



**Wake up to Waste: Phase II  
Evaluation Report**

**September 2003**



**Duty of Care**

New legislation in Northern Ireland means that every business large or small has a **Duty of Care** in handling or disposing of waste.

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An Agency within the Department of the Environment

Wake up to Waste: Phase II

## **Evaluation Report: Part 1**

**September 2003**



## Executive Summary

The Waste Management Strategy for Northern Ireland provides a framework for sustainable development of waste management practices in Northern Ireland and establishment of an integrated network of facilities. The Strategy is underpinned by an awareness and information programme to raise the profile of waste management and to encourage all stakeholders to use resources more efficiently and so improve environmental performance.

Phase 1 was developed as a high profile heavy weight campaign to raise awareness of the waste issue in Northern Ireland to encourage public involvement in the consultation process with District Councils over waste management plans. It was highly successful helping to achieve a response from 10% of households to the consultation exercise, an up to 30% increase in materials collected for recycling and provided 14 million opportunities to see the Wake up to Waste message.

Focus group research was used to shape the direction of Phase II and to identify barriers to greater participation. Key findings of this research demonstrated that the public could be divided into 3 behavioural groups:

- **Current recyclers:** who already participate and are well informed on the issues
- **Waste Managers by default** whose involvement is prompted by the provision of facilities
- **Non-recyclers** who currently do not participate.

These findings suggest that the starting point for participation lies in individuals taking small everyday actions, which can lead onto more significant ones. The communication strategy for Phase II therefore involved a call to action focussed on the **Daily Do-ables** message. This was communicated through the strapline 'Reduce, re-use and recycle': which neatly summarises what everyone needs to know to take part.

Activities in Phase II continued to maximise the use of a wide range of media and PR opportunities including TV adverts, radio, outdoor, print media and the website. This mix of vehicles for the message enabled it to reach a large audience, with 95.5% of the population seeing the TV advert and 13 million opportunities for exposure to Wake up to

Waste materials through PR activity. Tracking research indicates 71% of people considered how they could manage their waste better after seeing the advert.

Phase II also pioneered the Retail Partnership, where retailers signed a Charter to demonstrate their commitment to communicate the 3Rs to their customers and their supply chain.

Phase II has therefore consolidated the position of the Wake up to Waste brand in the public's consciousness and delivered real and measurable changes in both attitudes and behaviour. The challenge remains to sustain the improvement in recycling rates and to continue to effectively communicate the importance of waste as a current issue.

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## **1. Introduction**

### **Background**

- 1.1 While we produce more and more waste every year, Northern Ireland is facing challenging targets for the reduction, recovery and better management of wastes. By 2005/06, Northern Ireland must recover 25% of household waste generated and under the Landfill Directive, must reduce the amount of biodegradable waste being landfilled to 75% of 1995 levels by 2010. The municipal waste survey in 2001 showed that a household waste recovery rate of 8.9% had been achieved, up from 6.6% and 4.9% in 1999/2000 and 1998/99, respectively.
- 1.2 The 26 District Councils have formed three Waste Management Partnerships each one having produced a waste management plan to put in place the waste management facilities necessary to meet the targets. Achieving a fully sustainable waste management system will require the participation and commitment of all stakeholders and a greater awareness of the waste problem.
- 1.3 The Waste Management Strategy for Northern Ireland provides a framework for sustainable development of waste management practices in Northern Ireland and establishment of an integrated network of facilities. The Strategy is underpinned by an awareness and information programme to raise the profile of waste management and to encourage all stakeholders to use resources more efficiently and so improve environmental performance.

### **Programme objectives**

- 1.4 Key objectives of the programme are
- To develop awareness of the issues relating to waste including technologies, processes and environmental impacts
  - To promote attitudinal and behavioural change towards waste
  - To encourage direct stakeholder responsibility and change of practice.

### **Wake up to Waste campaign**

- 1.5 McCann Erickson were appointed in December 2001 to assist the Department in developing and maintaining an overarching Public Awareness and Information

Programme to support the implementation of the Waste Management Strategy. The initial contract budget was £1.5 million over 3 years. The contract is supported by in-house resources including a team consisting of a Principal, 3 scientific staff and 2 administrative support staff.

1.6 The programme drawn up by McCann Erickson and the Department for the Public Awareness and Information Programme was to include:

- Developing and establishing a message and brand to promote waste awareness (Wake up to Waste).
- Defining the scope and elements of an overarching public awareness and information campaign with associated PR.
- Developing a campaign in Phase I of the contract centred on the consultation process for the 3 Waste Management Plans
- Broadening and reinforcing the campaign in Phase II to provide actions (Daily Doables) and promote attitude and behavioural change.
- Maintaining and extending the scope of the campaign under Phase III to develop behaviour changes.

## Phase I

1.7 Phase I was developed as a high profile heavy weight campaign to raise awareness of the waste issue in Northern Ireland, a subject in which there was little interest and to encourage public involvement in the consultation process with District Councils over Waste Management Plans. The campaign strapline for this Phase was 'Your Waste, your Problem, your Say'. A variety of media types were employed to deliver and support the message.

1.8 The evaluation report for Phase I, as reviewed independently by the Waste Management Advisory Board for Northern Ireland, demonstrated:

- 10% of NI households responded to the public consultation on the Waste Management Plans.
- 40% of survey respondents thought waste was a more important social issue, that before the campaign, with 90% recognising it as serious environmental threat.
- 14 million opportunities to see the 'Wake up to Waste' message through media and PR activity
- An up to 30% increase in materials collected for recycling by waste contractors.

## Phase II

- 1.9 Phase II comprises a call to action centred on the 'Daily Doables' message. Phase I had successfully highlighted the problem of waste and phase II was designed to answer the question 'what can I do?'. However, due to disparities in the availability of facilities across different regions, the answer to this question might not always be the same.
- 1.10 Focus Group research indicated that the starting point for participation in waste management lies in small actions, which can grow into more significant ones. This thinking underpinned the creative work for Phase II. Attracting the public to start by doing little 'do-ables' everyday while encouraging them to adopt a bigger portfolio of actions. This approach is based on 'incremental gradualism'.
- 1.11 The key features of Phase II are:
- **'Call to Action'** based on the incremental gradualism concept outlined above, highlighting the 'Daily do-ables'.
  - **Race Competition:** An interactive element involving families, schools, business and organisations in creating and adopting their own do-ables.
  - **Retail Partnership:** Developing a partnership with key retailers as a means of communicating with consumers and extending participation to these and other key non-domestic targets.
  - **Duty of Care:** Communications targeted at businesses to raise awareness of new regulations and their legal obligations.
- 1.12 In developing the themes for the creative, a message was needed that would serve to simplify and clarify what the public were expected to do. All the public needs to know to undertake their daily do-ables is encapsulated in 3 words: '*Reduce, Re-use and Re-cycle*', the TV scripts therefore feature this 'mantra' as an educational mnemonic. To build on and augment the impact of Phase I, a visual link between the 2 phases of the campaign was maintained, through the use of footage from the original TV advert. This had the dual benefit of representing good value for money and re-using material in line with the overall campaign ethos.

## **Aim of this report**

1.13 The purpose of this report is to assess the performance of Phase II and provide recommendations for the way forward in Phase III of the campaign, specifically:

- Review the context of the campaign as a whole
- Analyse the effectiveness and value for money of the campaign
- Compare its impact with that of Phase I
- Inform and direct the development of Phase III

## **Structure of report**

1.14 This report describes and reviews the activities of Phase II of the Wake up to Waste Campaign, including the tracking and research carried out to monitor and assess the impacts of the overall programme on attitudes and behaviour. A separate annex contains the creative and artwork materials for this Phase of the campaign. Detailed appendices are included. Volume A details the brief for the service provider, B contains Communication Channel information, C contains an assessment of campaign performance, D shows the composition of the focus groups and E details the Research and Monitoring Questionnaires.

## **2: Wake up to Waste Programme: Phase II**

### **Background**

- 2.1 While we produce more and more waste every year, Northern Ireland is facing challenging targets for the reduction, recovery and better management of wastes. By 2005/06, Northern Ireland must recover 25% of household waste generated and, under the Landfill Directive, must reduce the amount of biodegradable waste being landfilled to 75% of 1995 levels by 2010. The municipal waste survey in 2001 showed that a household waste recovery rate of 8.9% had been achieved, up from 6.6% and 4.9% in 1999/2000 and 1998/99, respectively.
- 2.2 The 26 District Councils have formed three Waste Management Partnerships each one having produced a waste management plan to put in place the facilities necessary to meet the targets. Achieving a fully sustainable waste management system will require the participation and commitment of all stakeholders and a greater awareness of the waste problem.

### **Wake up to Waste campaign**

- 2.3 The 'Wake up to Waste' campaign was launched in February 2002. It aims to create a new culture that questions how and why we produce waste and puts in place the level of awareness and knowledge necessary to ensure the public act to reduce this waste.
- 2.4 This public awareness and information programme employs the principles of 'social marketing', which uses traditional marketing principles to "sell" ideas, attitudes and behaviour and can be applied to the consumer-driven waste problem. Marketing techniques can be used to generate interest and inform and promote certain attitudes and behaviour, helping to create a climate conducive to social and behavioural change.
- 2.5 In communicating the need for change, the audience must perceive that there is a problem with the way they currently do things, and using research, determine their current perception of that problem. The audience must be persuaded by the moral argument that the benefits of changing their behaviour will far outweigh any apparent costs and that their individual actions will make a difference.

2.6 With increased levels of awareness achieved it was necessary to gain a deeper understanding of local consumer attitudes to waste and to identify:

- Key barriers to greater participation,
- The actions people would most readily undertake
- What motivates people to take part
- The information required to put thinking into action and to overcome barriers.

2.7 A range of focus groups covering all the regions, ages and socio-economic groups were identified (Appendix D).

2.8 Outcomes of this research are summarised as follows:

- The provision of new facilities is increasing awareness and, by obliging people to participate, leads to greater thought on the subject and prompts action in other areas.
- Waste management is low in the hierarchy of household chores
- Few people are willing to take responsibility for their waste, blaming large companies, the Councils or Government.
- There is difficulty for some in understanding the moral argument for better waste management due to limited awareness of both the issues and what the impacts of failure might be.

## Phase II Activities

2.9 Table 2.1 details the activities of the Phase II campaign and provide an overview of timings and progression. An analysis of performance for each element is provided in Appendix C.

**Table 2.1 Phase II Campaign:**

<b>Media Programme</b>	<b>No. Slots/Locations</b>	<b>Dates</b>	<b>Costs*</b>	
<b>TV</b>	Doables TV advert	816 TVRs	Oct-Nov 2002 Dec 2002 Feb 2003	£211,637
	Race TV advert	932 TVRs	Jan 2003 Feb 2003	
	Care TV advert	418 TVRs	Oct- Nov 2002 Jan 2003	£37,406
<b>Radio</b>	Doables adverts	968 slots	Nov 2002 Dec 2002 Jan 2003 Feb 2003	£47,549
	48 Sheets	103 locations	Jan 2003	£77,594
<b>Outdoor</b>	Shopperlites and adshels	202 locations	Nov - Dec 2002 Dec 2002- Jan 2003	
	Bus midrears & streetliners	279 locations	Feb 2003	
<b>Press</b>	Business	13 titles	Nov 2002 Jan 2003	£76,345
	Consumer	31 titles	Nov 2002 Jan 2003	£71,560
<b>Website</b>	Launch of redesigned site		Oct 2002	£10,570
<b>Events and PR programme</b>				£107,637
<b>Race Competition</b>	Launch		Jan 2003	
	Closing date		Feb 2003	
	Appearance on Kelly Show		Mar 2003	
<b>Retail Partnership</b>	Launch at Stomont, Long Gallery		Oct 2002	
<b>Waste Management Plans</b>	Determination Event		Nov 2002	
<b>Other events</b>	Launch at Forge Primary School		Oct 2002	
	CIWM Conference		Jun 2003	
	Balmoral Show		May 2003	
	Chamber of Commerce meetings		Nov 2002- Jun 2003	
	Duty of Care Roadshows		Jan- Feb 2003	
	Belfast Telegraph Business Awards		Apr 2003	
<b>TOTAL</b>				<b>£640,298.93</b>

\* Costs given include production and media costs.

