

INFLUENCE!

Inspiration and insight to change
minds and policy

19 - 20
June 2019

University of Manchester



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The most fun waste has ever bin...

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- Wolfson War on Waste
 - Grime Scene Investigation
 - A bit of fun?
 - Questions
-
- SDG's – 11, 12 and 13, 14?

Wolfson War on Waste

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- In the beginning
 - Approximately 44% of waste recycled in school
 - no campaign
 - no food waste segregation
 - general apathy
- By the end (6 months later)
 - 76% of waste recycled in school
 - 87% of surveyed knew about the campaign
 - 53% of respondents felt “more confident” about how to recycle
 - 86% claimed they would recycle more in the future
 - engagement group in place

Wolfson War on Waste

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Problem

Contamination, Segregation, Communication

Peopled don't know what to recycle in what bins

Contractors are rejecting more and more

Signage is confusing and inconsistent



Solution

The creation of a waste management campaign that targeted increased recycling rates, decreasing contamination and less waste disposed of achieved through deep level engagement.



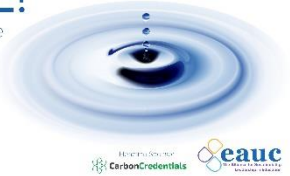
Engagement

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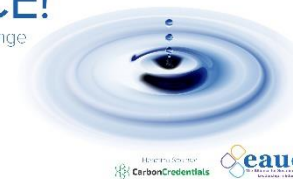


Engagement

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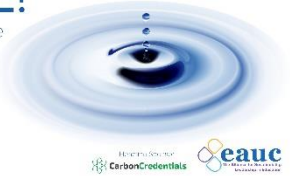
To aperture or not to aperture?

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Choosing the right bins
In the right place

Consultation with key
Stakeholders (cleaners)

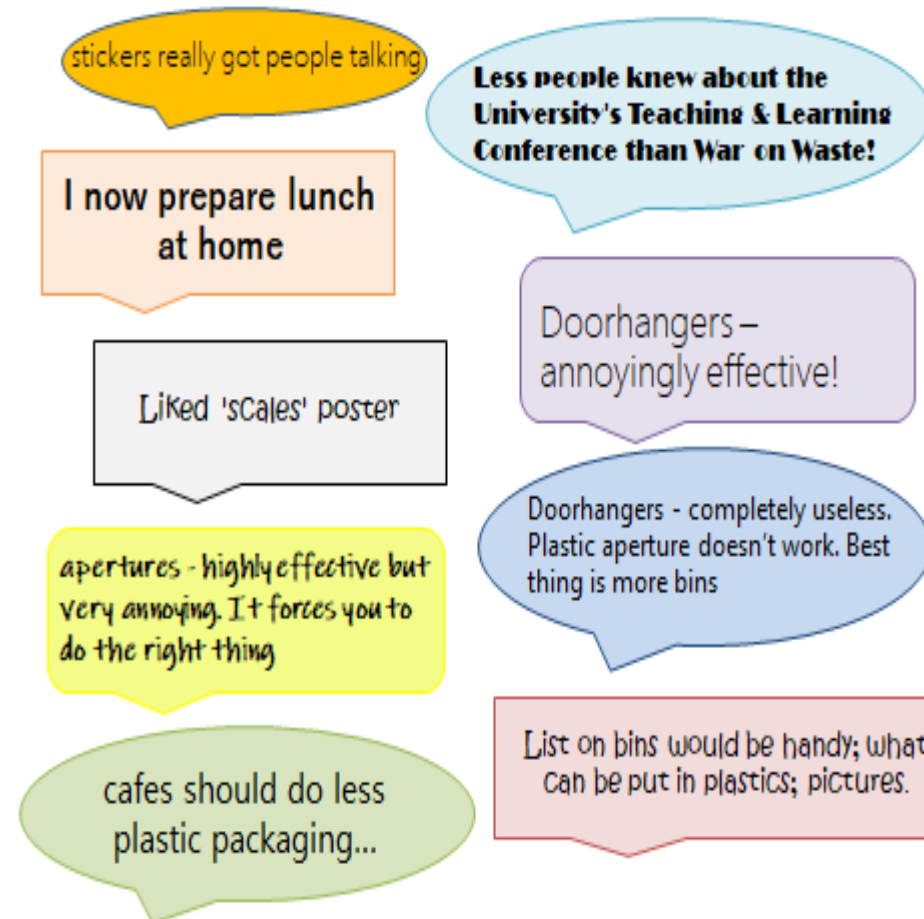


Post intervention survey comments

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Just to check you're awake 😊

