

Communications Toolkit

Food waste communications – for lapsed users



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We created this guide to help Local Authorities educate householders who have lapsed in their use of the food waste collection service about why it's important.

A householder survey showed (backed up through qualitative focus groups) that there are a number of reasons why householders don't fully participate with their food waste service, such as:

- A lack of infrastructure ie. missing caddy/no liners supplied
- Believing they do not generate any, or enough, food waste to make it worth partaking in
- Preconceptions around the unhygienic nature of food waste recycling
- A lack of understanding as to what happens to the food waste end product.

These campaign materials have been developed to help LAs deliver communication and behavioural interventions to overcome the issues detailed above, with the aim of increasing participation in the food waste collection service. These new materials have been positively received by a number of Scottish Local Authorities so far and are already being used. These assets are flexible and should be tailored for the specific LA requirement. If you are looking for Food Waste Service Introduction materials you can find them on the Zero Waste Scotland partners website.

Important. All Recycle for Scotland materials must be printed on recycled stock. Please include the stock's environmental accreditation(s) on the back cover of leaflets or inside the margin on single sided communications, ie. a poster, in a minimum 7pt font size.

For further guidance, please contact the Zero Waste Scotland Communications Team:
support@recycleforscotland.com

Developing our message

During the development of these new template materials, we spoke to householders about the key messages via qualitative research, and gained insights into their behaviour towards food waste recycling.

The research highlighted these key points. They're worth keeping in mind when you use these materials, and when communicating with householders about food waste collections.

What our research has found

Reasons given by householders for intermittent use of the food waste collection service were that it **wasn't easy, nor particularly hygienic**. This, coupled with the fact that they feel they don't generate a lot of food waste, made them think, **'is it worth the effort'?**

Practical issues such as **not having an indoor, or outdoor caddy or liners** will prevent householders from fully engaging in the food waste collection service, hence why these issues need addressed primarily.

Householders felt it was worth highlighting 'why' they should bother to partake in the service ie. **what is the end benefit**. This heightens the **'it's worth doing'** factor.

Communications

Phase 1 – Missing food waste caddy

To engage lapsed householders in food waste recycling we would recommend a phased approach using the multiple creative routes developed.

Phase 1

To address any infrastructure issues, such as a missing indoor or outdoor caddy, the **'Missing Food Waste Caddy'** creative should be used prior to any further communications messages being issued so that you communicate with an audience who is able to use the service.

If you need support developing your communications strategy, please contact:
support@recycleforscotland.com



Missing Food Waste Caddy?



You should have both an indoor kitchen caddy and an outdoor caddy with this service. If either is missing call **0845 000 000** to order a free replacement.

Communications

Phase 2 – Everyone has food waste

Phase 2

The **'Everyone has food waste'** route should form the main communication.

- It's clear the communication is about unavoidable food waste
- Suggests that having food waste is not a sign of being 'wasteful'
- Visual reminder as to what to recycle (especially food items some wouldn't consider as food waste).

Everyone
has
FOOD
waste



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Communications

Phase 3 – Transformation

Phase 3

The **'Transformation'** route should be used as a thank you/follow up communication. Research showed that this creative, on its own, wasn't motivational enough to encourage participation but was found to be useful to reinforce behaviour.

This route was developed as there was limited understanding in the groups that food waste is actually turned into something positive. They understood recycling but not what happens to food waste.

- This route gives a tangible fact to why our efforts recycling food waste are worthwhile
- The positive, friendly street illustration gives a sense of community benefit.



Food waste. Feeds our flowers, heats our homes.

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support@recycleforScotland.com

Communications

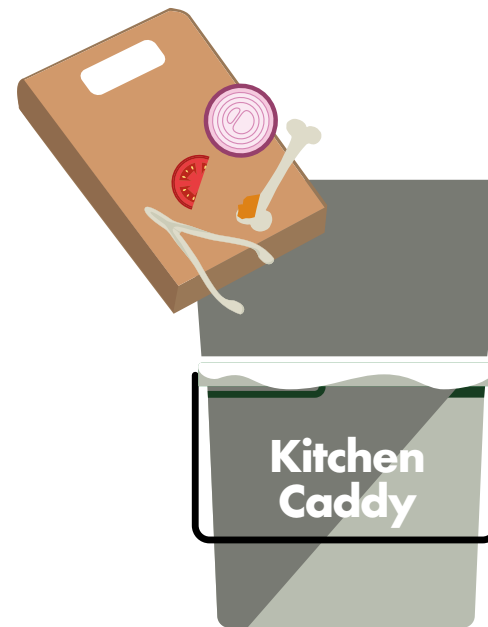
Additional phase – Hygiene

Additional phase

Qualitative focus groups showed there was a general feeling of food waste recycling being inherently **unhygienic** and **'unpleasant'**. Issues were raised around food festering in the indoor caddy, liners leaking, the caddies being 'unsightly' etc. – all equalling an unpleasant and smelly process.

