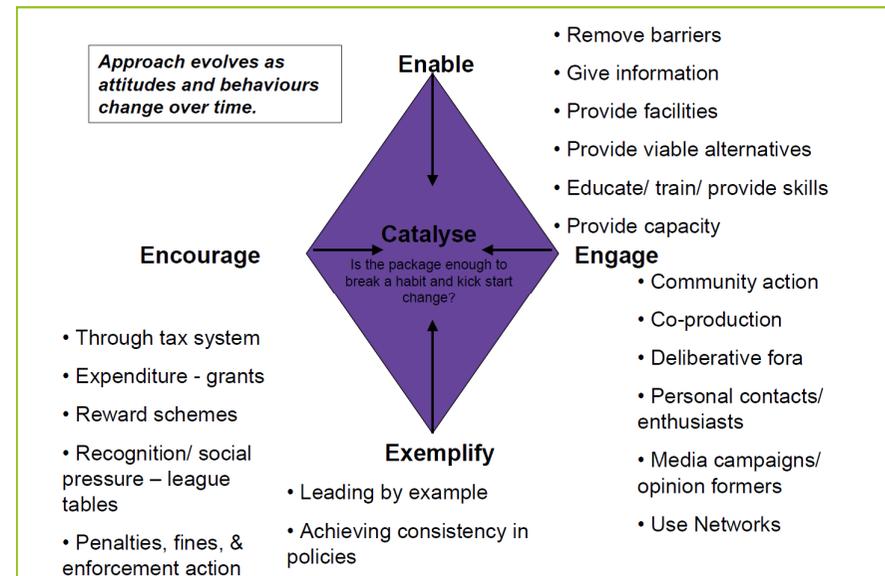


- Implementation plan for delivering aims within the North London Joint Waste Strategy.
- Co-ordinated waste prevention activity since 2007.
- Prepared biennially and revised annually.
- Prepared in consultation with officers and Members.
- Sets out a series of specific actions.
- Delivered in partnership.

Plan available at
nlwa.gov.uk/about/authority-strategies

Measures

- Priority material waste streams
 - Food waste
 - Furniture/ Bulky waste
 - Textiles
- Measures
 - Awareness raising
 - Educational
 - Organisational
 - Voluntary
 - Economic
- Focus on
 - action-oriented activities
 - informational and promotional initiatives



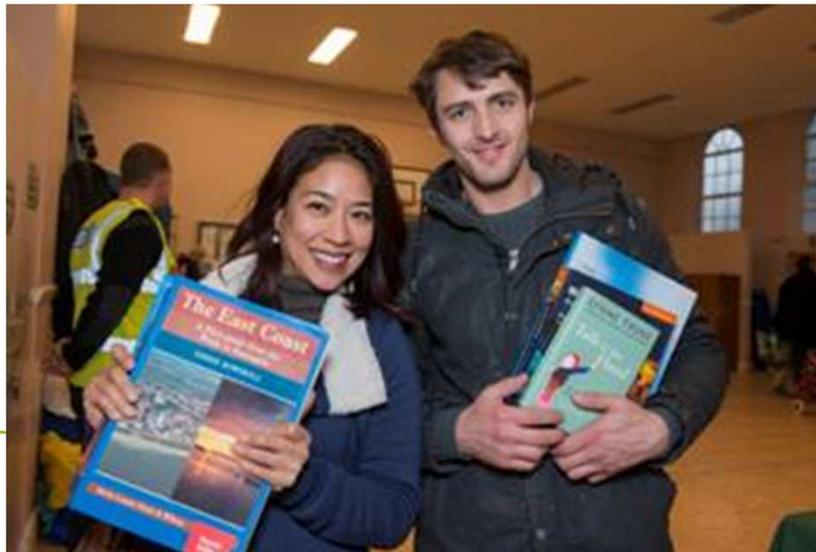
Food waste prevention

- Food waste prevention stalls
 - 180 events
 - 13,077 residents engaged
 - 946 students engaged
 - 433 office workers
- Workshops and presentations
 - 32 community groups
 - 373 residents trained
- 25 waste prevention displays
- Pumpkin Rescue Festival
- New Leaf project
- Waste Less, Lunch Free events
- European Week for Waste Reduction



Furniture reuse

- London Upcycling Show
- Give and Take days



Textile reuse

- Swish and Style
- Sew Spooky
- Reference guides



**WASTE LESS CLOTHES,
SAVING YOU MORE MONEY**



In the UK, nearly a third of the clothes we keep in our wardrobe haven't been worn in the last year. Check out the five top tips on this leaflet to save you money and to help save the environment.

wiseuptowaste.org.uk  @WiseUpToWaste  WiseUpToWaste

Recycling

- Recycling information stalls
 - **59** events (33 on mixed dry recycling, 26 promoting food waste recycling)
 - **2,760** north London residents engaged (**782** mixed dry and **1,978** food waste recycling)
- Recycling workshops and presentations
- Recycling game



Education

- Intensive education project
 - 14 schools
 - 7 sessions per school
 - 4,240 pupils
 - 175 parents; and
 - 222 staff
- Message in a bubble



Assessing and measuring impact

Quantitatively

- measurements in quantities of waste
- waste arisings per household
- waste arisings in north London overall
- potential for diversion

Qualitatively

- attitudinal change
- measurement of awareness
- measurement of declared behaviour

Use of Metrics

- comparisons with work that has been delivered elsewhere

Translated to tonnes of waste diverted from disposal



Thank you

**Barbara Herridge, External Relations Manager
and
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