

# REDUCING WASTE DUMPING IN WESTMINSTER: IDEA REFINEMENT WORKSHOP



Ogilvy Consulting  
Behavioural Science Practice

## YOUR WORKSHOP HOSTS:



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Behavioural Science Practice

Ogilvy and Westminster City Council Idea refinement workshop, Thursday 4<sup>th</sup> July 2019.

## Agenda

<b>9.15am</b>	<b>Arrive for a 9.30am start</b>
9.30am – 9.40am:	Introduction to the day and why we are here
9.40am – 10.15am:	How the brain works: Introduction to Behavioural Science
10.15am - 11.00am:	Introduction to our research, rationale and recommended interventions
<b>11.00am – 11.10am</b>	<b>Break</b>
11.00am – 12.00pm:	Ideation session: Building our optimised BBB sites
<b>12.00pm – 12.30pm</b>	<b>Lunch</b>
12:30pm – 1:00pm	Share our final designs and agree next steps

*Why are we here?*

*Challenge recap:*

**Reduce the dumping of waste bags**  
**Reduce the dumping of bulky items**  
**Improve attitudes and perceptions of waste collection and the streetscape**

## TODAY'S OBJECTIVES:

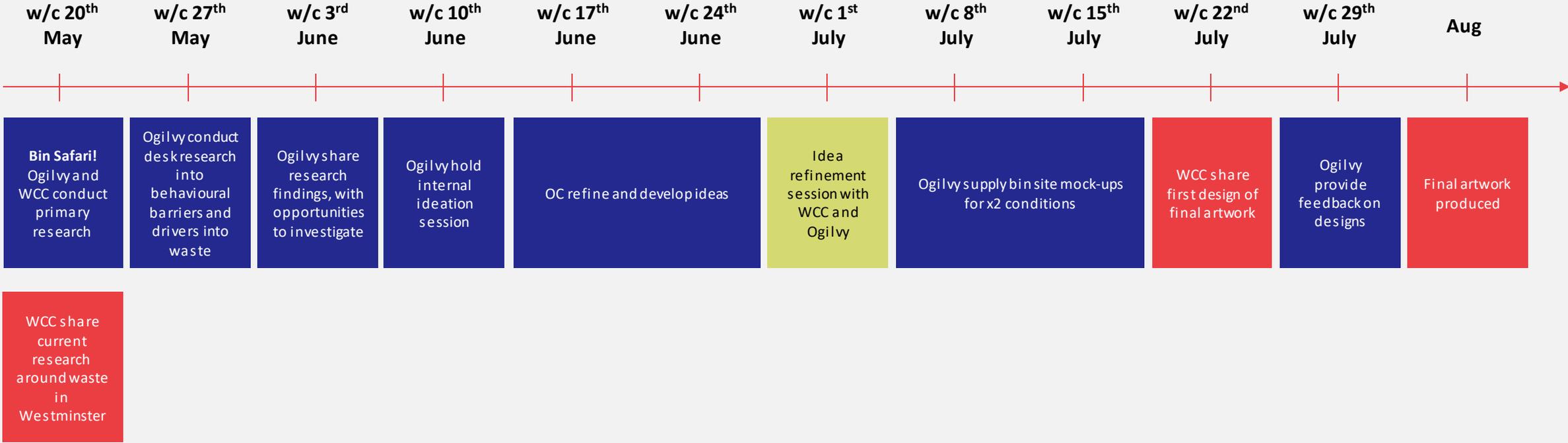
Review our  
behavioural  
interventions

Consider their  
**FEASIBILITY** and  
**IMPACT**

Build our  
optimised BBB  
sites

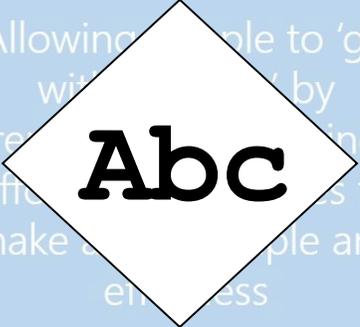
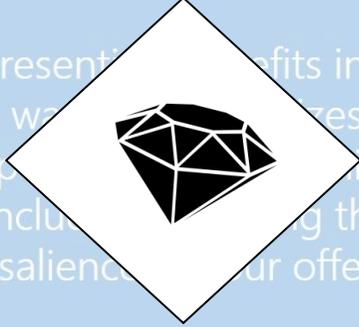
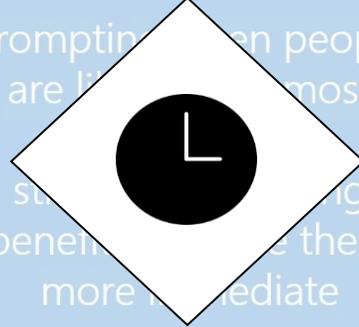
Create two final conditions to test in  
our behavioural insights trial

