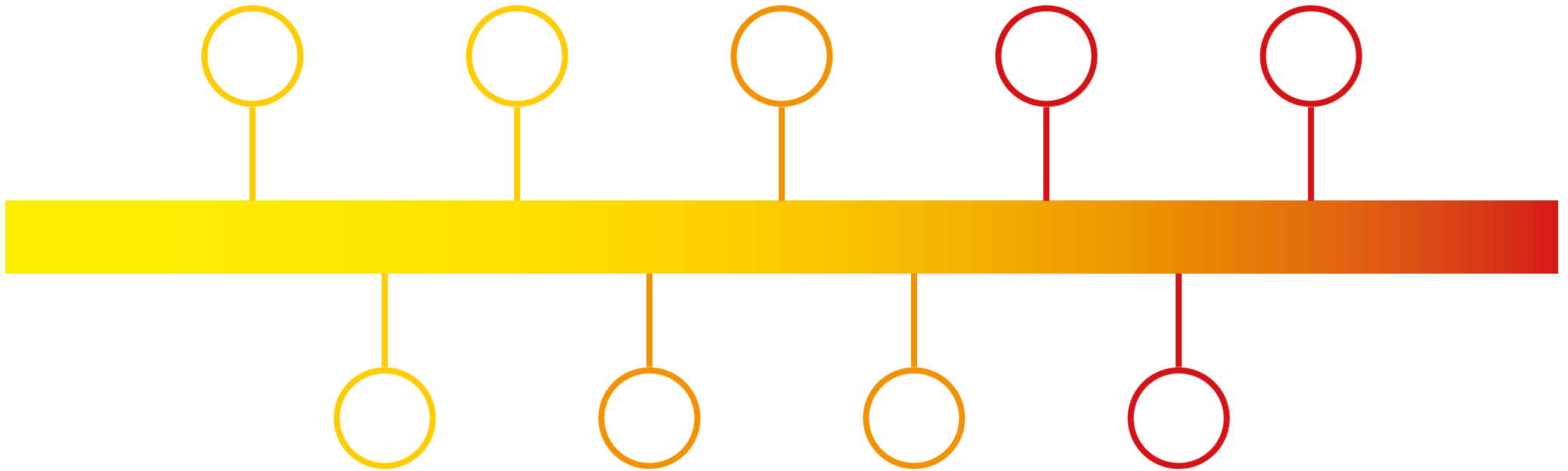# Communicating Contamination

Internal Communications Plan

Internal Communications Plan for Contamination

This Internal Communications Plan for Contamination details the communications activities a Local Authority can consider using to clearly communicate the planning and implementation of a contamination policy to key internal stakeholders.

This plan should be used in association with the following documents:

- Decision Tool for Managing Contamination.
- External Communications Plan for Contamination.
- Communications Toolkit for Contamination.
- Operational Plan for Contamination.

This plan summarises the five key internal communications activities and the associated communication collateral, channels and platforms that should be considered:

1. Elected Member approval for contamination policy development.
2. Internal communications toolkit development.
3. Elected Member support for contamination policy implementation.
4. Collection crews and recycling team engagement to support policy implementation.
5. Other key internal stakeholder engagement to support policy implementation.

Standardised templates, communication messages and information are provided in the Communications Toolkit for Contamination.

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Internal Communications Toolkit Development

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Engagement with Elected Members to Support Policy Implementation

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Engagement with Collection Crews and Recycling Team to Support Policy Implementation

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Engagement with Other Key Internal Stakeholders

1	2	3	4	5
Engagement with Elected Members to Seek Approval for Contamination Policy	Internal Communications Toolkit Development	Engagement with Elected Members to Support Policy Implementation	Engagement with Collection Crews and Recycling Team to Support Policy Implementation	Engagement with Other Key Internal Stakeholders

1. Elected Member Approval for Contamination Policy Development

Engaging with Elected Members to garner support and develop understanding of the true cost of contamination to support policy approval is the first internal communications activity that should be carried out.