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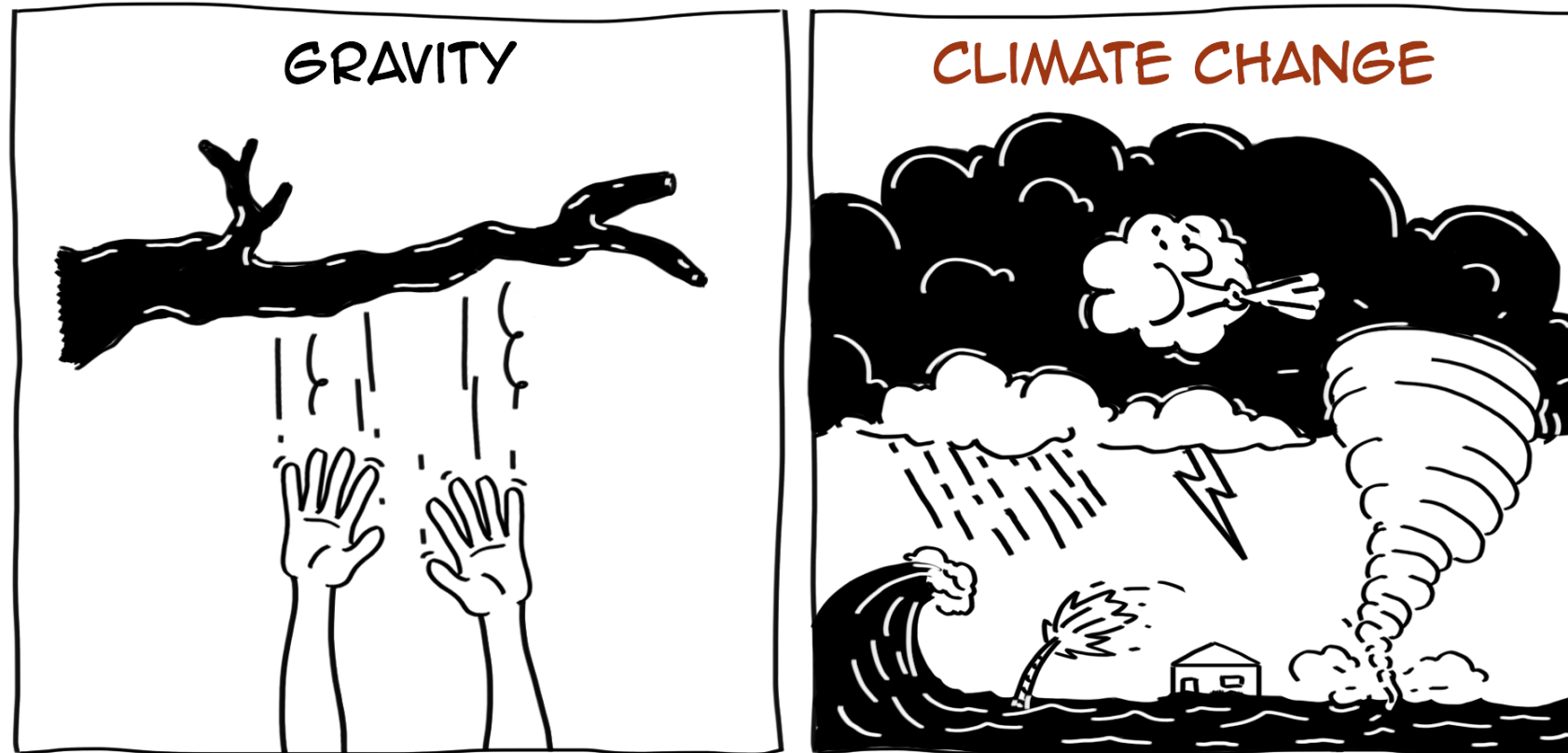
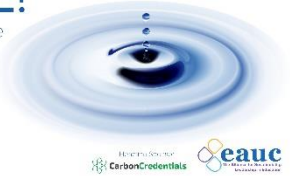


Illustration by Alexandre Magnin - SustainabilityIllustrated.com

**LAWS OF NATURE DON'T CARE WHETHER YOU BELIEVE
IN THEM OR NOT**

Sustainability Illustrated

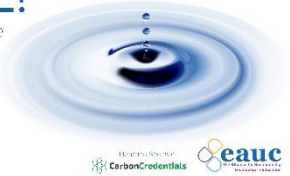
Grime Scene Investigation

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- From this:
 - Started 2015
 - Max 6 halls per year
 - Reports provided
 - No comparative data