# What's brought us to today



- Ogilvy Actions
- Westminster Actions
- Collaborative Sessions

# EAST Framework Checklist

<p><b>Make it EASY</b></p>	<p><b>Make it ATTRACTIVE</b></p>	<p><b>Make it SOCIAL</b></p>	<p><b>Make it TIMELY</b></p>
<p>Allowing people to 'go with the flow' by reducing the effort to make a choice and increasing the salience of the benefits</p> 	<p>Presenting benefits in a way that increases their salience and making the offer more appealing</p> 	<p>Harnessing social / peer pressure by showing how others are supporting a product or service and encouraging shared commitments</p> 	<p>Prompting action when people are likely to be most susceptible to time discounting by making benefits more immediate</p> 
<p>Endowment Effect Status Quo Bias Cognitive Overload</p>	<p>Availability Bias Anchoring Loss Aversion Optimism Bias Scarcity</p>	<p>Confirmation Bias Herding Commitment Bias Authority Bias</p>	<p>Present Bias Hyperbolic Discounting Duration Neglect Hot/Cold States</p>

# *Research recap*

# Our research

X1 Bin safari!

BBB sites in Westminster were observed and recorded for waste disposal and how citizens interacted with them

WCC  
Research on  
dumping in  
London

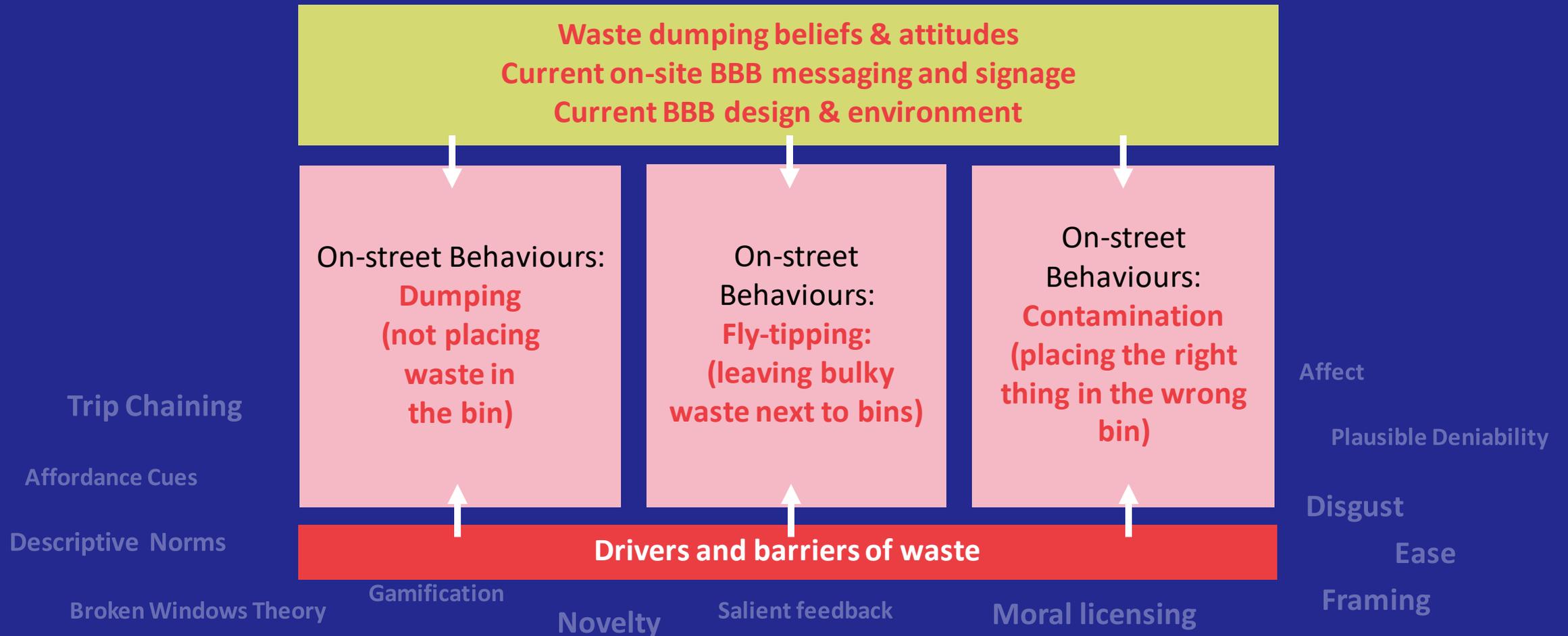
WCC Research reports around waste disposal behaviour, current BBB use, and residents' waste attitudes and beliefs. Current message and signage displayed within WCC BBB sites