Briefing Session

A PowerPoint presentation can be used to provide an overview of the Council's contamination policy and how it will be implemented. This should also include information about the definition and levels of contamination, common contaminants and the impacts of contamination:

- Loss of revenue due to lower quality of recyclate capture and load rejection.
- Increased costs due to operational impacts, infrastructure damage and intervention activities.
- Reputational risk and associated procurement and contractual issues.
- Loss of public and staff confidence in recycling services.

- Reduction in local environmental quality due to flytipping and side waste.
- Failure to meet recycling targets.
- Costs and impacts of contamination through the supply chain (when known).

This session will be used to garner support from Elected Members to uphold the Council's contamination policy when dealing with queries or complaints from constituents, and provide an opportunity for Elected Members to ask questions and seek clarity on any issues.

Briefing Note

A briefing note based on the Elected Members presentation can be circulated electronically post-event to all Elected Members to further garner political support for the contamination policy.

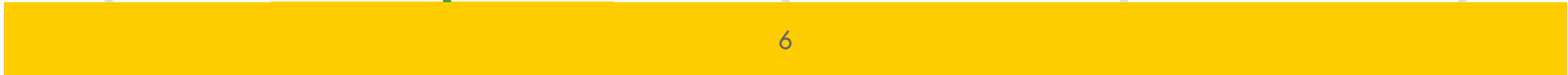| 1	2	3	4	5
Engagement with Elected Members to Seek Approval for Contamination Policy	Internal Communications Toolkit Development	Engagement with Elected Members to Support Policy Implementation	Engagement with Collection Crews and Recycling Team to Support Policy Implementation	Engagement with Other Key Internal Stakeholders

2. Internal Communications Toolkit Development

An Internal Communications Toolkit should be produced to support the development, implementation and ongoing delivery of the Council's contamination policy, and should be used in association with the following documents:

- Decision Tool for Managing Contamination.
- External Communications Plan for Contamination.
- Operational Plan for Contamination.

This toolkit should detail the internal communication activities in a sequential order that are required to implement the Council's contamination policy. It should include standardised templates, communication messages and information about how the policy should be practically implemented.

The toolkit should be designed to be visually engaging, using plain English and optimising the use of photographic images and video clips.

The communications collateral that should be included within this toolkit is:

- Briefing sessions and presentation (Elected Members, staff and internal stakeholders).
- Briefing notes (Elected Members, staff, collection crew, internal stakeholders).
- Collection crew toolbox talks.
- Contamination information leaflet.
- Digital copy and artwork.
- Branded PPE.
- Photographic images and video clips.

Briefing Sessions and Presentation

For all stakeholders a PowerPoint presentation can be used to provide an overview of the Council's contamination policy and how it will be implemented. This should also include information about the definition and levels of contamination, common contaminants and the impacts of contamination:

- Loss of revenue due to lower quality of recyclate capture and load rejection.
- Increased costs due to operational impacts, infrastructure damage and intervention activities.
- Reputational risk and associated procurement and contractual issues.
- Loss of public and staff confidence in recycling services.
- Reduction in local environmental quality due to flytipping and side waste.
- Failure to meet recycling targets.
- Costs and impacts of contamination through the supply chain (when known).

Additional information will be provided during these sessions that is relevant to the stage in the implementation of the policy and the audience (Elected Members, staff and internal stakeholders).

Briefing Notes

A short briefing note based on each briefing session can be circulated electronically post-event to the relevant audience to further support policy implementation.

Toolbox Talks

A contamination toolbox talk should be developed for collection crew. This should provide crews with an overview of the Council's contamination policy, information about the definition and levels of contamination, common contaminants and the impacts of contamination.

This should provide practical support to help crews recognise the types and levels of contamination. This training should include:

- An explanation and practical demonstrations of their role in implementing the policy.
- Photographic images and video clips which demonstrate the different levels of contamination.
- Communication materials that crews should use to implement the contamination policy, including contamination leaflet, contamination hangers, stickers and postcards with standardised colour coding for increasing levels of severity of contamination.
- Information about the in-cab electronic monitoring and recording systems, and on-vehicle cameras.
- Training to use hand-held devices to capture photographic evidence of contamination.
- Reporting mechanisms that should be used for incidences of low, moderate and severe contamination, and damaged or missing containers and locks.
- Information on any health and safety issues including any associated with collection crews moving large or communal containers.
- How to manage difficult customers.

