

COMPETITIONS REWARDING THE BEST PERFORMANCE IN COLLECTION AND RECYCLING



Background (REF:1)



Competitions can be an excellent way to generate awareness and interest in paper collection. They give extra motivation to the people (to increase their paper collection) and help to reinforce the messages from the communication campaigns. Of course, these campaigns should be in line with the messages and the prizes appealing (and ideally incorporate recycled materials or promote the conservation of resources). Furthermore, the competitions can be held at different levels (Municipalities, neighbourhoods, small business, schools).

ACTION

Establishment of competitions in order to award the best performances or excellent behaviour in paper collection

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Examples of good practice implemented

European Paper Recycling Awards (REF: 2)

The European Recovered Paper Council (ERPC) organizes a competition in which European – based business, community, and school recycling programs are eligible to win the European Recycling Awards.

Entries are judged based on the following criteria:

- ✓ Relevance and originality
- ✓ Achievements
- ✓ Possibility to reproduce the project
- ✓ Cost effectiveness



Pajaritas azules (Blue Birdies)- ASPAPEL (Spain) (REF: 3,4)

ASPAPPEL promotes paper and board collection and recycling with its “Blue Birdies” programme. The aim is to develop selective collection and recycling of paper and board at municipal level and contribute to sustainable. On the basis of an objective scoring system, municipalities receive special recognition consisting of one, two or three Blue Birdies that they may keep, increase or lose the following year.

León city council has been awarded with two “Blue Birdies” in 2017 for the excellence level in its management and selective collection of paper and board. During 2016, in León, 3.9 million kg of paper and board were collected, bringing the ratio per capita to 31 kg, 7% more than in 2015 (29 kg/inhab). Of the 3.9 million kg collected, 86.5% was collected in blue containers (3.3 million kg). The collection of paper and board accounts for 38.9% of the total weight of the separate collection. (REF: 4)



Figure-1. León city council (Spain) awarded by two “Blue Birdies”. Source: ASPAPPEL

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Keep in mind that...

- ⚠ Be aware of the legislation surrounding competition and incentive terms and conditions and liaise with the legal department to ensure you comply.
- ⚠ Consider the particularities of the target audience – depending on the type of audience/ organisation/ institution, a different approach might be needed to engage the people.
- ⚠ Plan and design clear and transparent competition rules, without ambiguity.
- ⚠ Plan a communication strategy to highlight the message that you want to communicate and the environmental benefits of recycling.
- ⚠ The action should be designed so that it has a long-lasting impact.

How to start?

- ✓ Design your competition in a way that its results are appealing for the targeted public you are addressing.
- ✓ Make sure the prize is tempting but that the core message is not forgotten.
- ✓ The rules have to be understandable by the public you are addressing.
- ✓ The message has to be clear, use illustrations, videos and other visual aids to help you with the communication.

Potential benefits

			
Competitions reinforce the key message at different levels using an attractive and fun method		●	●
People can be easily engaged and improvements in recycling rates can be achieved if the competitions is well planned	●	●	●
People encourage each other to increase the recycling actions due to the team competition	●	●	●
If it is well designed, the recycling habits will remain a common practice		●	●



References:

1. WRAP (2013) – Improving recycling through effective communications. Communications guidance.
2. EUROPEAN PAPER RECYCLING COUNCIL (EPRC) (2017) – European paper recycling awards.
3. ASPAPEL (2017): Blue Birdies programme
4. LEON CITY COUNCIL (2017): Awarded by "Blue Birdies"
5. MARIUS PEDERSEN A.S. (2012) – 4th School Competition in waste paper collection