Behavioural  
science  
literature on  
recycling,  
dumping and  
fly-tipping

13 of the most relevant behavioural science principles and studies around the drivers and barriers of waste, fly-tipping and recycling

# Research into insights...

The insights we have gathered can be grouped into the following categories. The structure of this report is based around each of these categories.



# Key findings from our primary research into dumping in Westminster

1.

People generally know *how* to do the right waste disposal, however they are **less certain around what constitutes 'dumping'**.

2.

**Bad behaviour norms are easily created** - just a small number of bags/boxes placed outside the bins can create the norm dumping is ok. People then have moral licence and plausible deniability for doing the *wrong* thing.

3.

Time and convenience may be a factor for the wrong behaviours. **'trip chaining' (a 'quick stop off' as part of a bigger journey) – sees people are time poor to reduce boxes/resistant to change their route to find empty bins.**

4.

**Recycling bins aren't designed for the Amazon era?** – boxes are often too big for the lids.

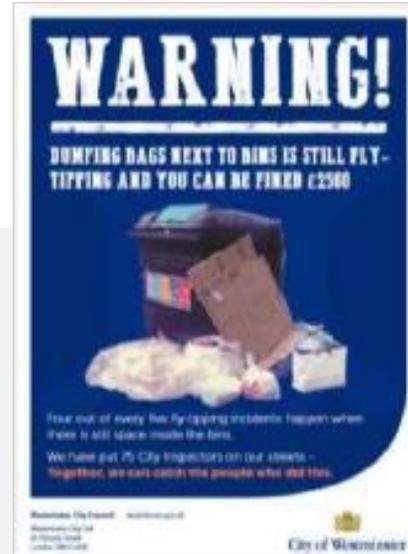
5.

**Little feedback for the wrong behaviours** - Current messaging and communications focus on penalties/fines with little evidence of implementation.

## Current on-site BBB communications and signage:



- ✓ Salient – captures attention
- ✓ Focus on fine/penalty
- ✗ People may be unsure what constitutes illegal dumping



- ✓ Easy for people to process what dumping is
- ✓ Focus on fine/penalty



- ✓ Use of eyes proven to be a deterrent for anti-social behaviour
- ✓ Clear instruction for correctly disposing waste



- ✓ 'Keep your streets clean' suggests a sense of ownership over peoples' environments: Taps into the the **Endowment effect**, where we instinctively value things more when we feel we ownership over them

**Implication:** Messages that focus on fines/penalty may not be the most effective deterrent of incorrectly disposing waste

## 3.2 Current on-site BBB communications and signage:



**Implications:** 'Wear and tear' of signage and bins may see messaging become less effective over time. Signage may also not be seen at night

## Current BBB designs:



**Salient feedback:** Some Suggestion that recycle bins with windows are used more correctly than non-window bins.



**Affordance cues:** New BBB 'wrappers' see that people can add their waste without touching the bins/lids



**Ambiguity:** Recycling BBB lids are sometimes but not always locked. People have to reduce larger boxes and cardboard to fit them through



**Disgust:** Lids are often dirty and people may refrain from touching/physically lift them to dispose their waste

**Implications:** Different bin designs may lead to confusion. Residents may also sub-consciously may not want to touch the bin lids