## Media Programme

### *TV advertising*

2.10 The successful impact of TV in Phase I supported its use at the centre of the communications strategy for Phase II. In total three TV adverts were employed for this phase covering the main areas of the campaign.

- 'Daily Do-ables' 3Rs
- Duty of Care
- Race Competition

2.11 The key focus of Phase II was a call to action. It was also essential to maintain the link with the shock impact of the first TV advert, ensuring the viewer perceived the 2 adverts to be communicating the same message and reinforcing its impact. The script was based around the same family group and consisted of a short excerpt of the 'Waste Cover' advert, using the same music. Following the 'shock' of the family being consumed in waste, a child's voiceover, describes a change in behaviour towards the 3Rs and highlights 3 simple 'daily do-ables' each family can undertake.

2.12 A reprise of this advert was used in the shorter 40 second adverts used to promote the race competition, featuring a different voiceover, describing how to enter.

2.13 Phase II of the campaign coincided with the introduction of the Duty of Care regulations for Northern Ireland. The legislation imposed new obligations on businesses in how they manage their waste. This message was the spearhead for business communications for Phase II and a TV advert was commissioned to ensure this message reached the widest audience. The advert was filmed in a series of business environments: Office, retail and construction, indicating that business should take waste seriously and find out what they should do to comply with the new regulations.

### *Radio advertising*

2.14 Analysis of Phase 1 indicated that radio has a valuable role to play as part of the campaign, reaching nearly 70% of the population. It also provides a medium for communicating slightly more detailed or complex messages, and can access the audience in different situations.

2.15 8 Radio scripts were developed, linked with the theme of the Daly Do-ables TV advert and covered various waste streams using facts about waste in Northern Ireland intended to make people think and consider that small changes in behaviour can make a significant difference. The scripts covered the following themes.

- Newspaper recycling
- Cardboard packaging waste
- Plastic Shopping bags
- Glass recycling
- Junk mail
- Re-using paper
- Re-usable containers
- Textile recycling

2.15 The adverts were 30 seconds long and were placed on the same four commercial stations as in Phase 1:

- DTR/Cool FM (Northern Ireland wide)
- City Beat (Greater Belfast)
- Q102 (Derry and Coleraine)
- Q 101(Fermanagh)

### *Outdoor media*

2.16 48 sheet Billboards, Shopperlites, Adshels, bus rears and bus streetliners were employed

**Table 2.4 Summary of Outdoor media locations**

<b>Media</b>	<b>No. of Locations</b>
Billboards (48 Sheets)	103
Shopperlites/Adshels	434
Bus midrears/streetliners	360
Total Outdoor locations	897

## **Billboards**

2.17 A single fortnightly cycle of 48 sheet posters was used beginning on the 13<sup>th</sup> January 03 showing at 103 sites throughout Northern Ireland. Detailed locations are given in the supplementary document: Phase II Activities Summary. The design of this poster was aimed at encouraging participation in the race competition.

## **Shopperlites and adsheils**

2.18 6 sheet posters with varying 3Rs messages were employed in 2 fortnightly cycles at a total of 434 locations. The locations were selected on the basis that they might help change peoples behaviour and included outside super markets and shopping centres and at bus stops on main routes. The messages used were:

- Change your world in 3Rs
- Educate your family in 3Rs
- Do your shopping in 3Rs
- Make a difference in 3Rs

Detailed locations and artwork are shown in the supplementary document: Phase II Activities Summary.

## **Bus midrears and streetliners**

2.19 The bus advertising campaign consisted of a single fortnightly cycle using 279 mid rears and 81 streetliners (side of bus) posters. These feature the 'Clock is ticking' message encouraging entry to the Race Competition as the closing date approached. 35% of these were in Greater Belfast with the remainder covering the rest of Northern Ireland. Locations and artwork are shown in the supplementary document Phase II Activity Summary.

## *Press Adverts*

2.20 Press adverts were placed in regional, local, businesses and trade press titles, in addition to the editorial press coverage achieved through PR. An advert was also placed in the Northern Ireland Local Government Handbook. Artwork is shown in the supplementary documents: Phase II Activities Summary.

## Regional

2.21 2 rounds of regional press were run on 4<sup>th</sup> November 02 and 6<sup>th</sup> January 03 using the 'Race to Reduce, re-use and recycle' headline, in the following 10 titles:

- New sletter
- Belfast News
- Belfast Telegraph
- Sunday Life
- Irish News
- Daily Mirror
- Sunday Mirror
- Sunday People
- Sunday World
- Daily Mail

## Local

2.22 2 rounds of local media were run in 22 titles, again featuring the 'Race to Reduce, Re-use and recycle is on!':

- East Antrim Times
- Londonderry Sentinel
- Lurgan Mail
- Portadown Times
- Mid Ulster Mail
- Ulster Star
- Ballymoney/Coleraine Times
- Banbridge Leader
- Andersons Town News
- Newtownards/Dowry Chronicle
- Spectator
- Fermanagh Herald
- Strabane Chronicle
- Ulster Herald
- Tyrone Constitution
- Ulster Gazette
- Impartial Reporter
- Derry Journal
- Down Recorder
- Mourne Observer
- Banbridge Chronicle
- Derry News

## Business and Trade

2.23 Advertisements were placed in 13 business and trade newspapers and magazines featuring the 'Duty of Care' message as listed below :

- Business Eye
- Ulster Business
- Ulster Grocer
- Catering and Licensing Review
- Business Connections
- Industrial Engineer
- Plant and Civil Engineer
- Export and Freight
- Industrial and Manufacturing Engineer
- Specify
- Food Technology and Packaging
- Perspective

## *Website*

2.24 The development of a campaign website was an integral part of Phase 1 and it had been very successful in communicating the general awareness message, as a portal for access to the Waste Management Plans and the consultation exercise. However the site was not sufficiently dynamic to meet the needs of Phase II and there were issues with the service provider in terms of their flexibility and the costs involved in making modifications to the existing site. Revisions to the site needed to accommodate the changing priorities of phase II and provide sufficient functionality to make modifications to the site in-house.

2.25 The new look website was launched in October to coincide with the start of Phase II. Features of the site include:

- Homepage links to DOE, EHS and Kidsagainstwaste websites
- Latest news section
- Links to the 3 sub regional group websites for access to the Final waste management plans
- A recycle bank locator
- Pages aimed specifically at the business user.
- Useful links
- On line competition entry form for 'Race'

2.26 The site has received over 14,000 visitor sessions. Details of website activity are provided in Appendix C.

## **Initiatives and PR Activity**

### *Race Competition*

2.27 The theme of Phase II of the campaign was a 'call to action' and to reinforce this message it was considered essential to have an element that engaged consumers and businesses, was fully interactive and could access the potential for the public to offer simple solutions to the waste issue.

2.28 A competition entitled 'The Race to Reduce, Re-use and Recycle' was launched with a re-edit of the TV advert explaining the competition, detailing how to enter. Promotional materials are shown in the supplementary report: Phase II Activities Summary.

2.29 Entries were in 4 categories:

- Schools
- Community Groups
- Business
- Family

Each submitted their top 20 ideas to reduce, re-use and recycle.

2.30 The Wake up to Waste awards were presented on UTV's the Kelly Show on March 21<sup>st</sup> 2003 by Angela Smith MP and TV celebrity, Ben Fogle. The winners in each category were as follows:

- Schools: St Brigids Primary School, Knockloughrim., Magherafelt
- Business: ICS Computing Belfast
- Community Group: Little Treasures Nursery, Belfast
- Family: The Lynch Family, Belfast

### *Retail Partnership*

2.31 In June 2003, the then Environment minister, Dermot Nesbitt, met with the main supermarket chains to discuss the plastic carrier bag issue and the role of major retailers in influencing consumer behaviour. The supermarkets agreed to support a government-led marketing campaign promoting the use of re-usable plastic bags, a reduction in the usage of non-biodegradable plastic bags and to promote more waste awareness among their customers. Further meetings with these retailers led to the development of a retail partnership initiative to support the Wake up to Waste campaign.

2.32 Participating retailers signed up to the Retailers Charter comprising the following commitments:

- Promoting the 'Reduce, Reuse, Recycle' message to customers and staff through in-store awareness-raising initiatives
- Undertaking to reduce plastic carrier bag waste through education and provision of alternative reusable options
- Identifying and exploring opportunities to use recycled materials
- Implementing waste management best practice throughout our business operations
- Providing customer collection points for recycling wherever possible

- Communicating the impact of waste reduction initiatives to our partners at the Environment and Heritage Service to enable evaluation of the public response to Wake Up To Waste and the Retail Partnership

2.33 The partnership was launched and the charter formally signed at an event held in the Long Gallery, Parliament Buildings, Stormont on Tuesday 1<sup>st</sup> October.

2.34 Tesco, Safeway, Marks and Spencer, Supervalu/Centra, Spar/VG/Vivo and Mace all signed up to the Charter. They were joined by Sainsbury's in November and Co-op in January 2003.

2.35 Each of the stores in the partnership carried a range of point of sale material promoting a 3Rs message including banners, shelf-talkers, stickers and badges and undertook to ensure staff were trained and able to communicate this message to consumers. A training video featuring 'The Hole in the Wall Gang' designed to encourage check out staff to make it easier for customers to take fewer bags and re-use where possible. The video was circulated to all partners for distribution to their stores. Details of the artwork and locations are provided in the supplementary document: Phase II Activities Summary..

2.36 The larger supermarket chains were also used as a vehicle to promote entries in the Race Competition with entry forms and boxes in each store, with some stores being visited by a promotions team.

### *Public Relations Support*

2.37 The value of PR support had been emphasised by the success of this activity in Phase 1 and this aspect has therefore maintained a pivotal role in Phase II. PR helps to engage the media and ensure the brand and message reach the right people, targeting different groups to maintain both public and media interest.

2.38 During the whole campaign to date, over 580 articles have appeared in the media, with 271 articles being published as part of Phase 2 (full details in supplementary document Phase II Activities Summary).

2.39 This represents a total of over 23 million opportunities to see the 'Wake up to Waste' message, providing approximately 15 opportunities for every person in Northern Ireland to

have been exposed to the campaign since its launch in February 2002, from PR activity alone.

2.40 PR activity has proved particularly useful in Phase II to maintain a regional flavour for the campaign and pick up on local 'good news' and interest stories.

### *Liaison with District Councils*

2.41 Achieving the necessary change in behaviour and managing the public's expectations requires the provision of facilities and appropriate information at the regional and local level. Therefore, close co-operation with District Councils has been a key feature of the whole campaign via:

- Education and Awareness Taskforce
- Recycling Officers Meetings

## **Events**

### *Phase II Launch Event*

2.42 Phase II of the campaign was launched on 16<sup>th</sup> October at Forge Integrated Primary School, Belfast. A class of Primary 7 school children collected their normal lunchtime waste for one day and by using Wake up to Waste lunch-packs (cool bags, lunch boxes, snack box and refillable drinks containers) provided, showed how easily they could reduce their waste. The event successfully highlighted how much waste a school can generate at lunchtime and demonstrated the impact of the 'daily do-ables' on reducing that waste.