As part of these sessions it will be important to ensure that assurances are provided to the collection crew that the policy has wide support, both politically and operationally, to build confidence and buy-in in support of effective policy implementation.

Regular feedback should be provided to crews to inform them of the actions that have been taken as a result of their contamination reporting, including any associated improvements in recycling performance or enforcement activities.

Contamination Information Leaflet

This short A5 leaflet should clearly explain what contamination is, what the direct and indirect impacts are, the contamination policy being implemented for both kerbside and communal properties, and the roles of the collection crew, staff and other key internal stakeholders involved in the implementation.

Digital Copy and Artwork

Succinct copy should be developed for use on the intranet, in staff emails and for electronic displays in collection crew mess areas. This should used on an ongoing basis to support internal buy-in and provide feedback on the impacts of the implementation of the contamination policy.
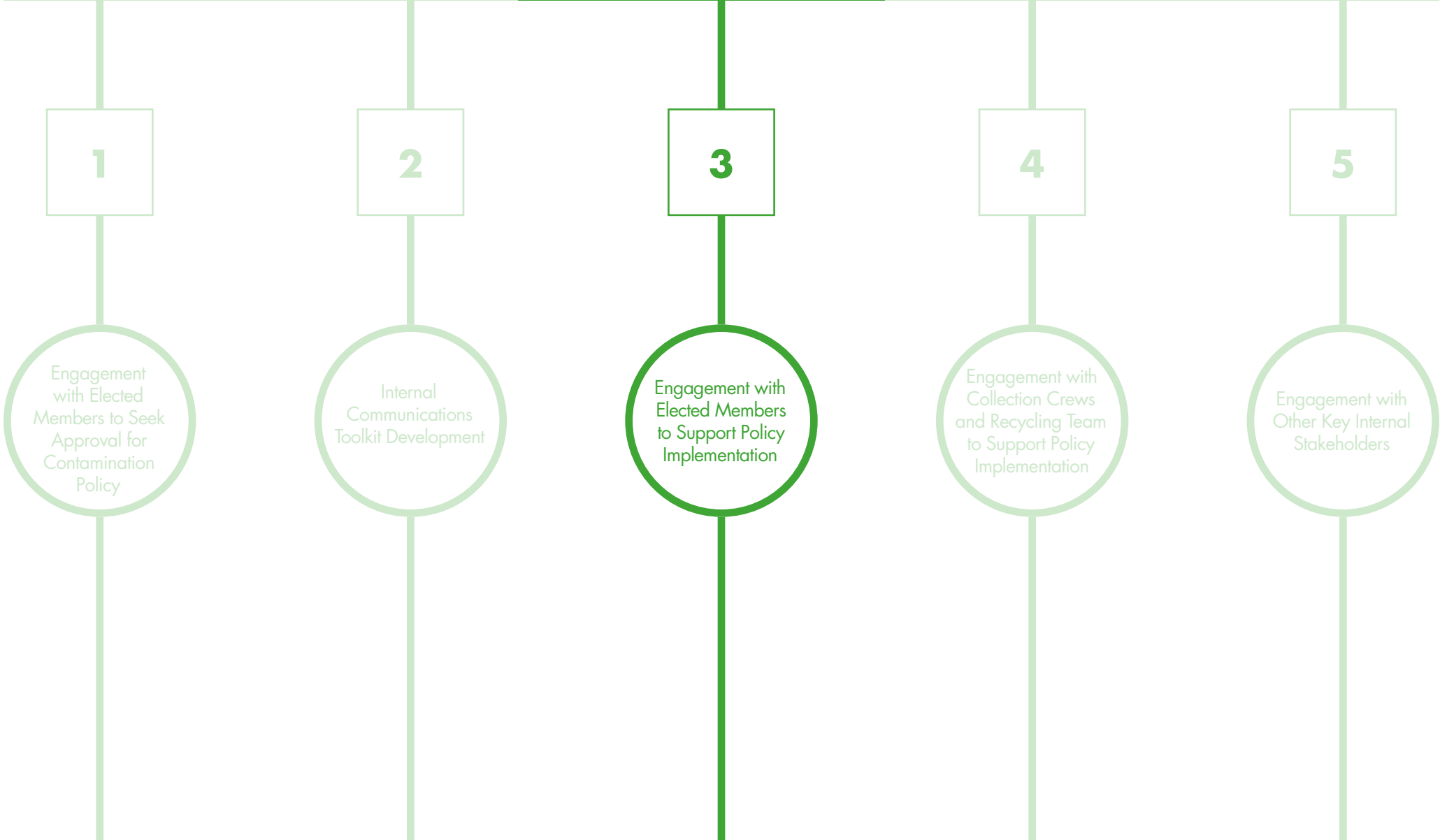
Branded PPE