## Current BBB environments:



**Broken windows effect:** Some BBBs sites (in less affluent areas) are unkept (paint on floors etc)



**Descriptive norms:** Bulky cardboard items create a norm for others items to be left outside the bins



Some BBBs sites are placed in quiet areas/more hidden away from main roads – **giving people moral license and plausible deniability for wrong behaviours**

**Implications:** Unkept BBB sites may create the 'broken windows effect' reinforcing moral license to dispose waste incorrectly – especially in quiet areas. One bulky item can also quickly create the norm that the wrong behaviour is ok

## 3. ON-STREET BEHAVIOURS

1. **Waste dumping** (not placing waste in the bin)
2. **Fly-tipping:** (leaving bulky waste next to bins)
3. **Contamination** (placing the right thing in the wrong bin)



## 1. On-street behaviour: **Dumping** (waste not placed in the bin)

- **Baseline:** Worst 20 performing sites have 1.76 dumped bags per visit. Median sites have 0.94 bags.
- Dumping often occurs when the bins are full – **gives residents moral license to dump**
- **Common fly-tipping behaviours** are leaving black bags and cardboard boxes on and around public recycling bins.
- **Recycling bins aren't designed for the Amazon era** – boxes are too big for the lids and need reducing
- **Perceived effort (with no reward):** Requires effort to reduce cardboard boxes to fit in bins
- **...and time:** Fly-tipping of black bags highest amongst full time students and full time workers, indicating that there may be a perceived lack of time or convenience.
- **Trip Chaining** BBB visits are often a 'quick stop' as part of a bigger journey - on the way to work/on the way to school... When people are most time poor.

**Implications:** Dumping occurs when bins are full, but not always. Time/convenience may be the biggest factor – especially for bigger boxes

## 2. On-street behaviour: **Fly-tipping** (bulky waste placed on BBB sites)

- **Baseline:** Worst 20 performing sites have 0.51 items per visit. Median sites have 0.21.
- **Commercial building waste may be an influencing factor** - a result of local residential renovations
- Fly tipped bulky items have little obvious relation to whether or not the bins are full.
- **Associated costs:** Evidence suggests bulky waste dumping/ fly-tipping is highest amongst unemployed people. This may be due to the costs associated with waste removal by council or private waste collectors, which was highlighted as a key barrier by participants in focus groups.

**Implications:** Cost and residential renovations may be the biggest factors for bulky items



### 3. On-street behaviour: **Contamination** (putting the right thing in the wrong bin)

- **Ambiguity** – potential confusion if waste has to be taken out of bags before placing into recycling bins
- Some contamination evident in recycle bins – food waste, food debris left on items
- **Trip Chaining** BBB visits are often a ‘quick stop’ as part of a bigger journey - on the way to work/on the way to school...  
When people are most time poor.

**Implications:** People may not know which items can create contamination



# *Our approach*

# *We want people to...*

## **Reduce**

Make sure their waste is bin ready (reduced and can fit in the lid)

*“It’s too much effort to reduce my box ...”*

## **Place**

In the bin and not on the floor

*“It’s easier to leave on the floor...”*

## **Change**

to another location/  
way to dispose waste

*“The bin is full, now what ...”*

# We want people to...

## Reduce

Make sure their waste is bin ready (reduced and can fit in the lid)