2.43 The event was attended by pupils, teachers, parents, Environment and Heritage Service officials including Stephen Aston, Head of the Waste Management unit, the PR coordinators for the 3 Waste Management Partnerships and a representative of the Waste Management Advisory Board. Pamela Ballantine of UTV also attended for a feature on the UTV life programme.

### *Determination of Waste Management Plans event*

2.44 Following technical, legal and financial assessments of the 3 sub regional Waste Management Plans, they were formally determined and accepted by the Department as complete and compliant. This occasion was marked by an event on the 4<sup>th</sup> November 2002 held at Malone House, Barnett Desmesne, Belfast.

2.45 Angela Smith MP spoke at the event accepting the plans from Council representatives and highlighting the close collaboration between Department and local authorities, which had culminated in the adoption of the three plans.

2.46 Features of the event included:

- A Backdrop on the speaking platform showing the 3 Waste Management Partnership areas and the Wake up to Waste logo
- The TV adverts on a loop tape playing in the reception area
- 80 invited guests representing District Councils, NGOs, Northern Ireland business community and the Department.
- Pop-up stands and point of sale material around the room
- Hot buffet lunch

2.48 The event received considerable media attention with editorial features on BBC Radio Foyle, BBC Radio Ulster, BBCTV and UTV News and a range of national and regional Press titles.

### *Participation in Duty of Care Roadshows*

2.49 The implementation of the Duty of Care Regulations in October 2002 formed the primary focus for business communications for Phase II. As part of their role in informing the business community of their new obligations, the Duty of Care team conducted 7 roadshows throughout Northern Ireland, concluding in Belfast. It was important for the Wake up to Waste campaign to have a presence at the roadshows to establish a dialogue with businesses on other waste issues such as waste minimisation and recycling and assess current awareness of such issues among Northern Ireland business.

2.50 The Roadshows comprised a series of stands and publicity materials including a pre-recorded presentation lasting less than 10 minutes and were held in prominent Hotel and

conference venues in each area. A team of 4-6 people were on hand between 8am and 7pm to offer advice and information. Each attendee was provided with an information pack, which contained an evaluation form for them to complete. As Wake up to Waste is the public face of waste management for many people it was important to be represented and have an opportunity to talk to businesses in particular about the campaign and waste issues that affect them.

### *Chamber of Commerce Meetings*

2.51 The Duty of Care message was also used as a vehicle to access Chambers of Commerce across the whole province. All 33 Chambers or equivalents were offered a presentation on Duty of Care and wider waste issues.

2.52 In total, presentations were made at 27 Chamber of Commerce meetings or equivalents. Attendance varied greatly, but there was considerable coverage in the local media. A full list of all the Chamber of Commerce Programme is given in the supplementary document Phase II Activities Summary.

### *Belfast Telegraph Business Awards*

2.53 Sponsorship of the Award for Environmental Best Practice was a useful opportunity to position the Wake up to Waste brand alongside other leading Northern Ireland names and raise its profile among the business community, building on the success of the event last year.

2.54 The Awards were presented at a Gala dinner at the Ramada Hotel in Belfast and Richard Rogers, Chief Executive of EHS, presented the award for Environmental Best Practice to Coca-Cola Bottlers for their improved waste management practices.

2.55 The event achieved a high profile in local media and opportunities for sponsorship or partnership with Coca-Cola are currently being explored.

### *Environment UK 2002*

2.56 This conference was held in Stoneleigh Park Warwickshire and was organised by the Environment Agency. Although covering a broad environmental agenda, satellite sessions were focussed on particular issues notably, waste management. The event was attended

by over 400 delegates representing businesses, academia, environmental groups and the media. Key features of participation in this event included:

- An exhibition space featuring 4 Wake up to Waste Pop-up stands, TV adverts running on large screen, handouts of campaign summary and recycled pencils and re-usable bags to give away
- Dr Sara McGuckin was Northern Ireland Representative in the Waste satellite session.

### *The Balmoral Show*

2.57 The Balmoral show is a major event in the agricultural calendar for Northern Ireland and the Department of Agriculture and Regional Development have had a presence at the show for many years. For the first time this year, the opportunity was offered to other government departments to participate.

2.58 The Wake up to Waste campaign was featured on Department of the Environment stand. Representatives of the Waste and Contaminated Land Unit were on hand to offer information and advice on the campaign, recycling and other waste issues.

### *CIWM Conference and Exhibition*

2.59 The Chartered Institute of Wastes Management holds its annual Conference and Exhibition each year in Torbay. This is the premier event for the UK waste management industry and Northern Ireland delegates make up nearly 20% of the total attending. A major presence at the conference had the potential to provide an opportunity to raise Northern Ireland's profile in this arena and offer a point of contact for delegates from our region.

2.60 There were 3 strands to participation in this event:

- A high profile, professionally produced exhibition stand, manned by Waste Management and Contaminated Land Unit staff.
- Sponsorship of the Conference Welcome reception, following the opening session, which provided an opportunity to publicise the Wake up to Waste brand.
- Dr Sara McGuckin gave a paper on the campaign at a workshop session on Public Engagement.

### **3. Impact on attitudes and behaviour**

#### **Surveys to assess attitudinal and behavioural change**

3.1 Tracking and research have been carried out by Millward Brown at various points throughout Phase II to monitor the impact of activities and inform the direction of future initiatives. These were complemented by some in-house monitoring and other sources of information, including co-operation with DOE Central Statistics branch to ensure an impartial assessment of research findings. Sources of information and evidence for behavioural changes include:

- Benchmarking (October 2002)
- Tracking (November and February 2003)
- Community Group Survey (February 2003)
- Survey of Attitudes by District Council area (March 2003)
- Survey of Business attitudes (July 2002)
- Recycling Businesses questionnaire (March 2003)
- District Council Questionnaire (April 2003)
- Input from Statistics and research branch
- Survey reports by other bodies.

#### *Phase II Benchmarking*

3.2 Phase II was launched in October 2002 and prior to this a period of benchmarking was conducted between the 14<sup>th</sup> and 17<sup>th</sup> October to provide a further baseline against which the impact of Phase II could be assessed.

- Omnibus survey using face to face interviews
- Sample of 1011 adults
- Range of gender and socio-economic groups
- Questions designed to evaluate
  - Changes in the level of importance attached to waste management as social issue
  - How willing people are to take responsibility for their own waste
  - What actions they currently undertake.

The full questionnaire is provided in Appendix E.

### 3.3 Key findings on attitudes in this survey include:

- Waste Management has maintained its place in the hierarchy social issues with 94 % of respondents agreeing it was an important social issue.
- 81% agreed with the statement ' I need to be more conscious of how I deal with my rubbish/waste at home',
- 92% agreed that 'other people need to be more conscious of how they deal with rubbish/waste'.
- Reluctance to take responsibility for one's own waste actions is further exemplified by 64% agreement with the statement 'The government is not doing enough to reduce waste' and 30% agreeing with 'I've enough to worry about'.

### 3.4 Key findings in terms of activities include:

- Recycling newspapers and magazines was the most spontaneously recalled action that can be done in the home to protect the environment (44%).
- 46% of respondents said they recycle newspapers and magazines always or most of the time.
- Taking clothes to a charity shop was reported by 62% as the most frequently undertaken activity.
- Home composting was recorded as the activity undertaken the least with only 7% stating they regularly undertake this action.

## *Phase II Tracking*

3.5 This took place in November and February 2003 to assess the impact of Phase II media notably the 'Do-ables', 'Race' and 'Care' TV ads and followed the same sample and interview format as the benchmarking.

- Samples of 1019 and 1035 adults.
- Additional questions to assess the profile of the advertising and the impact it had had on people's behaviour.

3.6 The recorded importance of waste management has fallen slightly in this survey (51% agreeing it was very important compared with 62% and 64% in previous surveys), but this is in line with responses to all the other social issues, reflecting a potential seasonal shift in interest levels. Waste management still achieves an overall 88% agreement that it is an important social issue.

**Table 3.1 How important is waste management as a social issue?**

	Benchmarking (Jan 02)	Tracking 1 (Apr 02)	Benchmarking 2 (Oct 02)	Tracking 2 (Nov 02)
Important* (%)	89	94	94	88
Very Important (%)	53	64	62	51

\*Important response includes those responded very important and quite important

**Table 3.2 Agreement with attitudinal statements**

	% agree*			
	Benchmarking (Jan 02)	Tracking 1 (Apr 02)	Benchmarking 2 (Oct 02)	Tracking 2 (Nov 02)
The government isn't doing enough to reduce waste	65	59	64	67
Everybody should reduce waste and recycle	92	96	96	95
Most people would recycle if it was easier e.g. kerbside collection	84	89	86	81
I could make more use of the things I throw away	50	53	64	63
No idea what I should do	23	19	14	22
Businesses in NI should take responsibility for reducing and recycling.	N/A	N/A	N/A	37

\* Agree includes strongly and tend to agree.

3.7 Table 3.2 shows that 95% of respondents agree that everybody should reduce waste and recycle, a proportion that has remained relatively steady throughout the campaign. If a comparison of respondents who had seen the TV advert and those that had not is made, strong agreement is slightly greater at 47% (compared with 44% among those that had not seen the advert). Interestingly, strong agreement with the statement that the government is not doing enough to reduce waste is slightly lower among those who had seen the TV adverts.

3.8 Those questioned were asked what could be done to reduce waste at home. Answers were unprompted and the response recalled on most occasions was recycle newspapers and magazines at 45%, followed by taking glass for recycling at 41%. One of the least spontaneously suggested ideas was home composting with only 5% of respondents mentioning it.

3.9 Awareness of the TV advert achieved an all time high in this tracking research with 7% of respondents spontaneously recalling the advert, ahead of major brands such as Coca-Cola and Guinness. Although this result is excellent it is important to be aware of the potential influence of order effects in the questionnaire. Respondents had already been asked about their attitude to waste and their recycling behaviour and therefore the waste advert was possibly 'Top of mind'. This is still a good result in itself reflecting that the advert is effectively communicating a waste message.

3.10 65% of those who had seen the TV advert stated it referred to the 3Rs and 74% of those seeing the TV advert agreed that it had influenced them a lot of a little.

3.11 As part of the phase II tracking some questions were asked regarding changes in behaviour. From surveys in Phase 1 it is recognised that respondents often overstate their participation in activities and they perceive it is something they ought to be doing. Nevertheless responses to these types of questions can provide a useful guide to the willingness of different sectors of the population to consider a change in behaviour.

3.12 Key findings of these tracking surveys can be summarised:

- Waste Management remains an important social issue
- Most people agree that everyone should do their bit to reduce, reuse and recycle (95%)
- The activity most spontaneously recalled was recycling newspapers and magazines at 45%.
- The TV advert was recalled by 7% of those asked, ahead of major commercial brands such as Guinness and Coca Cola.
- 65% of those seeing the TV advert correctly perceived the message as being about reducing waste and recycling.
- 47 % of respondents stated that they always or most of the time took clothes to a charity shop, closely followed by 36% who took newspapers for recycling.
- 71% of those who had seen the TV advert have changed their behaviour or thought about changing their behaviour, with 34% stating they had made a change.

