# **Recycling Roll Out: Plan May 2008**

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| **Newcastle University, Estates Support Service** | **Date: Spring 08** |
| **Daniel O’Connor: Waste Manager** |
| **Circulation: ESS managers, Technical Managers, School administrators, Environmental Co ordinators.** |
| Project status: COMPLETE Dec 08 |
| Key dates: See Appendix 2;  |
| Key personnel: See Appendix 2.  |

## Key issues:

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| * Participation
* Communication
* User friendly infrastructure
* Low contamination
* Monitoring
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## Introduction

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| Recycling is common practice across the UK with Local Authorities achieving up to 30 and 40 % recycling. People have adopted recycling behaviour at home and expect to be able to recycle the same materials at work. A great deal of work has already been done in order to achieve a recycling rate of 26% (Jan 08) by paper and card alone. There has also been major progress made on the recycling scheme roll out which will give a foundation to what is to follow.As an improved service to users, ESS will increase the amounts and types of materials that can be recycled on campus.**Scope**This strategy concerns the roll out of general recycling facilities across the institution of Newcastle University, in particuler the creation of a practical infrastructure and effective communications. **Operations**Roll outRecycling will be introduced in one building every two weeks increasing to 1 building a week once general problems are overcome. Stake holdersMeetings take place with building managers 1 month and 1 week before. Meetings take place with cleaning staff two weeks before, 1 day before and 1 week after. Building users are communicated to in a variety of ways, see below.Recycling BinsRecycling bins will be centrally located in common/ service rooms where possible. Users will be able to recycle: * Plastic bottles
* Glass bottles
* Cans
* Food waste
* Increased range of paper products

Paper recycling has also been enhanced and now users can recycle magazines, newspapers, leaflets, journals, brown and white envelopes into the existing paper recycling containers. The centralised recycling bins will be emptied everyday.Users are to put their recyclable materials into the centralised recycling bins.Existing office rubbish binsEveryone will be able to keep their office rubbish bins, which will be used for general unrecyclable waste only. No recyclable material should be disposed into the office rubbish bins.Office rubbish bins should only contain waste such as plastic bags, wrappers, plastic packaging, food packaging etc, which we currently cannot recycle.As there will be much less waste in the office rubbish bin (especially food waste) the office rubbish bin will not need to be emptied as regularly. Office rubbish bins will only be emptied once a week.Cleaners will not empty bins that contain recyclable materials.Enhanced cleaning serviceAs a result of the recycling scheme users will receive an enhanced cleaning service. This is because cleaners will no longer have to empty every office rubbish bin every night.Recycling in foyers, canteens, meeting rooms, lecture theatres and on campusWhere recycling hasn’t already been introduced, recycling containers will be placed in the above rooms. Containers will have improved signage and improved access (i.e. holes will be drilled for bottles and lids will not have to be lifted up). Servicing will be as normal.**Communications**Users will be engaged in a systematic communications campaign which is designed to gain their attention early on in the process. The communications campaign will adopt nationally recognised ‘recycle now’ branding. It will communicate in a positive way with instructional, motivational and positive feedback. All communications will emphasise that the recycling scheme is an improved process and motivate users to take responsibility for the waste they produce.  |

**Aims & objectives**

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| **Aims** Divert waste from unsustainable disposal methods.**Objectives**Increase recycling levels.Raise awareness about waste issues.Motivate and educate users to take responsibility for the waste they produce.Engage the user with clear messages delivered in a positive tone. Motivational, instructional and effective communications.Give good customer satisfaction |

**Targets**

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| Reflecting current targets, success will be achieved if 20% of waste is recycled on site in the first year and 25% in the second year.**Hard Measures**Tonnage recycledTonnage recycled/headRecyclable material disposed to unsustainable sourcesResidual tonnagesContamination rates**Soft Measures**Queries/ Complaints/ Escalated complaintsPositive feedback |

**Current situation**

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| **Baseline recycling activity**There are established and well used recycling schemes for:* Paper
* Cardboard
* Inkjet cartridges
* WEEE
* Furniture
* Timber
* Glass
* Polystyrene
* Phones/CDs
* Chemicals
* Polystyrene
* Wood

Some buildings have already introduced their own recycling schemes. There are many examples of green minded individuals taking home their waste to recycle at home.Foyers of buildings contain recycling facilities.There are recycling containers on campus.Recycling currently stands at 26% (Jan ‘08) paper and cardboard only. There are limited records for the other types of recycled wastes. A monitoring system will be introduced in May 08.**Strengths**Recycling behaviour adopted at homeExisting waste infrastructureGood examples of recycling systems that work in the university (eg paper card WEEE etc)Good communications channelsSome users already used to high demand waste disposal methods such as clinical and WEEE.Student supportSenior supportEnvironmental Coordinators**Weaknesses**Forcing a change in behaviourRequires individual motivation to engage with processCommitment from some users**Opportunities**Changing users’ behaviour positivelyDemonstrates University/ESS commitment to Sustainable DevelopmentPositive PR (external /prospective clients/students)Reduce waste chargesImproved environmental credentialsFeeds into any Environmental Management System and Carbon Management Plan**Threats**Low participationHigh ContaminationPublic backlash; scheme failsIncreasing waste charges.Potential conflict for cleaning staff |