Branded PPE should be produced which incorporates clear contamination messaging and reinforces the role of the collection crew in both monitoring and supporting the implementation of the policy.

Photographic Images and Video Clips

Photographic images and video clips provided as part of the Communications Toolkit for Contamination, and information captured by collection crews hand-held devices and on-vehicle cameras, should be used to communicate information about the different levels of contamination and the common contaminants associated with each. These images and clips can be used in the development of the briefing sessions and notes, toolbox talks, the contamination information leaflet and for the digital artwork.

Photographic images are available within the toolkit that show levels of low, moderate and severe contamination in charter aligned kerbside and communal recycling containers. Cut-out images of key contaminants have also been provided.

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Engagement with Other Key Internal Stakeholders

3. Elected Member Support For Contamination Policy Implementation

Engaging with Elected Members to ensure continued support for the implementation of the Council's contamination policy is the third internal communications activity that should be carried out.
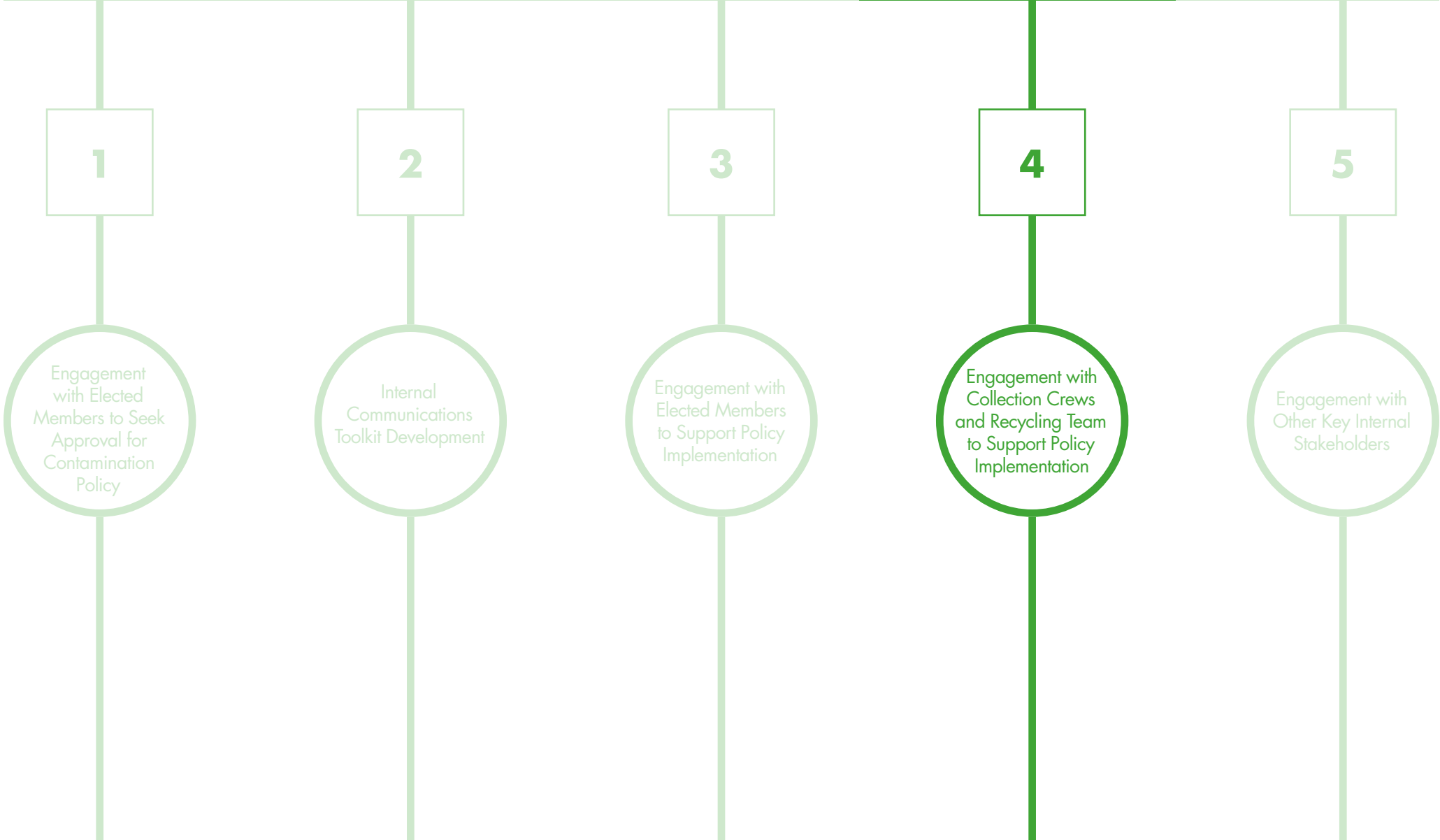
Briefing Session

