

Using behavioural insights to reduce waste in Havering



THE ISSUE

- LB Havering currently spends £17million per year to dispose of waste; this can potentially rise by £1m per year.
- Project aim: to reduce total waste collected from households in high waste producing areas with the hope of reducing the disposal costs

A PILOT TO MINIMISE RESIDUAL WASTE

THE CURRENT PICTURE IN HAVERING



Source: Yellow Advertiser

RESIDENT-LED WASTE MINIMISATION PILOT

Restrict the number of refuse bags that can be presented on collection day (two bags allowed for refuse, unlimited bags for recycling)

- **Engage** households in lead-up to and throughout intervention
- **Nudge** households through the provision of enough bags for the duration of the intervention (12 weeks = 24 bags)
- **Provide feedback** to households that present more than two bags on collection day.

PROJECT PLAN

- **Phase 1 (July to Sept 2019):** Workshops and diary task with local residents.
- **Phase Two (Oct to Dec 2019):** Design of communications and engagement approaches to be used in the intervention pilot. Pre-monitoring on target and control rounds.
- **Phase 3 (Feb, Mar, April 2020):** Intervention – two bags trial, monitoring throughout.
- **Phase 4 (June-August 2020):** Post monitoring

TARGET ROUNDS

- SERCO rounds tonnage data
- List rounds in order of tonnes of waste per household, highest to lowest.
- Select two rounds in top third:
 - Basic communications to both rounds
 - Enhanced communications to one round
- Find two control rounds that match the same demographics as the trial rounds.
- Get buy-in!

**HOW TO DETERMINE
THE
INTERVENTIONS/
COMMUNICATIONS**

CO-DESIGN WORKSHOPS

- 16 residents (eight per intervention target round)
- Recruited to represent high waste households and demographic profile of Havering
- £125 cash incentive
- Recruited through door-knocking evening and weekends
- Screening questionnaire used to determine suitable participants – ensuring a range of ages, socio-demographics and lifestyle behaviours.

CO-DESIGN WORKSHOPS

- **Workshop 1:** understanding the issues, priming participants – deliberative approach.
- **Diary task:** Reflecting on sources of waste, key decision moments, opportunities and advice for others.
- **Workshop 2:** co-designing communications and engagement approaches.

FEEDBACK FROM FOCUS GROUPS

ATTITUDES & BARRIERS

- An awareness of waste being an issue (TV) but is not something they think about more deeply.
- Motivations are environmental, future generation and costs.
- Lack of understanding of waste reduction as a concept and the techniques that can be applied.
- Strong perception that waste reduction is the responsibility of the supermarkets (packaging) and Council (recycling).
- Food waste was the only waste seen as potentially ‘avoidable’ and not purchasing choices.
- Positive feelings towards the trial, seen as a challenge and encouraging, not as a restriction.

COMMUNICATIONS FOR TRIAL

- Values based – protecting the environment for future generations, highlighting the negative impact of waste
- Tone – serious, positive, supportive, localised, collective goal
- Feedback on trial (throughout) – immediate, personalised, from the Waste Team or Councillor, supportive, consideration of property size, inc. stats, and posted on collection day.
- Avoid online communications.

INTERVENTIONS

- **Suggestions from residents** – local workshops, encouraging re-use initiatives (swap stalls, charity promotions, upcycling), school education, feedback letters, tips from other residents, social media groups, information through the door, bring bank improvements, internal bins, reusable carrier bags for glass, orange sack print.

DECISIONS

Interventions - ALL

- Welcome Packs:
 - Bright boxes (Graze style) through the letterbox
 - Welcome letter from Waste & Recycling Team
 - Guide to minimising waste booklet with invitations to meetings/workshops
 - 24 white Havering sacks (2 per week)
 - Spaghetti Measurer
 - Food bag clip

Interventions - ALL

- Community/Residents meetings
- Feedback postcard delivered to households presenting more than 2 sacks on week 4 and week 8 of the trial

Interventions – Additional

- Waste prevention workshop
- Love Food Hate Waste cookery workshop
- Give & Take event
- Feedback letters showing how they are doing compared to other areas every month throughout the trial

PROGRESS

Progress to date

- Pre monitoring on trial and control rounds was completed in Oct 2019.
- Welcome packs delivered Jan 2020.
- Residents meetings completed Jan 2020.
- Workshops booked and one completed – waste prevention Feb.
- FAQ's distributed internally and to Ward Councillors.
- Trial underway!
- Weekly monitoring of trial rounds in progress

Issues/Barriers



- Political – delayed start due to elections (unforeseen)
- Time taken to get approval for communications materials - sensitive
- Fear of public outcry regarding service changes and ‘restrictions’ – gentle approach
- Storage and delivery of materials
- Welcome box sizes and distribution problems
- Resident meeting attendance numbers – location issues
- Residents using the sacks before the trial start
- Recruitment into workshops – added interventions

What does it look like?

Trial Zone 1



What does it look like?

Trial Zone 2



GROUP ACTIVITY

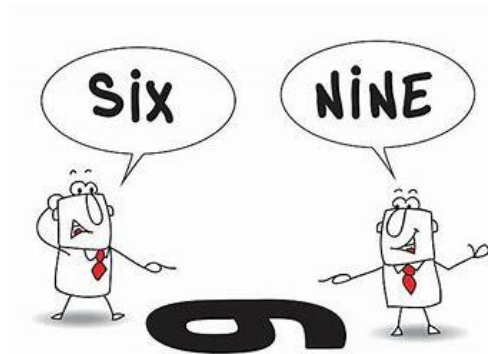
Scenario

When talking to residents throughout the project, they understood that waste needs to be reduced but found it difficult to appreciate that their individual behaviour can make a difference.

Think about a scenario where you have tried to deliver a concept to residents but it did not translate into action.

Perspectives – Council Vs Customer

- Discuss from the perspective of a Council employee and as a potential resident.
- Identify similarities and differences.
- How might behavioural insights help?



**THANK
YOU**