### *Survey of attitudes by District Council Area*

- 3.13 Many District Councils are progressing implementation of their plans and offering new facilities for recycling. It was therefore important to assess any differences in awareness across the regions and gauge the level of awareness of local facilities. The survey was consequently up-weighted to ensure a spread of 50 participants in each Council area, resulting in a total sample of 1552.
- 3.14 Overall 94% of respondents agreed that it was important for Northern Ireland households to reduce, re-use and recycle. Agreement with this statement was found to be higher among females, the 50-64 year old age group, ABC1s and housekeepers.
- 3.15 When assessed on a District Council basis, there were significant differences in levels of awareness and satisfaction with current facilities between different councils. It is important bear in mind that sample sizes for each District Council area are very small (50) and therefore the figures merely provide an indication of locations where further PR and media activity could be beneficial.
- 3.16 Other key findings include:
- 96% of respondents overall considered it important for businesses in Northern Ireland to reduce, re-use and recycle.
  - 83% could name their local recycling facility.
  - 39% indicated that their Council provided separate bin for recycling.
  - 42% said their council provided information on waste issues.
  - 52% reported that they were very or fairly satisfied with current waste and recycling facilities, with 27% reporting that they were fairly or very dis-satisfied.
  - 87% of those questioned stated that there were likely to participate in reducing, re-using and recycling if local facilities were improved.
- 3.17 Table 3.3 shows the results for this survey grouped by the 3 Sub regional Waste Management Partnerships. This has the effect of increasing the sample size and therefore providing a more robust analysis of attitudes, however pooling of the data smoothes out some of the finer variations between council areas.

**Table 3.3 District Councils survey data by Waste Management Partnership**

	Total Sample	Arc21	Swamp	North West
Importance* of NI homes reducing/re-using and recycling (%)	94	96	89	97
Importance* of NI businesses reducing/re-using and recycling (%)	96	97	92	98
Awareness of nearest recycling facility (%)	83	78	91	83
Council provides an extra bin (%)	39	34	47	40
Council provides information (%)	42	35	46	58
Level of satisfaction (%)	16	11	29	12
Level of dis-satisfaction (%)	27	32	21	20

\* those responding very or fairly important

### *Community Group Survey*

3.18 A survey of Community groups was undertaken to gauge interest in waste issues to promote entries to the Race Competition. Up to that point their interest in participation appeared to be low and, as they were likely to be the groups with some of the more innovative ideas with a local and community focus, it was important to try and access these groups.

3.19 632 community groups were telephoned to assess their interest in the competition. This also provided an opportunity to capture information on groups interested in hearing more about Wake up to Waste in or participating in projects or schemes with a waste theme.

3.20 The telephone survey was reinforced with a leaflet sent to all the community groups on the list containing an entry form for the competition. (see supplementary document Phase II Activity Summary).

3.21 Responses to this survey are being circulated to the District Council recycling officers for them to follow up with groups who were interested in becoming involved in local waste initiatives.

3.22 151 groups were interviewed and 68% had received the Race competition leaflets, however only 16% said they would be entering the competition and 50% saying no.

3.23 Responses to the other survey questions:

- Collecting aluminium cans (19%) and textile recycling (14%) were cited as two of the things community groups do in relation to waste.
- 78% of groups knew where their local recycling point is.
- When asked what help or support would encourage their community group to become more involved 28% stated posters and promotional materials and 23% requested bins for segregation and recycling.
- 98% of those contacted were willing to receive further information on waste issues.

### *Businesses Survey*

3.24 This survey was conducted in July 2003, before the launch of Phase II, to gauge the impact of the campaign among Northern Ireland businesses and assess their current and likely future behaviour with respect to waste issues. It therefore acts as benchmark for Phase II activities with respect to businesses and will help to inform the business communications strategy for Phase III. An independent market research company, MRNI Ltd, were engaged to undertake the work.

3.25 A random sample of 507 Northern Ireland businesses and organisations were surveyed and the sample was drawn from the Yellow Pages business directory, selected to ensure representation across each of the 3 Waste Management Partnership areas.

3.26 Businesses were questioned regarding the importance of waste as a social issue, their agreement with certain attitudinal statements on waste issues, what activities they currently undertake and what barriers exist that prevent them improving their performance with regard to waste. The questionnaire is given in Appendix E.

### 3.27 Key findings:

- 79% of respondents to considered waste to be an important issue and companies involved in industry and production, are more likely to see waste as important.
- Key information gaps for businesses include: Waste minimisation clubs; Environmental Management systems ; options for wastes management; What happens to waste once its collected
- 32% of respondents said they already segregated their waste for collection by recycling contractors, however, 12% said they still used a single skip for collecting all waste streams for disposal.
- Activities identified as being those most readily undertaken include: segregating waste; using re-usable/recyclable packaging; training staff in good practice; participation in waste minimisation clubs.
- Main barriers to better waste management: 21% of respondents cited lack of time; cost (14%); availability of contractors to remove the materials (15%)
- Smaller companies were more likely to perceive time as the major barrier with large operations concerned about the cost.
- Most effective communications mechanisms: 68% said that leaflets were effective; 61% TV adverts; 59% press articles; 53% company visits; seminars and workshops were seen as less effective.
- According to the survey results training needs in the business environment could be best met through: Mentoring in the work place; 'Train the trainer' type initiatives; Site visits; Practical 1 day courses.

3.28 These findings suggest businesses are aware of waste as an issue, but lack some knowledge about how they can implement changes and what the costs in both time and monetary terms might be. These findings will help to direct business communications for Phase III to ensure information gaps are filled and the delivery mechanism is appropriate for the target audience.

### *Recycling Businesses Survey*

3.29 Following phase 1, a telephone survey of recycling businesses indicated a significant increase in materials collected for recycling. Phase II, with its 'action' focus was anticipated to deliver even greater increases in collected materials. A list of 88 business was compiled based on listings in the 'Yellow Pages' under recycling or

wastes management. These businesses were then sent a short questionnaire (see Appendix E) to assess any changes in materials collected over the campaign.

- 3.30 The in-house recycling business survey of around 80 businesses achieved a 39% response rate, attributed to the succinct nature of the questionnaire and the inclusion of a pre-paid reply envelope.
- 3.31 77% of the respondents stated that they had found an increase in the materials collected for recycling, with the average being around 25%, while one business reported an increase of 100%.

### *District Council Questionnaires*

- 3.32 Given the high level of co-operation and liaison with the District Councils on delivery of the awareness campaign and the support given on the implementation of the waste management plans, it was important to assess opinion among the councils on the campaign and its future direction. To this end a short questionnaire was circulated to all 26 District Councils, (see Appendix E). This questionnaire was also used to obtain feedback on proposals for the Education programme to be implemented in schools.
- 3.33 23 of the 26 Councils responded to the questionnaire and 96% agreed that the campaign had been successful in raising awareness. 91% agreed it had been successful in encouraging action and 87% agreed it had increased participation in recycling and other waste initiatives.

### *Public Attitudes to the Environment in Rural Northern Ireland (Buick & Vischer, 2002)*

- 3.56 Northern Ireland Environment Link conducted a survey to investigate attitudes among the rural population to environmental issues as part of their project on Rural Community Environmental Capacity Building. This survey consisted of a 1000 questionnaires circulated to community groups through umbrella organisations and at major events with an environmental and/or rural theme.

3.57 Key findings include:

- Waste is high on the agenda of issues concerning rural communities with 33% of respondents stating this was the issue they would most like to resolve.
- Recycling was reported as the action undertaken by most people to protect the environment with 78% of respondents reporting that they did it regularly.
- 95% of respondents thought that statutory agencies are not doing enough to protect the environment.
- Very few respondents appear to recognise the link between their own actions and improvements in the local environment.

3.58 This survey highlights the broad impact of the campaign and that waste issues are enjoying a heightened level of awareness among the rural community. The challenge remains to translate this awareness into action and recognition that we all have a role to play in more sustainable waste management.

### **Changes in behaviour: Recycling rates**

3.59 Preliminary reports on recycling data for 2002 suggest an improvement in the recycling rate from 8.9% in 2001 to around 10% in 2002. Data is currently being validated to determine the precise figure.

3.60 Data for the January-June 2003 period will be reported in Autumn 2003 and it is anticipated the significant number of new schemes and the impact of the media activity throughout this period will be reflected in further substantial increases in recycling rates.

#### **4. Findings and progress to date**

- 4.1 Phase II of the Wake up to Waste campaign has built on the success of Phase I by maintaining an effective mix of media and PR, to continue both raising awareness and effecting attitudinal and behavioural change. The shift of emphasis, directing the public towards actions they can take each day, complements the provision of new facilities as part of the sub-regional Waste Management Plans.
- 4.2 Benchmarking and tracking research throughout Phase II indicates that waste management has maintained its place in the hierarchy of social issues with 94% of survey respondents agreeing that everyone should reduce waste and recycle. There still remains a significant long-term challenge in converting this recognition of the problem and apparent willingness to participate into sustained behavioural change. More focus group research will be undertaken before Phase III to determine the most effective means of communicating a message to ensure real and measurable change.
- 4.3 Preliminary reports from the District Councils suggest a steady improvement in recycling rates from 6.6% in 1999/2000 to 8.9% in 2001 and around 10% in 2002. The close working relationship between the Councils and the Department has been instrumental in ensuring the success of the new recycling schemes at the local level, through the reinforcement of the global message, complemented by regional and local good news stories. When District Councils were asked, 96% agreed that the campaign had been successful in raising awareness.
- 4.4 Research indicates that the campaign has affected behaviour with 71% of those who had seen the TV advert saying they had changed their behaviour or thought about changing their behaviour. Translating this interest and apparent willingness to participate into a behavioural change for a greater proportion of the population will be a key objective for Phase III.
- 4.5 The impact of the campaign is also being recognised among recycling business and contractors with reported increases in materials presented for recycling of up to 100%. Business are responding to the tailored messages of Phase II and a more detailed business communications strategy is in development for Phase III to create networks between business and recycling contractors to support sustainable resource management in the commercial sector. To this end Phase III will involve close liaison

and joint projects with other commercially orientated organisations including Invest NI and Waste and Resources Action Programme.

- 4.6 A research survey broken down at District Council level indicated significant differences in the level of awareness and satisfaction with local facilities for recycling. These findings will be used to develop regionally focussed messages for Phase III to ensure everyone is fully aware of their opportunities to engage and participate.
- 4.7 Throughout both phases of the campaign to date, PR has been a significant component resulting in 23 million opportunities to see the Wake up to Waste message. The value of PR is also augmented by the fact this represents 3<sup>rd</sup> party recognition of the message by TV and press reporters, as these are all editorial features and reports, and not bought advertising space.
- 4.8 The importance of the role played by PR in the campaign was further exemplified by the culmination of the Race competition in the 'Kelly Show' feature. This was a fantastic opportunity to project the 3Rs message to a prime time Friday evening audience and, through the appearance of the Minister and selected celebrities, lend both credibility and accessibility to the issues. The co-operation and support of UTV was invaluable in achieving this success and they have indicated they might consider a similar feature next year. The opportunity to engage the public and other stakeholders and recognise their achievements through awards and competitions is an aspect under consideration for Phase III.
- 4.9 Phase II has seen the identity and profile of the Wake up to Waste brand consolidated through its appearance at a number of high profile events, including the Belfast Telegraph Business Awards, The Balmoral Show and the CIWM Conference and Exhibition. The brand is now readily recognised and clearly linked with the message, ensuring it will have longevity in the market place and will therefore continue to take centre stage in Phase III.
- 4.10 The website has continued to play a central role in supporting the more high profile media and provides an opportunity to communicate more detail and information to the public. The expansion and redevelopment of the site has been a key part in its continuing success. Phase III will see the site as one of the focal points of the Business Communications strategy, providing sectoral based information and links to other useful sites, whilst also maintaining its function as a source of up to date news and information both on the campaign and wider waste issues.