A PowerPoint presentation can be used to provide a summary of how the Council's approved contamination policy will be practically implemented, with reference to the Contamination Timeline.

This session will highlight the specific activities that will be carried out by collection crews, contact centre staff and recycling advisors to manage incidence of low, moderate and severe contamination. It will also seek to further garner political support for the implementation activities associated with the policy and encourage Elected Members to support these activities with their constituents.

Briefing Note

A briefing note based on the Elected Members presentation can be circulated electronically post-event to all Elected Members to garner political support for the implementation contamination policy.

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4. Collection Crews And Recycling Team Engagement To Support Policy Implementation

Recycling Team Briefing Session

A PowerPoint presentation can be used to provide a summary of how the Council's approved contamination policy will be practically implemented, with reference to the Contamination Timeline.

This session will highlight the specific activities that will be carried out by members of the recycling team including the collection crews, contact centre staff and recycling advisors to manage incidences of low, moderate and severe contamination, including:

- An explanation and practical demonstrations of their role in implementing the policy.
- Photographic images and video clips which demonstrate the different levels of contamination.
- Communication materials that will be used to implement the contamination policy, including contamination leaflet, contamination hangers, stickers and postcards with standardised colour coding for increasing levels of severity of contamination.

- Information about the in-cab electronic monitoring and recording systems, and on-vehicle cameras.
- How to manage difficult customers.

At the end of this session staff will be provided with a Contamination Information Leaflet and Briefing Note.

This information will be reinforced on the intranet and in staff emails.

Collection Crews Toolbox Talk

The contamination toolbox talk should be used to provide crews with an overview of the Council's contamination policy, information about the definition and levels of contamination, common contaminants and the impacts of contamination.