Taking this on board, it was felt that a hygiene route was a difficult concept for this campaign to overcome. We would therefore not recommend using this hygiene route as a main campaign message but it could be used alongside the other messages carefully. Alternatively, this creative could be adapted into a calling card for door steppers, with the hygiene 'Top Tips' (from the leaflet) incorporated.

Clean, simple, weekly.



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support@recycleforScotland.com

To connect with householders who have lapsed in their use of the food waste collection service, we would recommend using a mix of in-home, outdoor and online communication channels.

Suggested in-home channels

- Leaflets (clear behavioural messaging, near the point of action)
- Residual bin stickers (simple behavioural prompts, right at the point of action)
- Local press ads/advertorials (good for targeting householders across a relatively wide area, with advertorials giving the opportunity to provide a more detailed instructional message)
- Bin liner wraps (creative reminder to householder as to why it's important to recycle their food waste, near the point of action)
- Local Authority website (offers lots of opportunities to communicate the desired behaviours and benefits to site visitors).

Suggested external channels

- Engagement at roadshows and events, event materials such as pull-up banners and posters (to attract attention of the public)
- Vehicle livery (to engage over a wide geographical area).

Suggested internal communications

- Posters within council buildings (for reaching your own internal audience)
- Digital adverts for display screens in council contact centres
- Briefings for collection crews and call centre staff (to help them answer questions for residents about their food waste recycling issues)
- Payslip advert can reinforce campaign messaging and bring in crew role.

Guidance for editing templates

All templates mentioned in this toolkit are available for download at:
www.zerowastescotland.org.uk/partners

Other useful guides to download from the Partners site include:

- Recycle for Scotland brand guidelines – providing guidance on using RfS branding, colour palette, typography and imagery.
- Household Recycling Service Change Communications Guidance - to help Scottish local authorities communicate with householders specifically about changes to their waste and recycling services that relate to implementing the Code of Practice (CoP) for the Household Recycling Charter.
- Guidance on recycling terms for communicating with householders - terminology to help ensure a standardised approach to communicating waste and recycling to householders.

Posters

Missing food waste caddy

We have created a selection of materials as editable templates to illustrate how campaign messaging can be used across a variety of touch points.

Templates are available to download in Adobe InDesign format:
www.zerowastescotland.org.uk/partners



Posters

Everyone has food waste

Local authority brand
marque variation

Headline
Fact that can't be can't
denied/dismissed

Sub message
Reiterates what to recycle
and indicates it's worth

Reminder

Council brand marque
and futher information/
contact details

recycle for East Lothian

Everyone has FOOD waste

No matter how thrifty you may be you can't avoid all types of food waste. Use your weekly collection service because your food waste will be turned into power and fertiliser. It all counts, even small amounts.

Lost your indoor or outdoor Food Caddy?
Call 0845 000 000

recycleforscotland.com

East Lothian
Council

Templates are available to download in Adobe InDesign format:
www.zerowastescotland.org.uk/partners



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www.zerowastescotland.org.uk/partners

Local authority brand
marque variation

Headline
A benefit for everyone

Illustration
Naming both caddies
reminds householders
what they should have in
terms of bins

Illustration
Service variants available

Reminder

Council brand marque
and futher information/
contact details

recycle for Fife

Clean, simple, weekly.

Kitchen
Caddy

Outdoor
Caddy

You can put your tied caddy liners outside in your food
waste caddy as often as necessary, everyday if needed,
in the knowledge it will be removed **every week**.

Lost your indoor or outdoor Food Caddy?
Call 0845 000 000

recycleforscotland.com

Fife
COUNCIL

Templates are available to download in Adobe InDesign format:
www.zerowastescotland.org.uk/partners

The leaflet gives householders detailed information about how to participate fully in the recycling service. This is a 6 page A5 leaflet:

- The leaflet acts as a reminder to householders who are unlikely to have received a food waste communication since the service began
- Important to point out how residents can request additional liners if the council provides a re-supply

Templates are available to download in Adobe InDesign format:
www.zerowastescotland.org.uk/partners



What happens to your food waste...

Food waste is collected from the kerbside on your allocated day and loaded into the truck

This can then generate energy

It is unloaded at the processing plant where it is shredded and heat treated in a sealed tank

and helps to produce agricultural fertilisers too

Why recycling is important

Why should I use the food waste service?
By diverting food waste from landfill, local authorities can recycle your food waste and turn it into valuable resources such as agricultural fertilisers and energy. Moreover, by using this service you can put your food waste caddy liners outside in your food bin as often as necessary reducing the chance of nasty smells in your home and your bins.