- 4.11 Business Research in Phase II has indicated significant areas where businesses could benefit from sustainable waste solutions. As part of Phase III targeted business messages will be developed in parallel with some of EHS's organisational objectives and also means of supporting business in improving their waste management performance.
- 4.12 The evidence presented in this report clearly demonstrates that the campaign continues to be effective in raising awareness and changing attitudes to waste. The national approach to this issue being taken here in Northern Ireland is both unique and pioneering. Consequently it has proved difficult to find analogous campaigns against which the approach can be benchmarked. Further economic appraisal of the campaign spend and its integration with the Awareness and Education proposals in the Council groups Implementation Action Plans is ongoing and this will further inform the direction of Phase III.
- 4.13 The essential message for Phase III will be about reinforcing the importance of taking action and the potential consequences if not. This is a more detailed and complex concept to communicate and the approach may therefore involve a more diffuse, but continual presence in the media providing real and practical information to support participation. However, there is a need to maintain the global message and reach the maximum proportion of the public. TV has demonstrated its credentials in this role through both Phases to date, the first Phase TV advert being the most spontaneously recalled by survey respondents in April 2001 and, therefore, it is likely to play a significant role in Phase III.

## Appendices



## Appendix A: Brief for service provider

The Public Awareness & Information Programme for waste awareness should:

- Be designed in such a way as to harmonise the needs of the Department with those of the district councils and raise awareness of the issues, engage the optimum public in an inclusive way, build knowledge capacity and contribute to public participation in local minimisation, recycling and recovery schemes.
- Be as radical, innovative and hard edged as the messages it seeks to highlight. It should recognise that individual behaviour is part of the problem and must be part of the solution.
- Target the general public, with the emphasis on individual responsibility and its value in addressing waste issues. Delivery of the key messages in collaboration with local and regional interests, and in the context of work, leisure and lifestyle activities, will be essential means of reaching the target group.

Waste Management Issues to be covered

The programme and its campaign elements should address specific areas and where appropriate the reasoning behind their importance and impact. Areas should include, inter-alia:

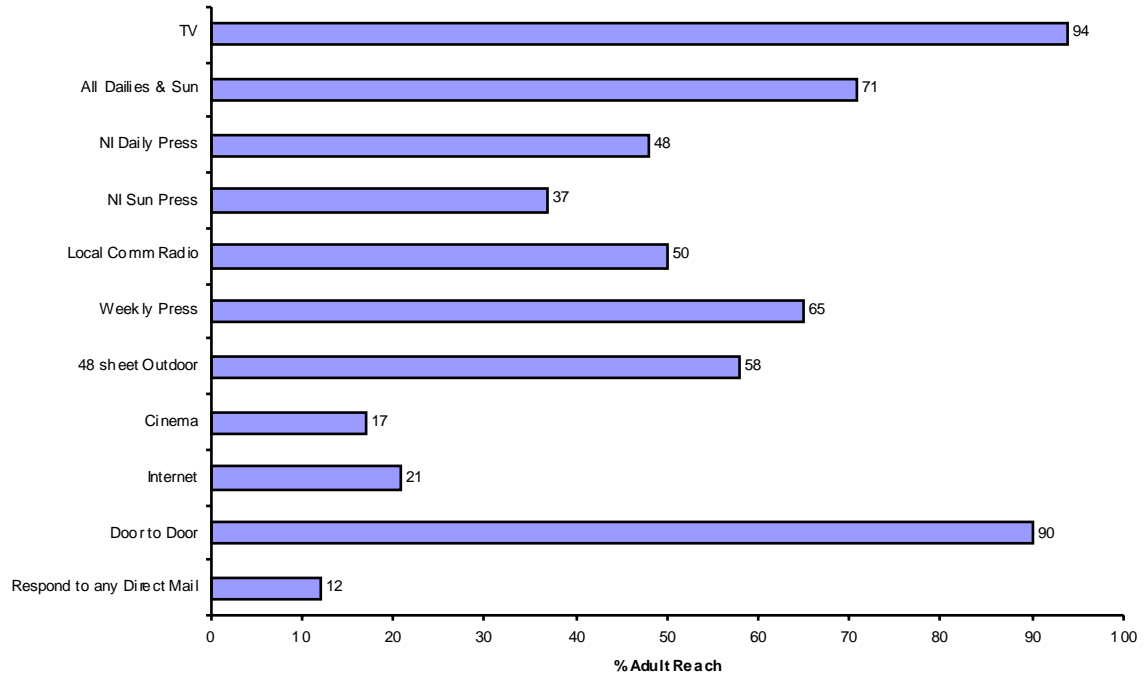
- Waste minimisation and prevention;
- Responsible use of natural resources;
- Sustainable production and consumption;
- Awareness of technologies, processes and facilities;
- Participation in waste initiatives;
- Attitudinal/behavioural research and benchmarking.

Programme Output

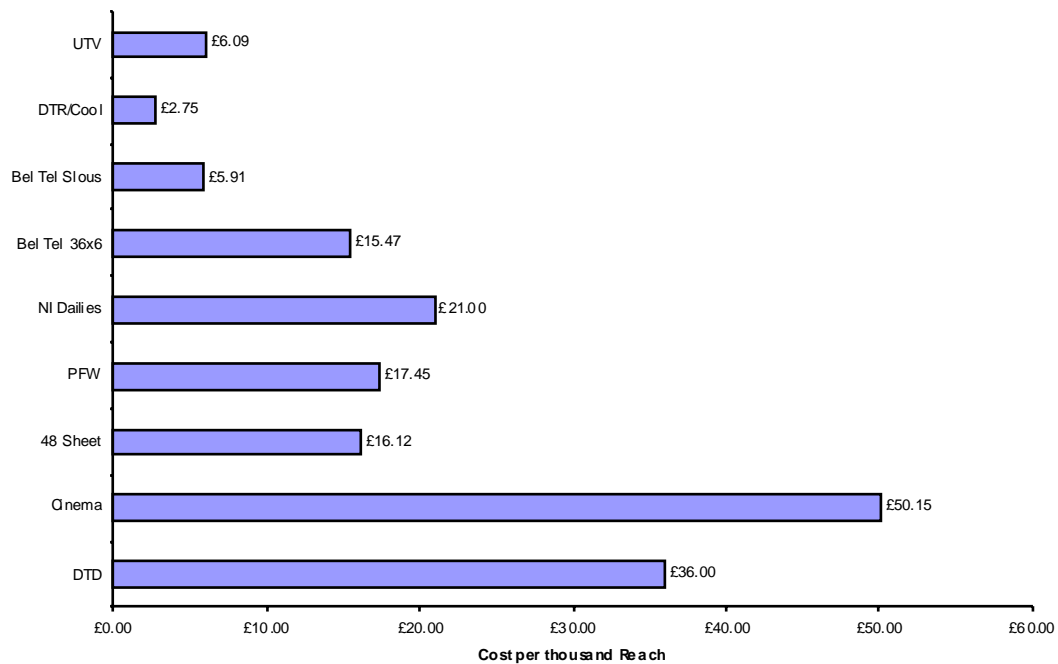
Measurable and progressively increased public awareness of the need for, and achievement of, sustainable waste management.

## Appendix B: Communication Channel Information

**Figure B(i) Communication Channel Analysis – Northern Ireland**



**Figure B(ii) Cost Comparisons of media channels – Northern Ireland (2003)**



## Appendix C: Assessment of Campaign Performance

### Media

#### TV

A total of 2163 TVRs were purchased for the campaign, across the 3 TV adverts and 2 channels. The initial TV plan was to purchase 2260 TVR's but only 1909 were available from the TV channels at the time of commissioning, however, a total of 2163 were actually delivered, representing a 4% loss on the planned slots, but 320 slots more than were projected by the channels.

**Table C(i) TVR Performance**

Advert	Planned	Station Projected	Achieved	+/- Station
Care	505	423	418	+58
Do-ables	804	683	816	+133
Race	951	803	932	+129
<b>Totals</b>	<b>2260</b>	<b>1909</b>	<b>2163</b>	<b>+320</b>

The targets for the TV advertising were as follows

- 93% of the population to have seen one of the adverts at least once
- 80% to have seen one four times

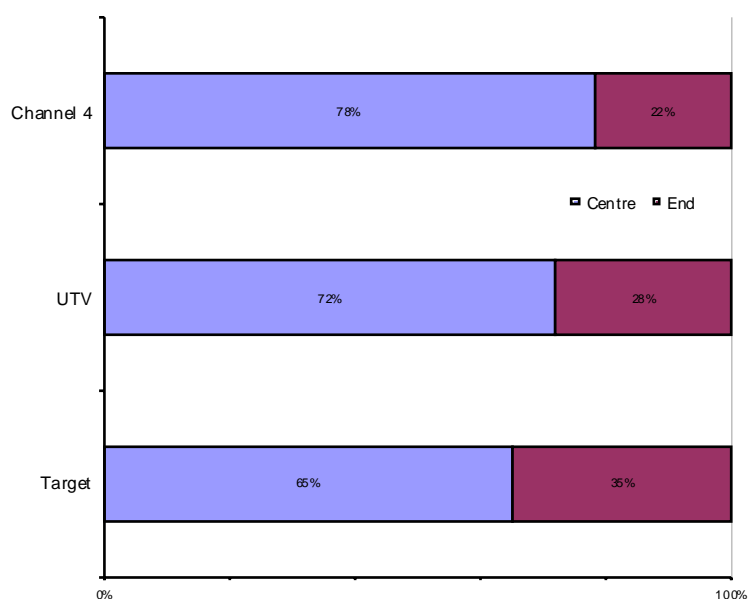
These targets were met and exceeded with 95.5% of the population seeing at least one of the TV adverts and 84.2% seeing them four or more times.

Dayparts for TV advertising reflect the times of day when most people are watching TV and are likely to be reached by an advert. Naturally these are higher in the early evening with a slight peak at lunchtime. Ideally the spread of dayparts for a campaign should follow the natural model as closely as possible. Phase II of Wakeup to Waste was able to achieve this for both UTV and Channel 4 coverage, thereby maximising the number of people likely to see the advert.

**Table C(ii) Dayparts**

Dayparts	UTV Natural %	UTV campaign %	CH4 Natural	CH4 Campaign
0660-0929	0	0	1	2.4
0930-1159	6.8	5.7	1	0.3
1200-1559	6.9	7.2	8	8.9
1600-1730	8.5	8.2	27	43.5
1731-1959	35.0	41.0	17	13.8
2000-2330	36.0	31.7	34	27.4
2331-close	7.3	5.6	13	3.6

The TV campaign also set targets for the ratio of centre (i.e. middle of the programme) to end breaks. Naturally more people are likely to watch a TV advert during their favourite TV programme than at the end where they may turn off etc. Wake up to Waste again exceeded the target for centre time slots as seen in figure B(i)

**Figure C (i) Ratio of Programme Centre/End Splits**

A similar model to Phase 1 in terms of programming was employed ensuring that the TV advert was located in a wide variety of shows encompassing news and documentary, children's and youth programming, soaps and serials, films and sport and regional programmes.

95.5 % of the NI population saw the TV advert at least once, representing a reach of around 1.6 million people. This equates to a cost per thousand (CPT)<sup>1</sup> of around £155 per thousand people which compares favourably with CPT for Phase I at £101 per thousand. Phase II delivered three different TV adverts, one third more TVRS and an increase in reach of 2.5% and therefore continues to represent good value for money.

### *Radio*

Each station ran the advert a total of 32 times with the campaign running in 4 bursts over 8 weeks, giving a total of 968 radio slots. Scripts are given in the supplementary document: Phase II Activities Summary.

79.2% of the population had an opportunity to hear at least one of the radio adverts representing nearly 135,000 people. CPT for radio is therefore at £354 per thousand. (Compared with £216 for Phase I) Reach through this medium has increased since Phase I by 10% and over twice as many slots were employed.

**Table C(iii) Radio reach**

Station	Reach (1000)	Reach (% Population)
Cool FM	574	60.3
Downtown Radio	527	39.7
Belfast Citybeat	270	48.9
Q102/Q97/Q101	105	42.6
<b>Total</b>	<b>1052</b>	<b>79.2</b>

### *Press*

The combined circulation of all the press media is 765,105. The regional and local press carried 2 adverts resulting in a potential 1.4 Million opportunities to see the message, equating to 84% of the Northern Ireland population.

