

## **Department for Communities and Local Government Recycling Reward Scheme**

In its Review of Waste Policy in England 2011, the Coalition Government made a commitment to support initiatives which reward and recognise people who reduce, reuse and recycle their waste. The recycling reward scheme aims to change households' behaviour towards increased recycling. Without intervention, local authorities may find it difficult to incentivise households to recycle and increase recycling rates.

Some councils and businesses have already introduced schemes which reward positive behaviour. This scheme is available to authorities which currently operate weekly residual waste and/or free weekly organic/food waste collections to drive behavioural change within their communities resulting in increased recycling rates and less waste going to landfill.

We were successful in applying for £272,606 to deliver an innovative behaviour change programme working with our partners at Do Something Different and Spice Time Credits.

### **Short Description**

Available to all 70,000 households in West Norfolk but initially targeted at those with limited recycling uptake, a behaviour-change programme will drive up the quantity and quality of recycling with a strong grass-roots community and rewards element. This will be driven through the establishment of a network of community recycling 'champions' who will support local recycling activities, and by a viral marketing campaign co-produced with residents. Participants are rewarded for their active involvement and promotion of the programme with West Norfolk Time Credits which they can then 'spend' against defined activities such as leisure or education. The behaviour change element - the Do Something Different ('Do') methodology - helps people change their behaviour by giving them simple tasks to do over a period of time delivered by text/email. The programme will result in higher levels of recycling, lower levels of contamination and less rubbish going to landfill.

### **Project Summary**

Our approach supports people to permanently change their habits around how they handle waste in the home ie reduce/reuse/recycle. It does this through the tried and tested 'Do Something Different' approach to behaviour change. We have been working with the Do Something Different team over the last few years to tackle public health issues such as smoking and obesity. Again this is a tried and tested approach to changing people's behaviour and as such we can be reasonably sure that people will continue to recycle in the future.

The Time Credits reward element is triggered when people complete an online programme that will lead them to change their recycling behaviour. On recommending the programme to others they will receive Time Credits which can then be redeemed against a number of arts, leisure and social activities in West

Norfolk and beyond. This will also unlock their access to additional 'do something different' life and community enhancement programmes that are proven to have wider health and well-being benefits for individuals and families.

This project will deliver higher levels of recycling in our communities. The community-based recycling champions will support people in their community to engage in recycling projects and be local advocates for reduce/reuse/recycling. By linking into the successful West Norfolk Time Credits programme as a reward element we are taking a tried and tested approach and effectively extending it into the area of recycling.

By changing behaviour first and then offering a reward element this is a fundamentally different, and more sustainable approach, than those schemes that primarily seek to use rewards to incentivise recycling. Our scheme is therefore not reliant on the continuation of the rewards element to maintain recycling levels.

### **Outputs and outcomes**

Our approach means that the future levels of recycling in West Norfolk are much more likely to be sustainable as it is not reliant on the continued existence of a costly reward scheme. This proposal directly addresses that issue by focusing on behaviour change first. The scheme's outputs:

- 500 recycling advocates offering advice and support in our communities
- 20,000 residents engaged through the marketing campaign
- 3,500 people complete a Do Something Different recycling behaviour change programme
- an uplift in recycling and a reduction in landfill and an increase in quality (ie decrease in contamination) – see section E
- an additional 20 organisations / community groups signing up to accept time credits

The outcome will be that residents of West Norfolk appropriately recycle most of their rubbish.

### **Timeline**

It is intended to complete the relevant procurement processes in order to commence the programme during 2014/15, and overall the programme will run for two years.

### **For more information**

Chris Bamfield, Executive Director; Nathan Johnson, Public Open Space Manager; Ian Burbidge, Policy and Partnerships Manager