Do I have enough food waste to warrant using this service?
Everyone has food waste – whether it be unavoidable food waste such as tea bags, bones, eggshells or leftovers, even small amounts make a difference when they are recycled.

Is it not better to reduce food waste than recycle it?
It is always better to reduce food waste, however everyone has unavoidable food waste.

Why should we stop sending food waste to landfill?
Landfilling food waste is environmentally unfriendly and an expensive way to dispose of waste. When food waste breaks down in landfill it gives off methane gas, which contributes to climate change and is a waste of a valuable product that can be recycled.

If you require this leaflet in large print, audio or need it translated into other languages please contact: **0808 100 2040**

For more information:
info@council.gov.uk
Telephone **01000 000 0000**

For hints and tips on how to reduce your food waste:
www.lovefoodhatewaste.com

A Zero Waste Scotland initiative
Councils: Dundee, Dumfries & Galloway, Fife, Highland, Moray, Perth & Kinross, Shetland, Tayside, West Lothian, West of Scotland
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Recycle for Scotland

Everyone has food waste

How to use your food waste collection service and keep your caddies clean

Call **0845 000 000**

Get your indoor or outdoor Food Caddy!

Collected every week

recycleforScotland.com

Food waste recycling is a clean and easy way to get rid of your unavoidable food waste. We all have it, whether it's tea bags, egg shells or banana skins, this service can be used for it all, even out of date food and bones.

The two-caddy system

with lockable lids.

Robust 23litre outdoor caddy

Compact 7litre indoor caddy

- * You can empty your kitchen caddy as often as necessary.
- * Your caddy can be stored anywhere including in a cupboard or outside.
- * Keep your caddies clean and avoid spillages by only filling the liner 3/4 full before tying.
- * Give your caddy a quick rinse after emptying to keep it clean.

1 Keep your indoor caddy clean and fresh by using new liners

FREE caddy liner!
Get a month with us at www.lovefoodhatewaste.com 0800 100 2040

What can I put in my caddy?

✓ Dairy	✓ Meat & bones	✓ Fruit	✓ Vegetables & peelings
✓ Bread	✓ Rice & pasta	✓ Leftovers	✓ Pet food
✓ Cakes & biscuits	✓ Eggs & eggshells	✓ Fish, bones & shells	✓ Tea bags & coffee grounds

Yes	No
✓ Out of date food left in fridge or cupboards	✗ Liquids and oils
✓ Leftovers from meals	✗ Packaging
✓ Leftovers from preparation	✗ Plastic bags

How to use your caddies...

- Put one of the free liners into your **indoor** caddy.
- Transfer any cooked or uncooked food waste to the caddy.
- Tie the full liner and remove from caddy. Replace with a new liner.
- Place the full liner into your outdoor caddy.

Vehicle livery templates have been developed so that councils can promote their new services on the side of their collection fleet.



Templates are available to download in Adobe InDesign format:
www.zerowastescotland.org.uk/partners

Advertorials are intended for use in local press to raise awareness and encourage behaviour change.

Templates are available to download in Adobe InDesign format:
www.zerowastescotland.org.uk/partners



Templates are available to download in Adobe InDesign format:
www.zerowastescotland.org.uk/partners

recycle for Scotland

Everyone has food waste

No matter how thrifty you may be you can't avoid all types of food waste. Use your **weekly** collection service because your food waste will be turned into power and fertiliser. It all counts, even small amounts.