*"It's too much effort to reduce my box ..."*

## Place

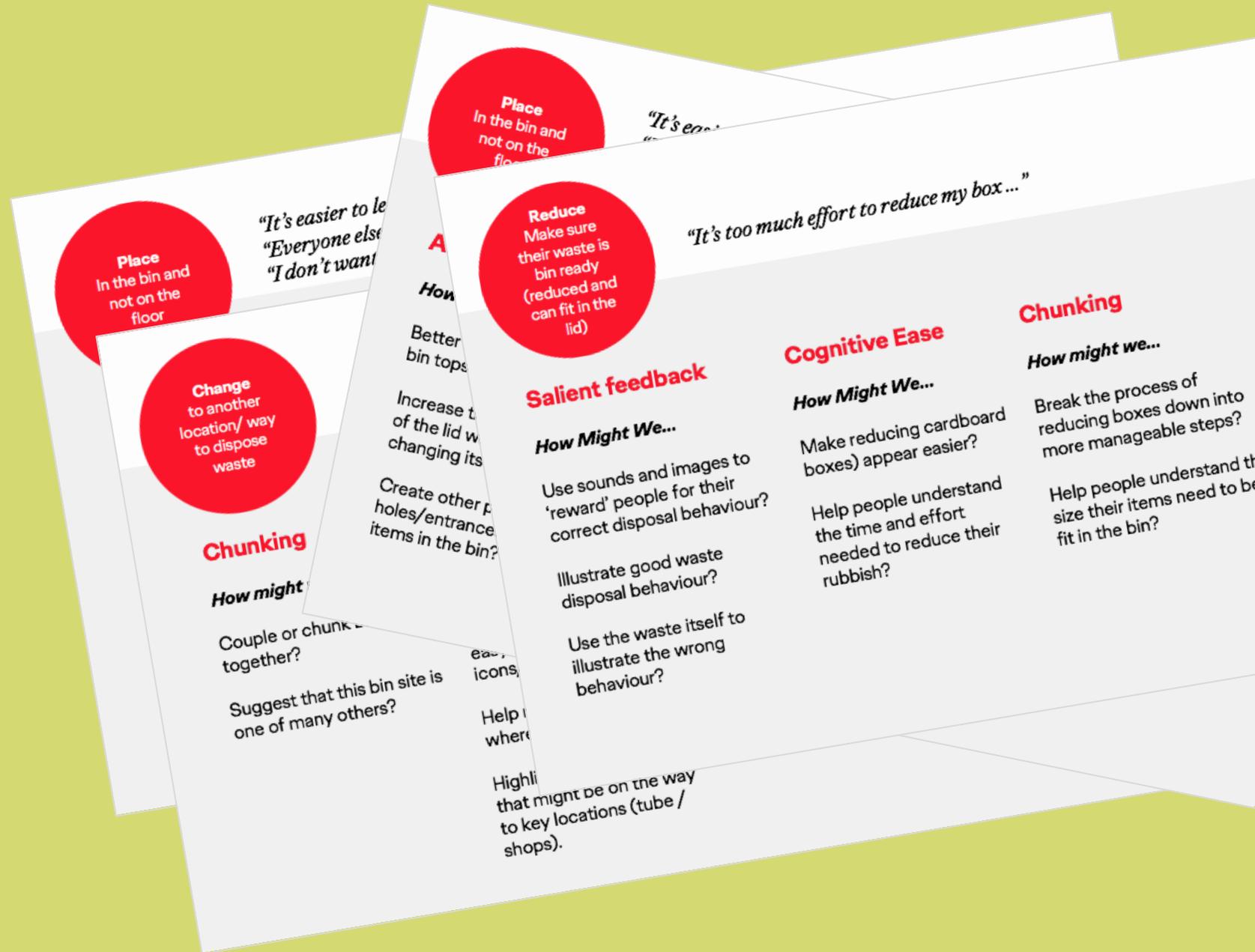
In the bin and not on the floor

*"It's easier to leave on the floor..."*

## Change

to another location/ way to dispose waste

*"The bin is full, now what ..."*



**Mindset:**

**Behavioural principles to overcome our challenges:**

**Reduce**  
Make sure  
their waste is  
bin ready  
(reduced and  
can fit in the  
lid)

*"It's too much  
effort to reduce my  
box ..."*

**Place**  
In the bin  
and not on  
the floor

*"It's easier to  
leave on the  
floor..."*

**Change**  
to another  
location/ way  
to dispose  
waste

*"The bin is full,  
now what ..."*

Saliience

Ease

Affect

Novelty

Disgust

Salient feedback

Affordance Cues

Chunking

Gamification

## What can we change?



**The bin aesthetic  
(messaging and wrap design)**



**The bin area**

Our internal ideation:

148 → 51

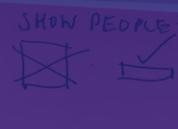
ideas

Behaviourally informed ideas

FOXES PREY HERE.

SLOTS JUST FOR CARDBOARD.

AMAZON BOYES ONLY.