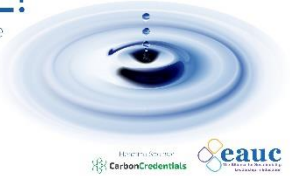


Grime Scene Investigation

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- To this:
 - VC support
 - SU Exec
 - FREEC Reps



Grime Scene Investigation

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- and this:
 - Fun Day
 - All 16 Halls, first time ever
 - Not once but twice
 - 96 Bags of waste or recycling
 - Comparative data

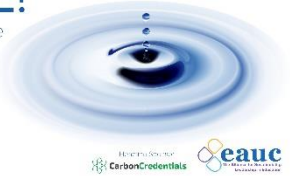


Grime Scene Investigation

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- and this:
 - LCC & CBC
 - Enva
 - Media Interest
 - Waste Award



A bit of fun?

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- Time and Numbers permitting
 - Group 1 : Recycling board game
 - Group 2 : Recycling box game

Questions

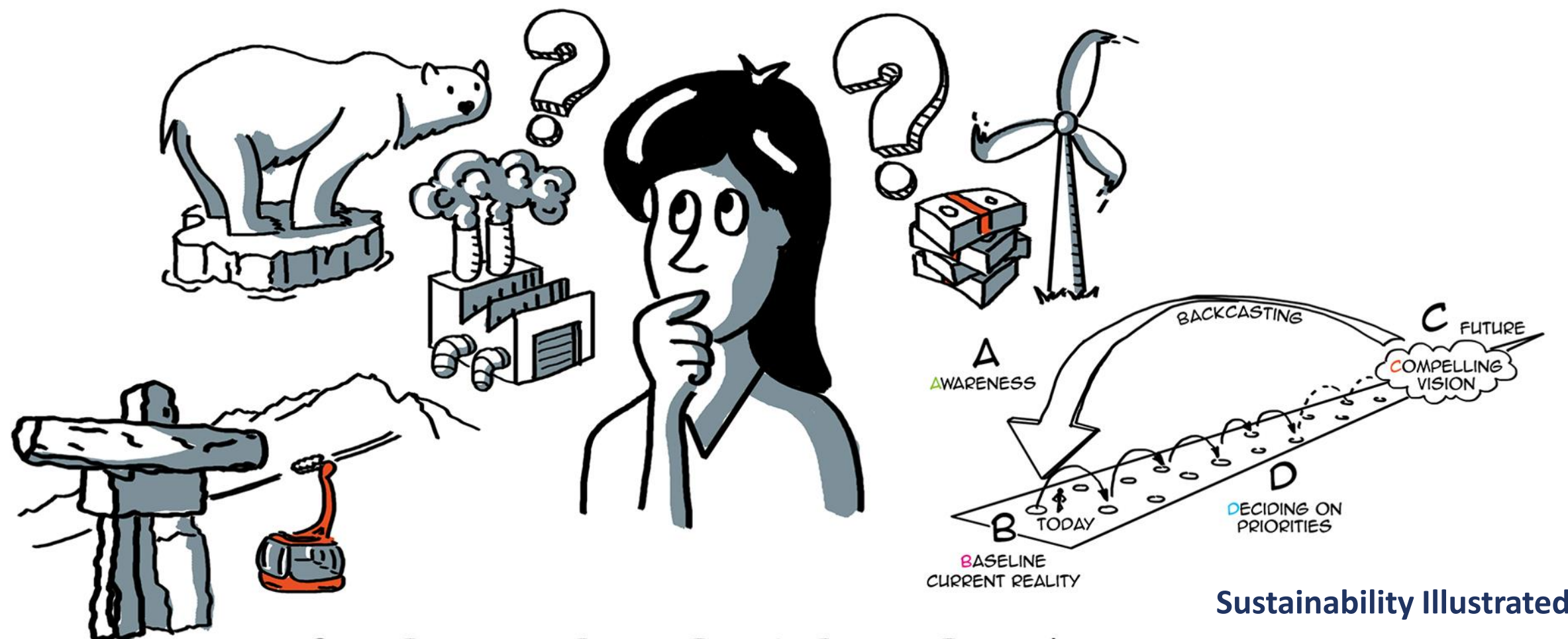
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The SDG Accord

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End extreme poverty, inequality and climate change
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