This will provide practical support to help crews recognise the types and levels of contamination and will include:
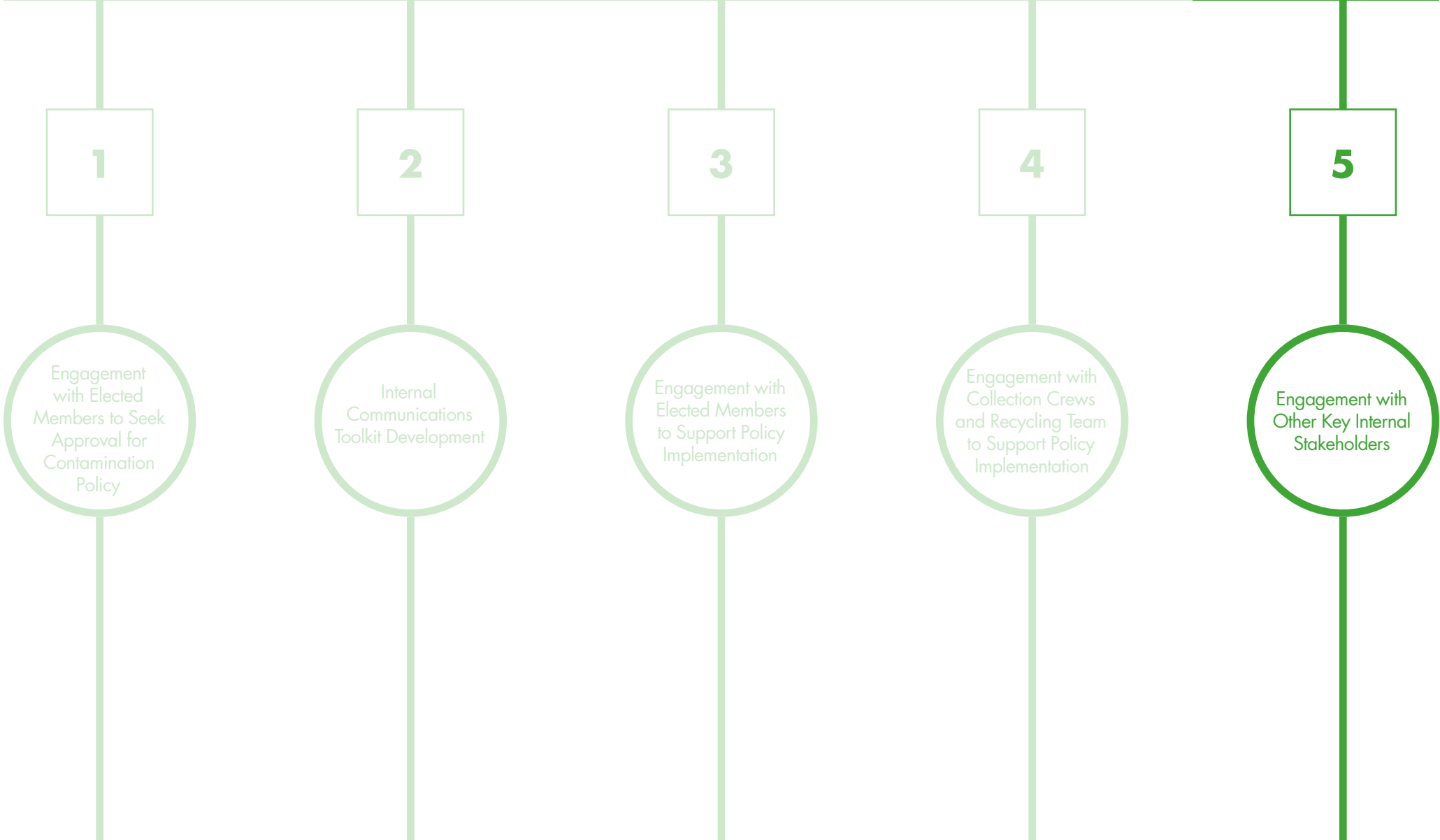
- An explanation and practical demonstrations of their role in implementing the policy.
- Photographic images and video clips which demonstrate the different levels of contamination.
- Communication materials that crews should use to implement the contamination policy, including contamination leaflet, contamination hangers, stickers and postcards with standardised colour coding for increasing levels of severity of contamination.
- Information about the in-cab electronic monitoring and recording systems, and on-vehicle cameras.
- Training to use hand-held devices to capture photographic evidence of contamination.