SHOW PEOPLE 

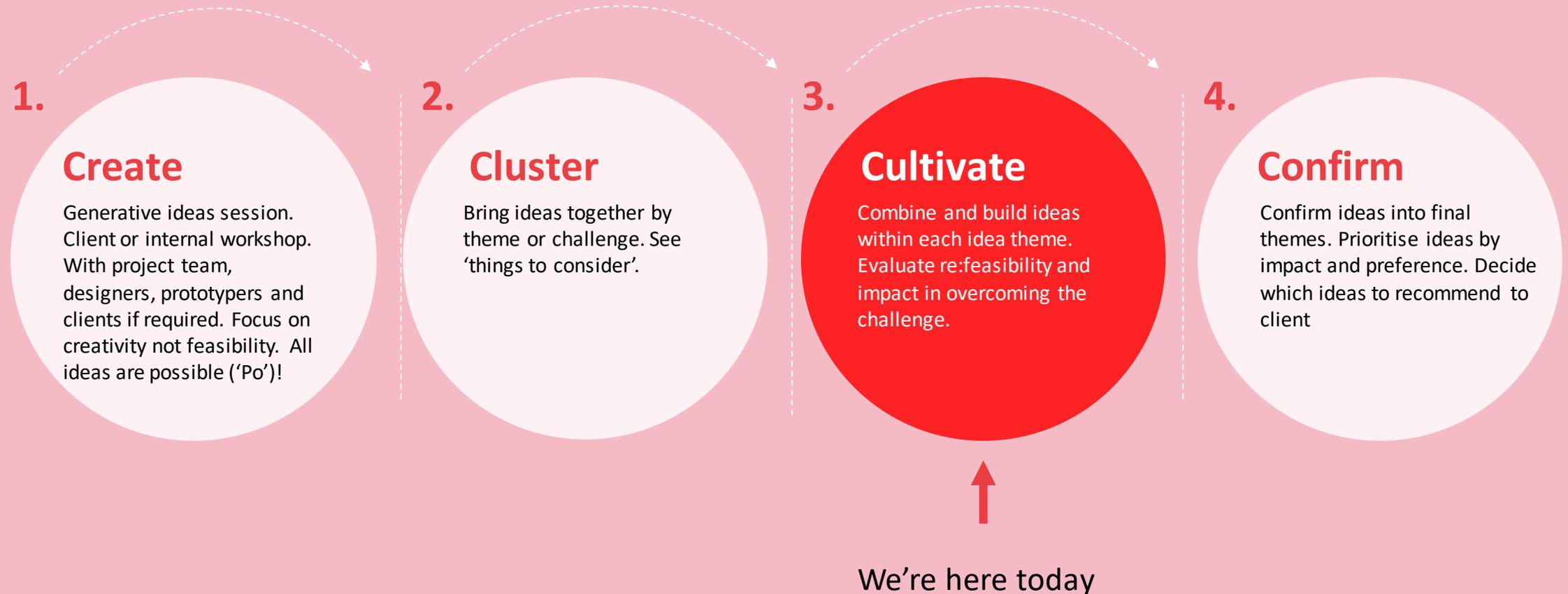
INCENTIVE  
- MONEY  
- JOURNAL.

REDUCE

# 153 summer school applications!



# Our idea refinement process.



# *Our interventions*

**REDUCE**  
to fit in bin

Come to lid eyes



Arrows on lids



Hands on lids



Space available sign



Rubbish joke lid



Local school art



Hand Sanitizer



Chunk the bin



**PLACE**  
in the bin

Exclusion zone  
Butterflies



Exclusion zone  
Babies



Exclusion zone  
Paint



**CHANGE**  
to another  
location

Box zone

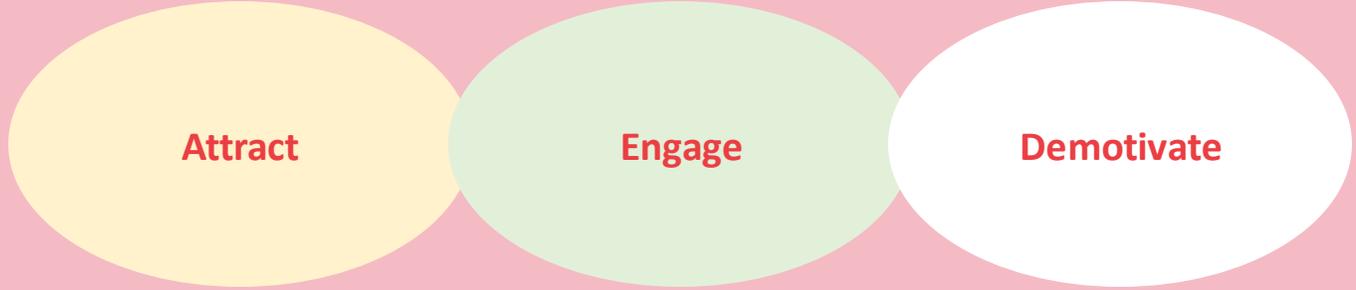


Bin next door  
neighbours



Guided bin map





?

