



ROADSHOWS, EVENTS AND WORKSHOPS



Background (REF: 1)

Holding workshops, events or roadshows is a good method to communicate face-to-face with your residents. Different types of activities may include:

- Displays, exhibitions, shows and events such as roadshows (in shopping centres, town centres etc) that target local residents and are designed for one-to-one engagement.
- Public meetings are events targeting local residents and designed for one-to-one engagement.
- Attending popular public events and shows – such as community fetes, meals, agricultural or village shows etc.
- You could even make up your own events/awareness/activity days – but remember to allow adequate lead time for planning and publicity.

ACTION

Organization of visual activities to engage local residents and small businesses on paper and board recycling

Related BP: "Selection of a comprehensive and functional communication package"

Examples of good practice implemented

Durham County Council (UK) (REF: 2 & 3)



Figure-1. Bin it right campaign in UK. Source: Durham County Council

This municipality launched the **Bin it Right campaign** in April 2014 to encourage residents to recycle their household waste. The campaign includes: website, facebook page and twitter feeds; posters and leaflets in community locations; collection vehicle livery; leaflets and articles in Durham County news; press releases; bins stickers; door-knocking in targeted areas;

roadshows and community events; presentations to community groups/schools and targeting persistent offenders.

The campaign has significantly improved the quality of the material collected (paper and board included) from the kerbside for recycling and enabled them to recycle, reuse or compost 43% of all household waste collected, in the case of organic waste.

RecycleWeek in East London (UK) (REF: 4)

Roadshows across East London pretended to explain what could be recycled at home. Armed with relevant information and new initiatives a roadshow is a great opportunity to start recycling more.



Figure-2. Picture of a roadshow in RecycleWeek in London (UK). Source: Recycle for London

 See picture 3 below.

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Keep in mind that... (REF: 1)

- ▲ Summer is generally better for holding events (especially outdoor) when it is warmer and drier.
- ▲ Know exactly whom you want to target and where to go to reach them, allow plenty of time and prepare well in advance.
- ▲ Identify and timetable key regional events that could be used for communications events.
- ▲ Be careful to select events that will reach your residents and not visitors from elsewhere.
- ▲ The keys to holding successful events are targeting, planning and organisation.

How to start? (REF:1)

- Selection of a good location and timing is critical – pick busy places/times.
- Take a display panel, the more engaging your display the better, as it will encourage more people to come and talk.
- Include some activities to entertain or draw people to your stand where you can engage them (noisy sounds with recycled instruments or face painting can attract children and families).
- Your activities should complement your display, not overshadow it.
- Reinforce your communications messages with practical giveaways or give 'freebies' away in return for something e.g. a conversation about recycling, completing a survey questionnaire or making a pledge to recycle more (your giveaways should be branded, made from recycled materials, if possible, and they should be useful so people don't just throw them away (e.g. fridge magnets, reusable bags...)).

Potential benefits




			
Citizen satisfaction since they feel as part of the system			●
Increase the citizen engagement and therefore increase the quantity and quality of paper for recycling due to the information received and direct feedback about problems to address them directly	●	●	●
The point of view of the citizens as actors of the waste management chain can be very valuable in decision making processes and it can lead to new actions and decisions to improve paper recycling rates	●	●	



Figure-3. Picture of a roadshow in RecycleWeek in London (UK). Source: Recycle for London

References:

1. WRAP (2013) – Improving recycling through effective communications.
2. DURHAM COUNTY COUNCIL (2015) – Successful recycling campaign extended.
3. VICTORIA BURRELL, WASTE STRATEGY TEAM MANAGER (2015) – Bin it right! -Countywide Contamination Campaign.
4. RECYCLE FOR LONDON (2016) – Recycle week roadshow.