- Reporting mechanisms that should be used for incidences of low, moderate and severe contamination, and damaged or missing containers and locks.
- Information on any health and safety issues including any associated with collection crews moving large or communal containers.
- How to manage difficult customers.

This information will be reinforced on electronic displays in collection crew mess areas.

As part of these sessions it will be important to ensure that assurances are provided to the collection crew that the policy has wide support, both politically and operationally, to build confidence and buy-in in support of effective policy implementation.

At the end of this session staff could be provided with a Contamination Information Leaflet, Briefing Note, branded PPE and handheld devices.

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Engagement with Other Key Internal Stakeholders

5. Other Key Internal Stakeholder Engagement To Support Policy Implementation

Internal Stakeholder Briefing Session

A PowerPoint presentation can be used to provide a summary of how the Council's approved contamination policy will be practically implemented, with reference to the Contamination Timeline.

This session will highlight the supporting activities that will be carried out by stakeholders including housing, environmental health, planning, community safety teams, corporate communications and contact centre staff. It will include:

- An explanation and practical demonstrations of how the policy will be implemented.
- Photographic images and video clips which demonstrate the different levels of contamination.
- Communication materials that will be used to implement the contamination policy, including contamination leaflet, contamination hangers, stickers and postcards with standardised colour coding for increasing levels of severity of contamination.

- Their specific roles in supporting the implementation of the policy.

At the end of this session stakeholders will be provided with a Contamination Information Leaflet and Briefing Note.

This information will be reinforced on the intranet and in staff emails.

Communicating Contamination
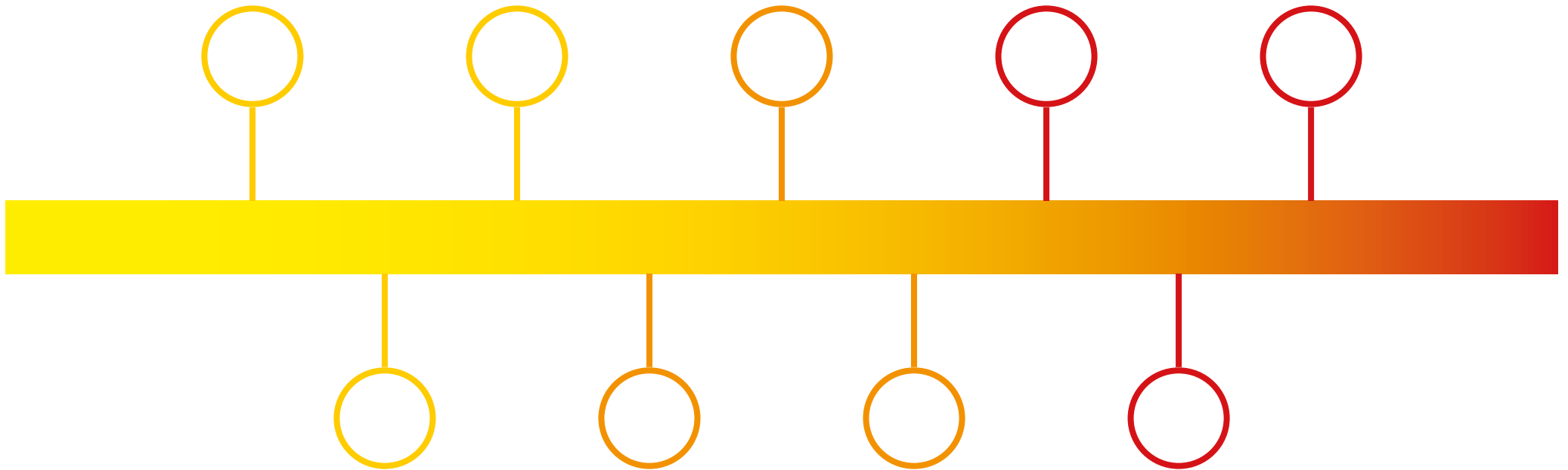
For further information and support contact Zero Waste Scotland on support@recycleforscotland.com