**ATTRACT**

**ENGAGE**

**DEMOTIVATE**

**REDUCE**  
to fit in bin

Come to lid eyes



Arrows on lids



Hands on lids



Space available sign



Local school art



Hand Sanitizer



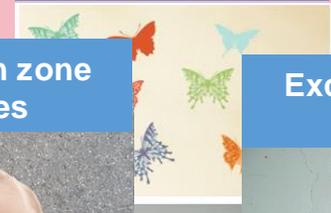
Rubbish joke lid



Chunk the bin



Exclusion zone  
Butterflies



Exclusion zone  
Babies



Exclusion zone  
Paint



**PLACE**  
in the bin

Bin next door  
neighbours

Denbigh Street  
Bin Site 1 of 2  
Next bin site can be  
found on Charlwood  
Street

Guided bin map



**CHANGE**  
to another  
location

Box zone



# *Reduce*

### 1. 'Come to lid' eyes

Eyes that firstly attract and then sub-consciously guide the gaze towards the bin lid



*Behavioural principles:*

**Salience, Novelty, Affordance cue**

## 2. Arrows to lids

Arrows that sit on top of the bin lids to guide you to open the bin lid



*Behavioural principles:*

**Salience, Novelty, Affordance cue**

### 3. Hands on lids

Hand prints that sit on top of the bin lids to guide you to open



*Behavioural principles:*

Saliency, Novelty, Affordance cue

#### 4. Space Available Sign

A sliding sign that either shows 'FULL' or 'NOT FULL' 'SPACE AVAILABLE'.

Removes plausible deniability that resident could pretend they thought it was full



*Behavioural principles:*

Defaults, Norms, Salience

Resource ●●●●●



### 5. Talking trash

A provocative, open-ended message on the body of the bin, that is only completed/revealed when the lid is open. These messages could be crowd sourced (via social media) or local children's schools.

*Behavioural principles:*  
**Salience, Novelty, Affect**

Resource ● ● ● ● ●



## 6. Keep our Streets Clean – Kids Art

Local primary schools submit art work to 'Keep our streets clean'.

Primary school logo accompanies the bin wrapper

*Behavioural principles:*

**Saliency, Novelty, Affect**

Resource ● ● ● ● ●



## 7. Cleanliness Covered – Hand Sanitizer

The Council shows it cares for residents by supplying hand sanitizer.

Provides objective benefit and signals friendly acknowledgement that people care deeply about hygiene.

*Behavioural principles:*  
**Reciprocity, Affect, Salience**

Resource ●●●●●



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# *Place*

### 1. Exclusion zone

An area directly surrounding the bins that includes images that feel inherently wrong to setp open or to cover up.

#### Behavioural principles:

**Salience, Novelty, Affect**

Resource ●●●●●



### 1. Exclusion zone

An area directly surrounding the bins that show faces of



*Behavioural principles:*  
Salience, Novelty, Affect

Resource ● ● ● ● ●



## 2. *Chunking the bin*

By visually chunking the bin, we can suggest that the top section of the bin always has available space

*Behavioural principles:*  
Salience, Chunking

Resource ● ● ● ● ●



## 2. *Chunking the bin*

By visually chunking the bin, we can suggest that the top section of the bin always has available space

*Behavioural principles:*  
Salience, Chunking

Resource ● ● ● ● ●



# *Change*

## 1. Box zone

To give people a 'best case' alternative when recycle bins are full, we create a salient defined area between the bins for people to place their folded boxes.

### *Behavioural principles:*

**Salience, Chunking**

Resource ● ● ● ● ●



## *2. Bin next door neighbours*

'Pairing' bins in close proximity makes it seem more natural to visit another bin site.