**Target audience**

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| **Primary stakeholders*** New and existing employees
* New and existing Students
* Support staff such as cleaners and porters.
 | **Secondary stakeholders** * Contractors
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| **User profile:****Employees:** 4800 staff. There is a growing consumer awareness of the need to recycle more, and activities at the local and national level are producing very positive results: * Doorstep recycling services are growing, with 94 per cent of local authorities now offering a doorstep collection for two or more materials (for example glass and paper) to some households[[1]](#footnote-2)
* In the last 18 months the number of adult ‘committed recyclers’ in England has risen from 45% to 60%[[2]](#footnote-3)

This is reflected in the staff body with ad hoc recycling being set up independently of ESS as well as constant queries regarding recycling. The staff body is extremely easy to target from a marketing point of view as they all work in university buildings and the majority have access to web/Email. However they receive important messages throughout their working day which recycling communications will have to compete with. Therefore communications should be consistent, bright and clear as well as innovative.**Students:** 18,000+ students from 100 different countries. 2300 from Europe and countries further afield. Students are interested in green issues, which is reflected in the recent student survey. The students are a vibrant, creative and challenging audience. They are open-minded and IT literate Students are easy to target as they are always on campus and have good communication channels (free web access, newspaper, canteens/ restaurants/ pubs). However any marketing messages must compete with a thriving economic market place so any communications should be innovative, efficient and stand out from the plethora of marketing messages students receive. |

**Branding and messages**

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| **Proposition/ Main message** | A new improved service is being offered which enables users to recycle more materials more often.You recycle at home now you can recycle at work.‘Recycle now’ brand. |
| **Tone of message** | Clear and friendly, inferring users have a responsibility for their own waste. The tone will also emphasise that ESS provide facilities to allow users to behave in a sustainable manner as a community.The ‘Recycle for Newcastle University’ logo is a direct manifestation of this objective. |
| **Desired response**  | Improved recycling ratesImproved serviceImproved service awarenessCustomer satisfaction |
| **Sub-message** | Why recycle What to recycleHow to recycleIllustrate what happens to recyclate |
| **Call to action** | Motivational instructional messages to encourage use of the scheme. |

**Communications**

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| The campaign strategy is to inform and motivate users in a positive way. Communications will emphasise* Recycling is easy
* Everybody’s doing it
* There is value in recycling (i.e. it is worth doing, good for the environment, it reduces University waste charges)

Communications literature will be engaging and inform users why they should take part, what is in it for them, what is in it for the University. Communications will also tell people how to take part in the scheme and detail what can be recycled. This will be supplemented with positive feedback.**Common theme/branding**The recycle icon is at the heart of the national Recycle Now brand. It has been designed for easy recognition and its embodiment of the feel good nature of recycling.The recycle now logo is being used more and more by a huge range of organisations; including major brands, retailers, local authorities and community groups; research shows that 65% of people in England now recognise the recycle now logo.All of the recycling scheme communications material will follow the same branding and appearance, including colour, font and tone of communication. The benefits of this are:* Consistent message for users – by using the branding (logo, font, colour, tone) users will identify the communication as recycling information
* Informative motivational positive communication - The common branding will also ensure the user knows that it will be of an informative clear positive nature.
* Well recognised - Used in national TV and press advertising, so will be familiar to users
* Tried and tested – consumers like the logo, identify with it and it is known to engage people with recycling

See Appendix 1 for Communication Programme for the communications mix. As well as passive methods, waste clinics will be held. For customer service provision, there will also be a website, direct email (recycle@newcastle.ac.uk) and telephone help line to answer any queries or solve any issues as they arise. |

**Performance Monitoring**

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| **Recycling performance:**A comprehensive waste analysis was carried out in the last year. This will be used to set a baseline for improvements to be measured against.Basic waste audits will also be carried out in each building prior to the scheme being introduced to give a building focussed bench mark. Any progress will be communicated to the users.**KPIs****Ongoing monitoring**.Number of people attending waste clinics (Clicker counter required)Number of queries (helpline calls, emails, verbal). Create database.**Quarterly**Using waste contractor tonnage data:* Collected tonnages of residuals
* Collected tonnages of recyclables
* Contamination levels
* Recycling/head