<sup>1</sup> In this report, cost per thousand (CPT) has been calculated by summing the media and production costs and dividing by the population reached, where figures are available. Repeat showings of the same advert will reduce CPT calculated in this way. Media buying often uses CPT to compare value of different media, however these figures are not directly comparable, as they do not include production costs.

## Outdoor

All the outdoor media experience a degree of 'overshow' whereby posters remained in place, as the space had not been sold, for the following cycle. This results in effectively free advertising space. Overshow for the 6 sheets occurred at 172 sites, covering each of the four cycles. This equates to £27,170 in terms of bought advertising space. 22 of the 48 sheet sites experienced overshow, equating to £6050.

At present there is no industry standard method for measuring the reach and impact for outdoor sites in Northern Ireland. To demonstrate that use of outdoor media is a useful part of a campaign research was undertaken, by the service provider JC Decaux, to assess the impact of Wake up to Waste outdoor media. The research was conducted in January 2003 on a sample of 200 people by Catalyst.

68% of respondents recalled seeing outdoor media, 71% said they liked the posters, 74% said they understood the message and 68% said they were eye-catching. 73% also recognised the advert was aimed at them. These figures compare favourably with figures for the average impact of a marketing campaign.

**Table C(iv) Comparison of impacts of outdoor media**

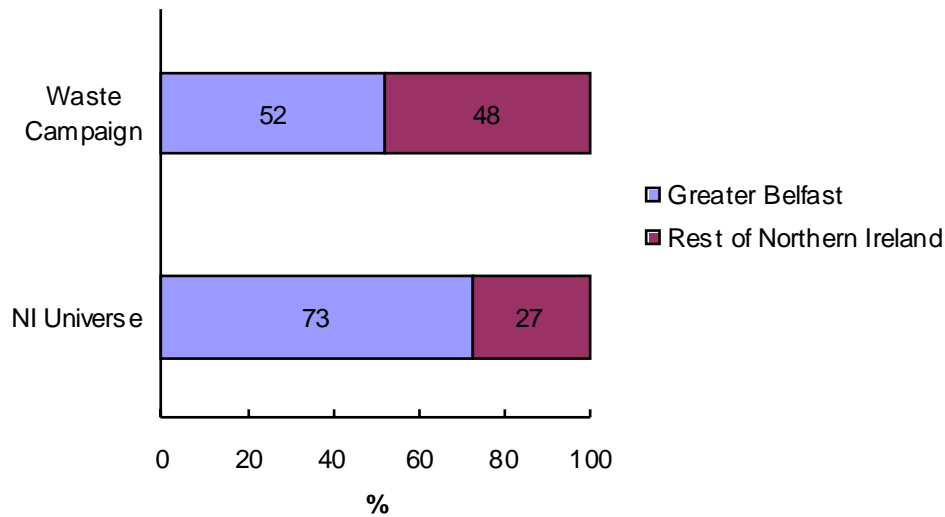
	Wake up to Waste Campaign (%)	*YTD average 2002 (%)
Recall	68	51
Liking	71	55
Understanding	74	74
Eye catching	68	63
Clear who is advertising	51	N/A
Call to Action	56	34

\* YTD: Year to date.

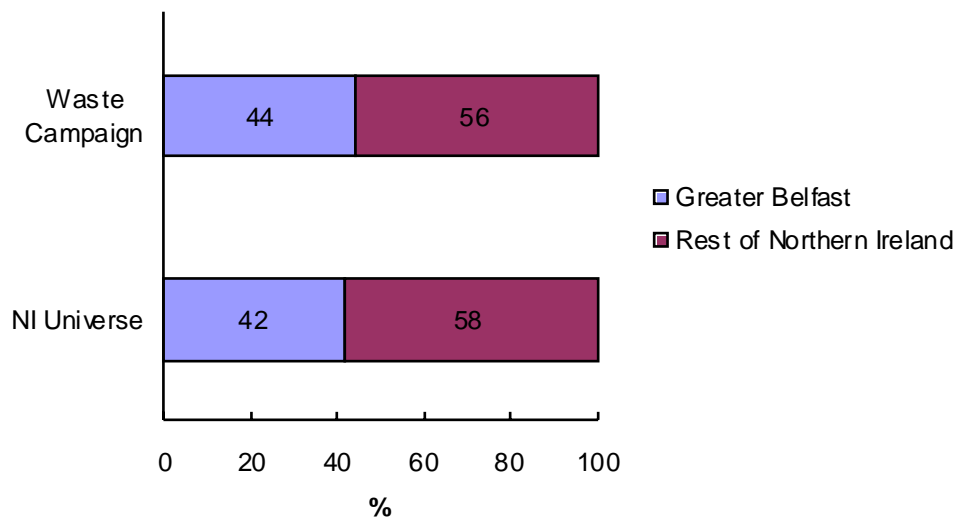
Estimates of CPT for outdoor media are not very reliable given the absence of accurate data on how many people may have actually been exposed to it. However ORAC was a system that was employed in the late 1990's for this purpose and based on these predictions a 70-sheet campaign of Billboards and busbacks would reach 59% of men and 44% of women. Based on this estimate and taking an average between the genders around

52% of the population should have seen the outside advertising equating to nearly 900,000 people. CPT calculated on this basis is around £88 per thousand. Given the additional use of adshels and shopperlites to augment the impact of the busbacks and 48 sheets this cost compares favourably with Phase I estimated at £90 per thousand.

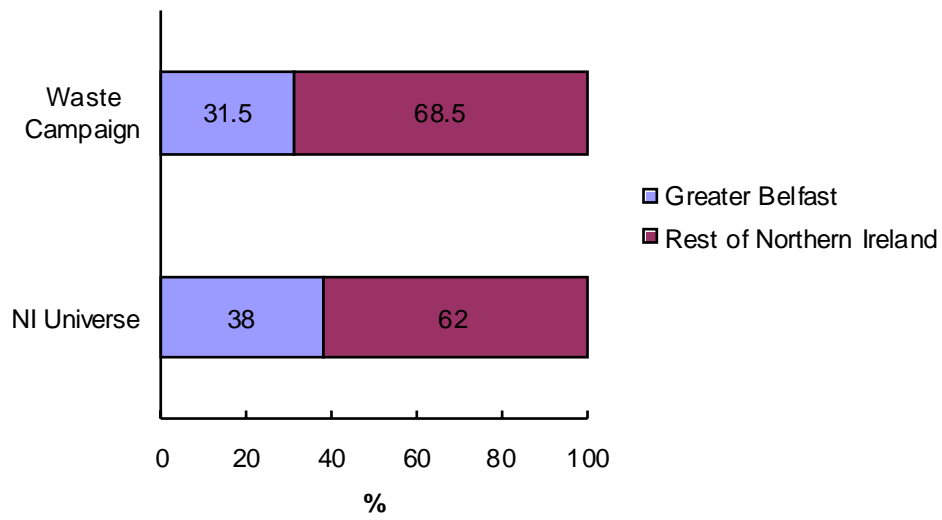
**Figure C (ii) 48 Sheet Billboard locations**



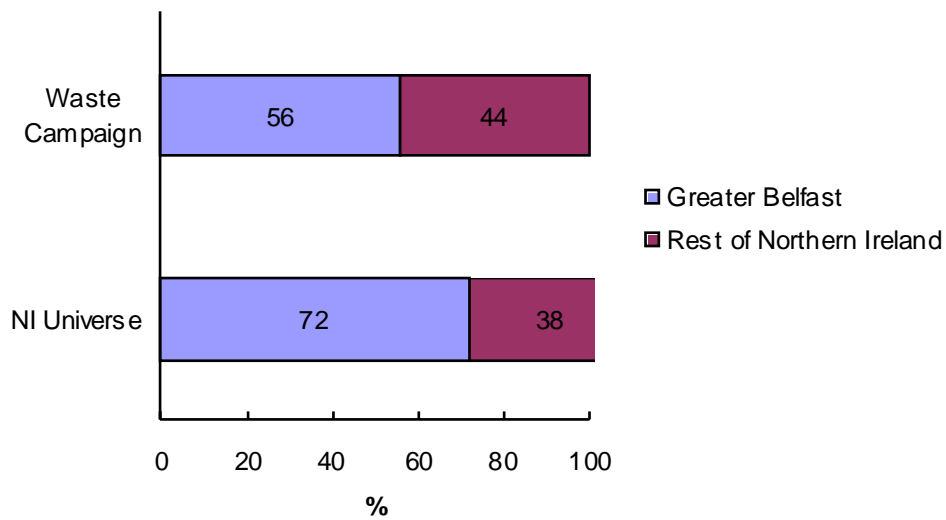
**Figure C (iii) Shopperlite locations**



**Figure C(iv) Adshel locations**



**Figure C(v) Bus midrears and streetliner locations**



## Website

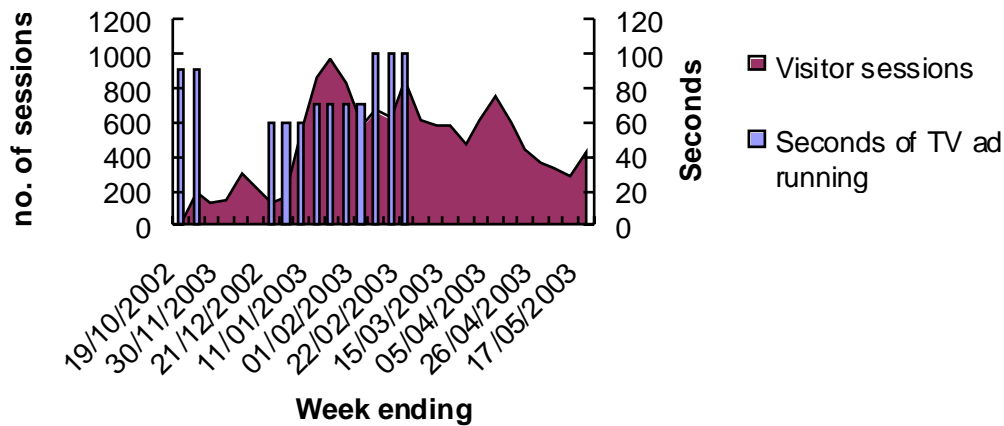
Table B(v) Website hits and visitors

Week ending	Hits	Visitor sessions	% of UK visitor sessions	Unique Visitors	More than 1 visit
19/10/02*	16	9	22.2	7	5
16/11/02 <sup>1</sup>	6266	191	7.85	155	24
23/11/02	8467	132	14.39	96	84
30/11/03	7787	143	11.88	90	73
07/12/02	9560	299	12.04	250	230
14/12/02	6104	225	13.33	200	179
21/12/02	4912	136	15.44	117	104
28/12/02	2077	157	7.64	98	29
01/01/03	15050	534	8.42	249	78
11/01/03	50129	861	15.56	481	133
18/01/03	29782	961	15.92	510	121
25/01/03	32144	830	17.22	491	119
01/02/03	19016	572	18.53	313	68
08/02/03	18594	664	13.25	357	110
15/02/03	16054	618	11.97	314	89
22/02/03	26995	849	11.54	445	93
01/03/03	21622	608	11.84	326	76
08/03/03	22143	578	12.28	297	76
15/03/03	14234	574	14.45	272	69
22/03/03	13599	468	12.17	313	63
29/03/03	22673	604	13.24	350	84
05/04/03	14565	745	10.6	401	143
12/04/03	13411	587	8	338	95
19/04/03	8551	437	7.55	232	63
26/04/03	7959	364	7.14	200	51
03/05/03	9451	329	16.71	201	46
10/05/03	10103	290	16.55	209	40
17/05/03	13967	424	11.08	299	65
24/05/03	6494	278	14.38	214	38
31/05/03	6184	243	16.04	154	18
07/06/03	7490	297	13.8	198	46
14/06/03	5958	233	16.73	160	19
21/06/03	6005	258	6.97	177	27
	<b>Total</b>	<b>Total</b>	<b>Average</b>		
	<b>457362</b>	<b>14498</b>	<b>12.93</b>		

Analysis of the statistics in the table above and figure C(vi) shows a close match between activity on the site and the showing of the TV adverts. Phase II UK visitor sessions were about half those of Phase I (12.9% compared with 26%) and the cost per thousand UK visitors is therefore higher despite spend on the site being around the same (CPT Phase II £193, CPT Phase I £23.50). The additional flexibility and functionality of the site, however, will enable it to be developed to meet the needs of Phase III and beyond without additional cost and therefore this figure still represents good value.