Local Authority paragraph here
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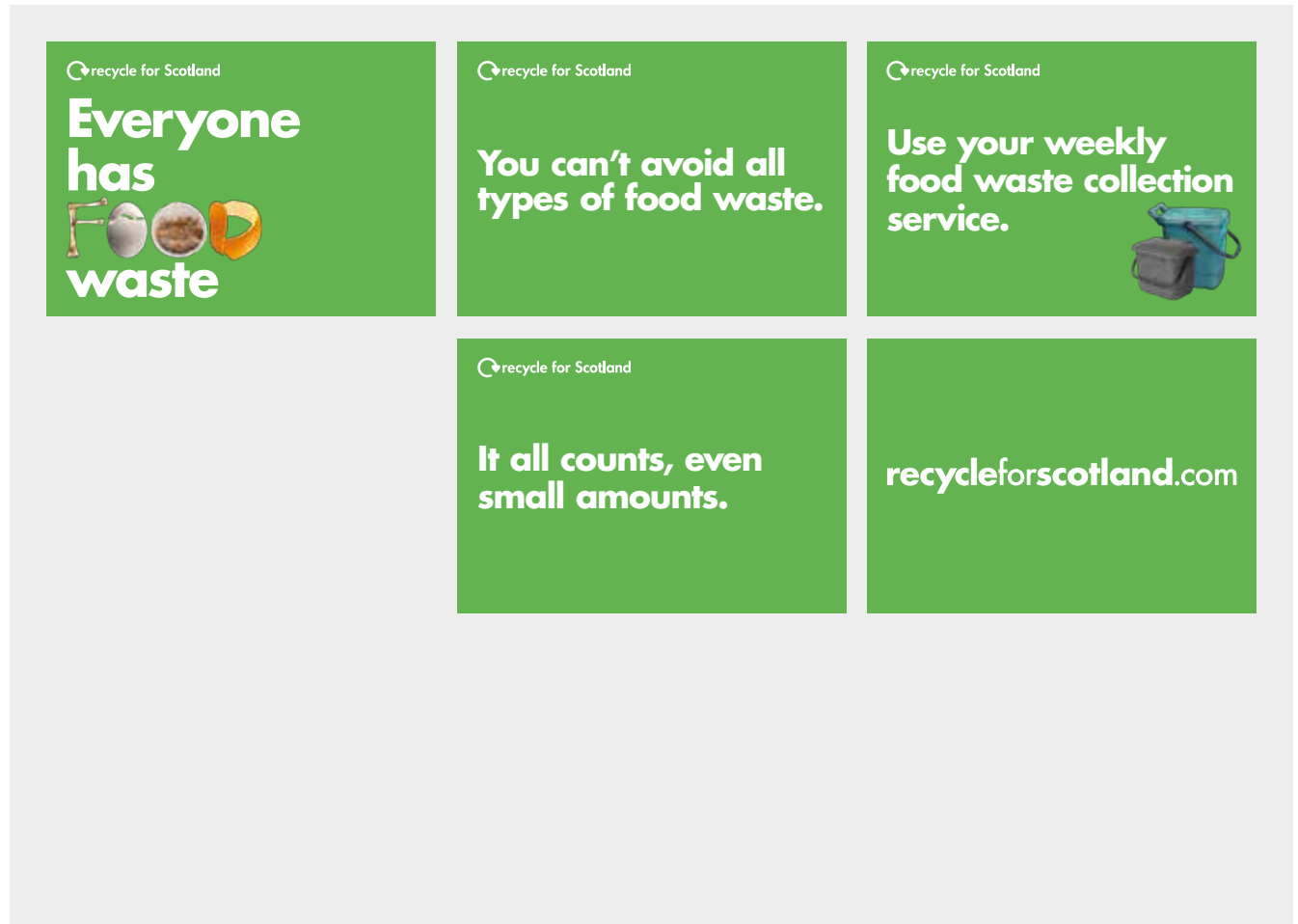
- ✓ Dairy
- ✓ Meat & bones
- ✓ Fruit
- ✓ Vegetables & peelings
- ✓ Eggs & eggshells
- ✓ Bread
- ✓ Rice & pasta
- ✓ Leftovers
- ✓ Fish, bones & shells
- ✓ Tea bags & coffee grounds

Lost your indoor or outdoor Food Caddy?
Call 0845 000 000

recycleforscotland.com

Digital adverts can be displayed in council facilities where the technology exists as a useful space for delivering key messages to an audience who may be present for some time rather than passing through.

Templates can also be adjusted to build adverts for use online. For small sized digital adverts consider the text length and size to ensure messaging is legible.



Templates are available to download in Adobe InDesign format:
www.zerowastescotland.org.uk/partners

Stop! Can you recycle it?

This bin should **NOT** contain:

- x Food waste
- x Recyclables
- x Garden waste

Use your recycling
and food waste bins to
recycle these materials
correctly.

For more information: Web. www.council.gov.uk Tel. 0845 000000 Email. info@council.gov.uk

Include local authority
contact details for people
to find out more

recycle for Scotland

Everyone has food waste



Your free liners to keep your caddy clean...

No matter how thrifty you may be you can't avoid all types of food waste. Use your weekly collection service because your food waste will be turned into power and fertiliser. It all counts, even small amounts.

Types of food waste

- ✓ Dairy
- ✓ Meat and bones
- ✓ Vegetable
- ✓ Bread
- ✓ Rice and pasta
- ✓ Fruit
- ✓ Fish
- ✓ Tea bags & coffee grounds

recycle for Scotland

Food waste. Feeds our flowers, heats our homes.



Your free liners to keep your caddy clean...

Thank you for recycling your food waste. Unavoidable food waste is never wasted when it's turned into electricity or used in local council parks.

Types of food waste

- ✓ Dairy
- ✓ Meat and bones
- ✓ Vegetable
- ✓ Bread
- ✓ Rice and pasta
- ✓ Fruit
- ✓ Fish
- ✓ Tea bags & coffee grounds

Further support

Please contact us, requesting '*Recycle for Scotland support*', if you have any questions about these materials or need further support.

support@recycleforscotland.com



A Zero Waste Scotland initiative
Ground Floor Moray House Forthside Way Stirling FK8 1QZ