**Annual**Waste Analysis (student project) |

**Action plan**

**See appendix 1 and 2**

**Appendix 1: Communication programme**

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| Activity | Location | Comment |
| 2 months before |  |  |
| Meeting with dept head/ school admin/ tech mng or equivalent (inc env coordinators.) | Various | Introduction to recycling system communication plan and resolution of matters arising. Need to discuss: Bin Locations, scale of roll out, cross over into other areas/depts.  |
| Info distribution (pdf email, pull up banners) | All campus. All Email | Detailing roll out plan. Information etc. |
| 1 month before |  |  |
| Update session for dept head/ school admin or equivalent  | Various | Troubleshooting session |
| 2 wks before |  |  |
| Cleaners’ briefing | Various | Cleaners of each block/building/floor are given introduction to how the scheme will work. Question and answer session. Also details about feedback mechanism reporting. |
| Leaflet  | Each desk. To be kept as reference. | Leaflet placed on each desk. Intended for user to keep as reference. Explains why the scheme is being introduced Instructions on how the scheme should be used.  |
| Stand alone leaflet holder  | Common rooms/ tea rooms | Leaflets distributed in common areas to increase take up. |
| Large (A2) Poster | Back of toilet doors/ Common rooms/ tea rooms | Explains why the scheme is being introducedInstructions on how the scheme should be used.Details when scheme will be introduced in particular user area. |
| Smaller (A3) Poster | Common rooms/ tea rooms | Explains why the scheme is being introducedInstructions on how the scheme should be used.Details when scheme will be introduced in particular user area. |
| Pull Up stand | Common rooms/ tea rooms | Explains why the scheme is being introduced Instructions on how the scheme should be used.  |
| Banner/s | Corridors | ‘Recycling is coming’. Simple info and instructional imagery. Note: Check with Fire Officer for positioning |
| 1 wk before |  |  |
| Waste Clinic | Various | Briefing and question and answer session for users of the scheme. |
| Bin Day |  |  |
| Plastic/Can/Food/glass sticker (inc sub stickers: rinse and squash, contam etc) | Simple waste material imagery on recycling containers | Suitable for use on plastic waste bins, with wipe clean and strong adhesive qualities. |
| Paper bin sticker | Paper bins LIDS. | To be used on existing cardboard paper recycling containers. Informing users that newspaper, leaflets etc are now accepted for paper recycling. |
| Badges | Cleaners | For use by cleaners while scheme is bedding in. Contact info for queries. Diverts any pressure from cleaners. |
| Residual rubbish bin stickers | Inside lip of bin along rim | Informs users pictorially, that recyclables should not be placed in residual bin. Cleaning kit required for application. Requires cleaner time. |
| After Bin day |  |  |
| Desk top post it note stickers | Each cleaner | Used as a polite reminder for users not to put recyclables in residual bin. To be placed on users desk. Information contains contact name and number to avoid cleaner being questioned/hassled. |
| Bin incident tape | Each cleaner | Applied across office waste bin if recyclables are still inside. Bin will not be emptied when recyclables inside. |
| Recycle bin poster | Above each recycling bin | What to put in and what not to put in. |
| 1-6 months after |  |  |
| Feedback communications |  | Tonnage, financial and CO2 savings reported back to users. Timing, frequency and media TBC |
| 12 months |  |  |
| Lets recycle more campaign | Common rooms | Lets recycle more posters |

**Communications aimed at students particularly**

Recycling in Foyers, canteens, meeting rooms, lecture theatres, on campus will be targeted also using the same materials as the staff roll out.

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| Activity | Location | Comment |
| Improved signage  | On 55L Bin  | Graphic instructional information on all bins |
| Posters  | Where applicable | Graphic instructional information |
| Banners | Where applicable | Simple brand messages |
| Pull up stands | Where applicable | Graphic instructional information |
| Paper bin stickers | Paper bins LIDS. | To be used on existing cardboard paper recycling containers. Informing users that newspaper, leaflets etc are now accepted for paper recycling. |
| On campus signage | Campus recycling bins | Positive feedback about recycling performance |

**Appendix 2; Recycling roll out programme**

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| **Repeating Schedule**  |
| 1 building every two weeks increasing to one every week. |
| B day = Bin day; recycling containers are introduced to building |
| - 2 month B Day: Initial meeting with school admin/ technical manager/ environmental coordinators to discuss roll out. |
| - 1 month B Day: Meeting with above to discuss any further details |
| - 1 month B Day: Meeting with cleaners |
| - 2 weeks B Day: Distribution of publicity material |
| - 1 week B Day: Waste Clinic for staff/users  |

1. http://www.foe.co.uk/resource/press\_releases/doorstep\_recycling\_getting\_18032004.html [↑](#footnote-ref-2)
2. http://www.wrap.org.uk/downloads/brand\_guides\_07\_071.32bc4f29.pdf [↑](#footnote-ref-3)