The site was also shortlisted for the Business Eye Goldeneye awards in the public sector category.

**Figure C(vi) Visitor sessions and TV time**



### *Duty of Care*

In total 3851 people attended the 7 roadshows, representing Northern Ireland businesses large and small across the province. Of these attendees 962 completed an evaluation form and all reported to be satisfied with the delivery and information they had received.

The success of the roadshows was exemplified by a 157% rise in the number of applications to Register as a carrier of waste, compared with the same period the previous year. Clearly businesses were getting the message about their new obligations and were anxious to comply.

### *Chamber of Commerce Meetings*

This was a real opportunity to take the waste message to the very heart of business communities throughout Northern Ireland and presentations were delivered at 82 % of the Chambers or equivalents.

Presentations were not always well attended but over the period of delivery the average was around 10 people for each meeting. In the majority of cases the local media attended to

take a photograph and this accompanied the press release in a large number of local papers.

### *PR activity*

The PR component is measured by the 'opportunities to see' which represents how many people might have had an opportunity to see or hear a given article or news feature based on viewing figures or audited circulation information. The value column in the table below represents the cost of placing these articles as advertisements or features if the space had been paid for.

**Table C(vi) Summary of Pr Performance**

	Time (mins) or length (words)		Opportunities to see		Value (£)		No. of articles	
	Phase 1	Phase 2	Phase 1	Phase 2	Phase 1	Phase 2	Phase 1	Phase 2
TV	2,806	3,740	767,400	1,270,000	£102,307	£313,066	21	13
Radio	3,897	2,323	394,336	511,656	£20,555	£14,216	12	16
Regional Press	5,245	8,396	4,446,859	6,976,680	£64,509	£94,094	23	38
Local Press	53,021	42,064	4,340,227	4,299,187	£90,290	£78,858	250	192
Business Press	3,606	730	165,153	33,241	£10,376	£2,080	12	12
<b>Totals</b>	<b>68,575</b>	<b>57,273</b>	<b>10,113,975</b>	<b>13,090,764</b>	<b>£288,037</b>	<b>£502,314</b>	<b>318</b>	<b>271</b>

PR activity in Phase II represents excellent value for money based on opportunities to see working out at under £4 per 1000. 13 million opportunities to see would equate to each person in Northern Ireland seeing the Wake up to Waste Message 7 times. Even if it is assumed everyone saw some PR activity at least once the cost per 1000 is only £28.

### *Race Competition*

A total of 609 entries were received for the competition, 330 entries from 85 schools, 221 from families, 31 from community groups and 27 from businesses. The standard of entries was consistently high and many entrants had taken considerable time and effort in preparing their entry.

The real impact of the competition has been in the PR activity surrounding it. UTV were very supportive of the awards and gave considerable time and resources to the project in preparing short films showing the short-listed entrants. The feature on the TV show lasted around 30 minutes, broadcast at prime time on Friday night television. This represents a phenomenal level of coverage for the waste message.

### *Retail Partnership*

All the retail partners were contacted as part of the evaluation process for phase II and asked to complete a short questionnaire that would provide information to fulfil the charter requirement for monitoring and reporting on the impact of the partnership.

Responses to the questionnaire were disappointing with only Safeway providing a sufficient level of detail for a genuine assessment of any change. Key responses include:

- Of those who responded, all partners circulated the training video and 2 incorporated into their staff induction. 4 respondents displayed the staff poster.
- All of the partners who responded provide an alternative to standard plastic carriers bags e.g. bag for life, although none were able to provide figures on usage.
- None of the respondents have introduced new lines of recycled products nor do they have any plans to do so at present, although Safeway already carries a comprehensive range. Few details were provided by the other partners.
- 5 of the respondents have recycling points at their stores, but only one had noticed an increase in use following the launch of the partnership.

### *Balmoral Show*

Over 25% of those visiting the DOE stand said they found the EHS part of the exhibit the most interesting and informative.

Anecdotally, many people appeared to be drawn into the stand and discussion with staff, when they recognised the Wake up to Waste brand and associated images. This often led to discussions on waste and recycling and wider environmental issues.

### *CIWM Exhibition*

Over 8000 people attended the CIWM with around 560 registered as delegates to the conference. The total exhibition space was around 30,000m<sup>2</sup> and 36% of exhibitors found the event good to excellent in terms of the enquiries received. A steady stream of visitors attended the Wake up to Waste stand, including a high proportion of the Northern Ireland delegates. Many of the other visitors were businesses who were potentially interested in

selling their services to District Councils in Northern Ireland and the stand provided an opportunity to find out a bit more about their target audience.

The Conference Welcome reception was well attended with around 300 people visiting the event. Wake up to Waste advertising materials were displayed throughout the room and provided an opportunity for delegates both from Northern Ireland and elsewhere to see the full range of campaign images. A board outside the venue was used to welcome delegates and introduce the Department and the Campaign as sponsors of the event.

The workshop on public engagement was also very busy and the paper on Wake up to Waste given by Sara McGuckin prompted a lively debate and several requests for copies of the TV adverts for wider circulation in GB.

### *Launch event*

The interactive approach for this event was intended to engage the schoolchildren and demonstrate to the public that things they do everyday can make a difference to the waste problem. Despite this low-key format, articles appeared in the Belfast Telegraph that evening and on subsequent days a feature was broadcast on the UTV Life programme and features ran on BBC Radio Ulster, on City Beat FM and in the Belfast News.

## Appendix D: Composition of Focus Groups

<i>Group</i>	<i>Gender</i>	<i>Age</i>	<i>Life-stage</i>	<i>Child Status</i>	<i>SEG</i>	<i>Area</i>	<i>Current recycling</i>	<i>Other</i>
1	Female	23-32	Family Builder	Under 2's and nursery schoolage	C2D E	Coleraine	Recycle	
2	Female	32-45	Family Builder	High school aged	ABC 1	Ballymena	Recycle	
3	Male	30-40	Family Builder	Primary and High School aged	BC1	Banbridge	Do not recycle	
4	Couples	50-60	New life Builder	Grown up and left home/at Uni	C1C 2	Newry	Do not recycle	
5	Male	55-65	New life Builder	Grown up and left home/at Uni	C2D	Londonderry	Do not recycle	Retired, interest in gardeni ng
6	Female	50-60	New life Builder	Grown up and left home/at Uni	BC1	Enniskillen: Ivinstown	Recycle	Interest in gardeni ng
7	Male	23-35	DINKS career builder	No kids	C2D	Omagh: Dromore, Drumquin, Fintona	Do not recycle	
8	Female	25-35	DINKS	No kids		Belfast	Do not recycle	

## Appendix E: Research Questionnaires

### 2. Benchmarking October 2002

1. How important or unimportant are the following social issues to you:

- Public Transport
- Job Training
- Hospitals
- Education
- Road Safety
- Waste Management
- Community Healthcare
- Environment
- Community Relations

*Very important / Fairly important / Neither/Nor / Fairly unimportant / Very unimportant / Don't know*

2. What can be done in relation to the amount of waste / rubbish created at home to help protect the environment for the future?

(Unprompted to pre-codes)

- Buy goods with less or no packaging
- Say no thanks to carrier bags in shops and take my own
- Take glass bottles and jars to recycling points
- Reduce the amount of paper waste by using both sides
- Re-use items for different uses at home or work - e.g. jam jars
- Recycle newspapers / papers / magazines
- Take clothes to charity shop
- Buy in bulk to reduce packaging
- Block on junk mail
- Home composting
- Buy recycled goods
- Segregate waste into separate bins
- Buy more durable goods
- Other specify: \_\_\_\_\_

3. To what extent do you agree or disagree with the following statements:

- Waste, including household rubbish, is a major threat to the environment.
- Waste is the council's problem.
- Waste - just dump it and forget it.
- The Government isn't doing enough to reduce waste.
- Everybody should try to reduce and recycle their waste.
- Most people would play their part in recycling waste if it was made easier for them - for instance with kerbside collection.
- I could make more use of the things I throw away.
- Waste? I've enough to worry about.
- Waste? I have no idea what I should do.
- We need to change the way we live or we will ruin this planet with our waste.
- Businesses in Northern Ireland need to take more responsibility for reducing and recycling their waste.

*Strongly agree / Tend to agree / Neither/Nor / Tend to disagree / Strongly disagree / Don't know*

4. To what extent do you agree or disagree with the following statements:

- I need to be more conscious of how to deal with my rubbish / waste at home.
- Other people need to be more conscious of how they deal with their rubbish / waste at home.

*Strongly agree / Tend to agree / Neither/Nor / Tend to disagree / Strongly disagree / Don't know*

5. How often do you do each of the following activities to reduce, reuse or recycle YOUR rubbish?

- Buy goods with less or no packaging.
- Say no thanks to carrier bags in shops and take my own.
- Take glass bottles and jars to recycling points.
- Reduce the amount of paper waste by using both sides.
- Re-use items for different uses at home or work - e.g. jars.
- Recycle newspapers / paper / magazines.
- Take clothes to charity shop.
- Buy in bulk to reduce packaging.
- Home composting.
- Buy recycled goods.
- Segregate waste into separate bins.
- Buy more durable goods.

*Always / Most of the time / Some of the time / Rarely / Never*

## Tracking November 02

1. How important or unimportant are the following social issues to you:

- Public Transport
- Job Training
- Hospitals
- Education
- Road Safety
- Waste Management
- Community Healthcare
- Environment
- Community Relations

Very important / Fairly important / Neither/Nor / Fairly unimportant / Very unimportant / Don't know

2. What can be done in relation to the amount of waste / rubbish created at home to help protect the environment for the future?

(Unprompted to pre-codes)

- Buy goods with less or no packaging
- Say no thanks to carrier bags in shops and take my own
- Take glass bottles and jars to recycling points
- Reduce the amount of paper waste by using both sides
- Re-use items for different uses at home or work - e.g. jam jars
- Recycle newspapers / papers / magazines
- Take clothes to charity shop
- Buy in bulk to reduce packaging
- Block on junk mail
- Home composting
- Buy recycled goods
- Segregate waste into separate bins
- Buy more durable goods
- Other specify: \_\_\_\_
- 

3. To what extent do you agree or disagree with the following statements:

- The Government isn't doing enough to reduce waste.
  - Everybody should try to reduce and recycle their waste.
  - Most people would play their part in recycling waste if it was made easier for them - for instance with kerbside collection.
  - I could make more use of the things I throw away.
  - Waste? I have no idea what I should do.
  - Businesses in Northern Ireland need to take more responsibility for reducing and recycling their waste.
- *Strongly agree / Tend to agree / Neither/Nor / Tend to disagree / Strongly disagree / Don't know*

4. To what extent do you agree or disagree with the following statements:

- I need to be more conscious of how to deal with my rubbish / waste at home.
- Other people need to be more conscious of how they deal with their rubbish / waste at home.