### *Behavioural principles:*

**Default, Sense of completeness**

# Denbigh Street Bin Site 1 of 2

Next bin site can be found on Charlwood Street

### 3. Guided Bin Map

Giving people a way to view where the nearest next bin site is, as well as making it part of common routes (such as on the way to the tube station), increases the likelihood of people visiting another site when the bin is full

*Behavioural principles:*

**Cognitive Ease**

Resource ● ● ● ● ●



*Break*

# *Your challenge:*

In pairs:

Use the  
interventions  
provided

Sketch up your  
templates Big Black  
Bin templates

Create your  
optimized Big Black  
Bin sites to Reduce,  
Place and Change

**REDUCE**  
to fit in bin

Come to lid eyes



Arrows on lids



Hands on lids



Space available sign



Rubbish joke lid



Local school art



Hand Sanitizer



**PLACE**  
in the bin

Chunk the bin



Exclusion zone  
Butterflies



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Exclusion zone  
Paint



**CHANGE**  
to another  
location

Box zone



Bin next door  
neighbours



Guided bin map





City of Westminster

Get people to...

**Reduce**

**Place**

**Change**

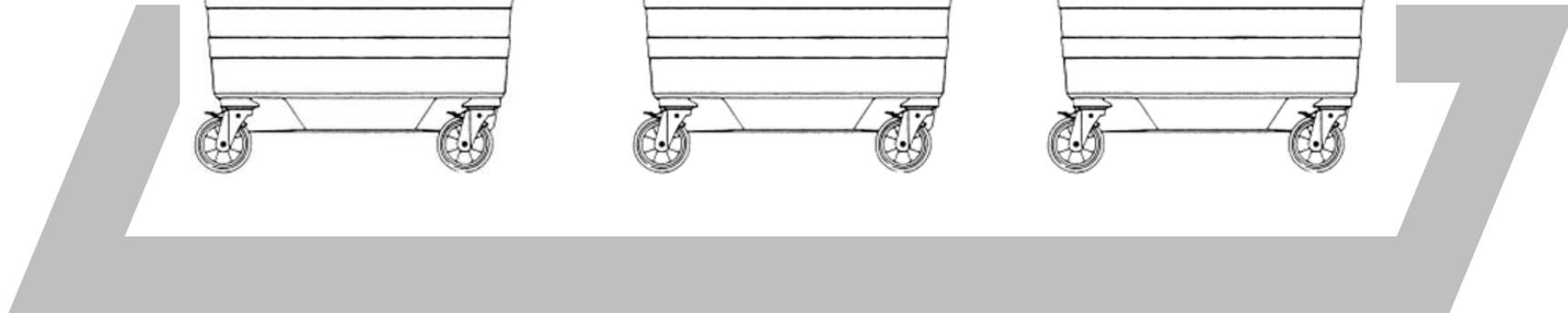
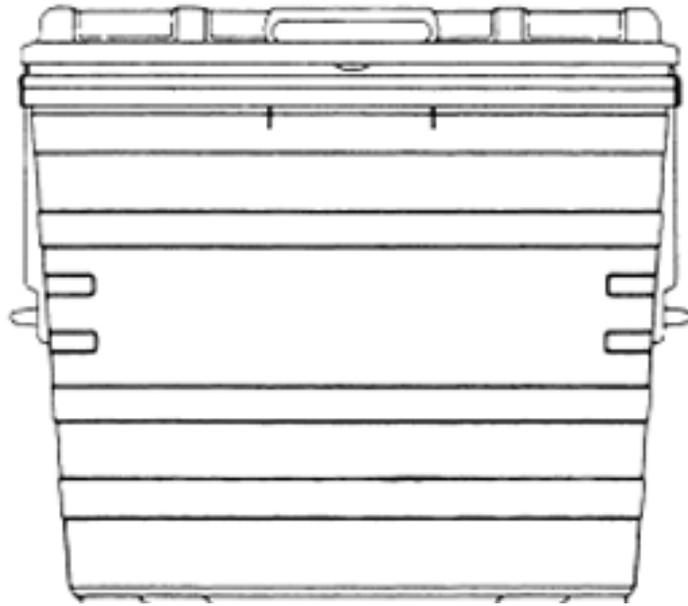
By making it...

**Easy**

**Attractive**

**Social**

**Timely**



*Let's Share!*