*Strongly agree / Tend to agree / Neither/Nor / Tend to disagree / Strongly disagree / Don't know*

5. How often do you do each of the following activities to reduce, reuse or recycle YOUR rubbish?

- Buy goods with less or no packaging.
- Say no thanks to carrier bags in shops and take my own.
- Take glass bottles and jars to recycling points.
- Reduce the amount of paper waste by using both sides.
- Re-use items for different uses at home or work - e.g. jars.
- Recycle newspapers / paper / magazines.
- Take clothes to charity shop.
- Buy in bulk to reduce packaging.
- Home composting.
- Buy recycled goods.
- Segregate waste into separate bins.
- Buy more durable goods.

*Always / Most of the time / Some of the time / Rarely / Never*

6. Of all the advertising you have read, seen or heard in the last month, which advert first comes to mind? (Open-ended)

7. Have you seen this advertising? (Show Still)  
Yes / No

8. What was the message of this advertising? What was it trying to say? (Open-ended)

9. Following the introduction of this campaign, which of the following have you done:

- a Made an attempt to reduce the amount of waste generated at home
- b Made an attempt to reuse more items that would previously have been put straight in the bin
- c Increased the amount I recycle
- d Thought more about reducing waste and recycling
- e No change

10. To what extent does this advertising influence you or not influence you to be more active in reducing, re-using and recycling your waste?

*Influences me a lot*

*Influences me a little*

*Does not influence me at all*

### Tracking results March 03

1. How important or unimportant is it that domestic households in Northern Ireland should reduce, reuse or recycle their waste?  
*Very important / Fairly important / Neither/Nor / Fairly unimportant / Very unimportant / Don't know*
2. How important or unimportant is it that businesses in Northern Ireland should reduce, reuse or recycle their waste?  
*Very important / Fairly important / Neither/Nor / Fairly unimportant / Very unimportant / Don't know*
3. Where is your nearest recycling facility? [Open-Ended]
4. Does your council provide you with a separate bin or bins for recycling e.g. for paper or for dry recyclables (paper, plastic bottles & cardboard)? [Yes / No]
5. Does your council provide you with information on how to reduce, reuse or recycle your waste? [Yes / No]
6. How satisfied or dissatisfied are you with the facilities provided by your local council for recycling waste?  
*Very satisfied / Fairly satisfied / Neither/Nor / Fairly dissatisfied / Very dissatisfied / Don't know*
7. How likely or unlikely would you be to reduce, reuse and recycle waste if local facilities were improved?
8. What percentage of your rates do you think goes towards waste management?  
[Unprompted]
9. *0-2%*  
*3-5%*  
*6-9%*  
*10-20%*  
*21-30%*  
*31-40%*  
*41-50%*  
*Over 50%*  
*Other*  
  
*Very likely/likely / Fairly likely / Neither/Nor / Fairly unlikely / Very unlikely / Don't know*

## Community Group Questionnaire (telephone survey)

We recently sent your community group a leaflet on the Race to Reduce, Reuse, Recycle competition.

1. Did you receive the leaflet  
Yes  
No If not, go online to [www.wakeuptowaste.org](http://www.wakeuptowaste.org)
2. If yes, will your community group be entering this competition?  
Yes  
No

The Environment and Heritage Service would like to hear about ways that community groups are helping to reduce, reuse or recycling waste.

3. What, if anything does your community group do in relation to reducing, reusing or recycling waste? (unprompted)
  - Cash for cans / recycling aluminium cans
  - Shred and grow / composting projects
  - Two bag textile recycling / clothes for re-sell / recycle
  - Repaint scheme / left over paint for other uses
  - Other (SPECIFY) \_\_\_\_\_
  - Nothing (Would you be interested in developing waste projects or schemes?)
  - Don't Know

Your local recycling points can be found on the EHS Website [www.wakeuptowaste.org](http://www.wakeuptowaste.org) \_\_\_\_\_ or by contacting your local council.

4. Do you know where your community group's local recycling points are?  
Yes  
No
5. What help/support would your community group need to get involved in reduce, reuse or recycle schemes?
  - Visits from District Council Recycling Officers
  - Dedicated Community Group section on website with useful contacts and ideas and community project case studies
  - Promotional material, poster packs
  - Ongoing newsletters/information via email
  - Workshops Exhibitions in local areas
  - Other (SPECIFY) \_\_\_\_\_
  - Don't Know

## CONTACT DETAILS

Community Group:

Name:

Role:

Address:

Tel:

Email:

Would you be happy for the Environment and Heritage Service to send your community group information on waste issues in the future?

Yes

No

## Business Survey Questionnaire July 02

1. How important or unimportant are the following social issues to your company?

- Equality of opportunity
- Job Training
- Inflation
- Education
- Exchange rates
- Waste management
- Political stability
- Environment
- Community relations

Very important, quite important, neither, quite unimportant, very unimportant, don't know /not sure

2. Thinking particularly about the issue of waste management, how much more or less important is it to you now than it was 6 months ago?

- *Much more important now*
- Slightly more important now
- About the same
- Slightly less important now
- Much less important now
- Don't know

3. To what extent do you agree or disagree with the following statements?

- Waste produced by business is a major threat to the environment
- Waste is not my problem
- Just dump it and forget it
- The government isn't doing enough to reduce Waste
- Most businesses would play their part in recycling if it were made easier for them
- Our business could make better use of the waste it generates
- I've enough to worry about
- I have not idea what my business should do to reduce Waste
- We need to change our attitude to waste and recognise it as a resource

Strongly agree, slightly agree, neither, slightly disagree, strongly disagree, don't know /not sure.

4. How well informed would you say you were about each of the following?

- What happens to your waste once it has been collected
- What can and can't be recycled
- What products are made from recycled materials
- What you can do as a company to reduce your Waste

- The options for waste management in you area
- The benefits of recycling and reducing Waste
- Waste minimisation clubs (w orking together to w ork on w aste schemes and save money)
- Environmental Managemnt systems

Very well informed, quite well informed, neither, quite poorly informed, very poorly informed, don't know /not sure.

5. What, if any, activities do you currently undertake to reduce/recycle your waste?
6. How long have you been doing this for
7. Assuming you will continue with the activities you have mentioned what other activities would you be prepared to undertake in the future to reduce/recycle your waste?
8. Of those activities you have mentioned (chosen at Q4C) which **one** would you be **most** likely to do in the future?
  - Segregate waste for collection by recycling contractor
  - Collect off spec products and off cuts for re-use in the process
  - Collect all waste in a single skip for disposal
  - Participated in waste minimisation clubs and schemes
  - Use returnable or recyclable packaging on your products
  - Train staff in good practice with respect to Waste
  - Re-use items where appropriate e.g. envelopes for internal mailings
  - Have implemented an environmental management system
  - Don't know /not sure
  - Other (please specify)
9. What, if any, are the barriers to you re-using, reducing and recycling waste? What others?
10. Of these activities you have mentioned (chosen at Q5A) which **one** is the **main** barrier?
  - Too much red tape and too many regulations to comply with
  - It costs too much
  - Its too time consuming to organise and manage
  - I don't know what I can do
  - Don't know where to get information on schemes and options
  - It would not work in my sector / type of business
  - There are no local contractors to collect materials for recycling
  - We have no space for storing items for recycling
  - You need compaction and baling equipment
  - Don't know
  - No barriers
  - Other (specify)

11. How effective would each of the following be in providing your business information on waste initiatives and new legislation?

- Website
- Business TV adverts
- Business Press Articles
- Information Leaflets
- Seminars/Workshops
- Company Visits
- Helplines
- Mailshots
- Other (specify)

12. How effective would each of the following be in meeting the training needs in your business to achieve better waste management?

- Full or part time academic type courses with formal teaching and assessment
- Mentoring in the work place by experienced staff
- Train the trainers where selected people attend a training course and then return to the company to disseminate information
- Distance learning packages
- IT or web based packages
- Practical one day courses
- Residential short courses on key topics, with a 'hands on' element
- Seminars and workshops
- Site visits
- Flexible hour (e.g. breakfast and evening) courses and locations

### Recycling Business Survey Letter

February 20, 2003

Dear

As a leading business in the field of waste management, you may be aware of the Department of the Environment campaign 'Wake up to Waste'.

This initiative has been running over a year now and the public has had a wide range of opportunities to absorb the 'reduce, re-use and recycle' message through TV, radio, outdoor media and press.

To assess the impact of 'Wake up to Waste' and inform the direction of future initiatives we would value your feedback on how this campaign has affected your business. I would be very grateful if you were able to complete the tear off slip at the foot of this letter and return to me in the prepaid envelope by Friday March 7<sup>th</sup>.

Should you have any questions about the campaign or other waste related matters please do not hesitate to contact me on the number below.

Sincerely,

**Liz Hurst**  
Higher Scientific Officer  
Waste Strategy Team  
Tel: 028 9054 6586

**Which materials do you collect?**

Glass  Paper  Plastic  Cardbo Textiles

Other (please detail):.....

**What is your average volume/weight collected each week for each?**

Glass  Paper  Plastic  Cardbo Textiles

Other (please detail):.....

**Have you noticed any increase in materials collected over the last 12 months?(please provide figures where possible)**

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**Do you have any comments on the campaign?**

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**Please return completed Questionnaires to [liz.hurst@doeni.gov.uk](mailto:liz.hurst@doeni.gov.uk) by Friday 4<sup>th</sup> April 2003 – to complete online, double-click on box and select**



## District Council Education & Awareness Questionnaire

Name  
Council  
Address

### Part A Public Awareness & Information Programme

**1. To what extent do you agree or disagree that the Wake up to Waste campaign to date has been successful in:**

	Strongly agree	Tend to agree	Neither	Strongly disagree	Don't know
a) Raising awareness of the waste issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Encouraging people to take action/responsibility for their waste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Increasing participation in recycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Comments**

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**2. Please indicate awareness activities/initiatives carried out by your Council:**

- Promotional visits
- Leaflets
- Advice/Helpline
- Publicity

***Please tick all that apply***

Other (Please specify)

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**3. Please detail the initiatives you would like to see in the next phase:**

- TV/radio adverts
- Outdoor advertising

- Press advertising
- Leaflets customised for each region/council
- Initiatives to target businesses
- Community based initiatives
- PR activity on local projects

**Please tick all that apply**

Other (*please detail below*)

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**4. Are there any other comments you would like to make about the Wake up to Waste Campaign?**

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**Part B School Education Programme**

**5. Please indicate school education activities currently carried out by your Council:**

- Education visits
- Ongoing projects
- Leaflets
- Visits to CA sites/Landfill sites
- Eco-schools

*Please tick all that apply*

Other (*please detail below*)

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**6. Do you currently collect segregated waste from schools for recycling?**

- Yes (*please provide details of materials and frequency*)
- No

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**7. Additional comments on development of integrated Schools Education Programme:**

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**Recycling Officers information request**

**Current and future Council waste facilities**

**Council:**

<b>No. of Households from which waste is collected:</b>			
	<i>How many households currently?</i>	<i>Do you have plans for more? How many households proposed?</i>	<i>Outline timetable for delivery</i>
<b>Do have a separate waste paper collection?</b>			
<b>Do you provide home composters?</b>			
<b>Do you have a separate organic waste collection?</b>			
<b>Do you have a mixed dry recyclable collection?</b>			
<b>Do you have a source/kerbside segregated collection (e.g, Bryson House)</b>			
	<i>At present</i>	<i>Are new sites proposed? How many are to be refurbished?</i>	<i>Outline timetable for delivery</i>
<b>How many civic amenity sites are there in your area?</b>			
<b>How many bring sites are there in your area?</b>			
<b>What is your current recycling rate?</b>			
<b>What is the estimated cost to your council per household for waste management?</b>			

