# TARGETED COMMUNICATION CAMPAINGS

**BEST PRACTICE**

## Background (REF: 1)

It is important to understand the influence of lifestyles, life-stages or cultural issues in your municipality might have on the effectiveness of the recycling service and how it is communicated. There may be particular barriers specific to different groups and your communications should aim to overcome them. Different areas within your municipality may have different characteristics and need different approaches to both recycling system design and communications.

## ACTION

**Identification of the social groups in which paper and board collection should be improved and develop targeted communication campaigns for them (e.g. schools, kindergartens, new homeowners, tourists in holiday flats and other communities)**

## Examples of best practice implemented

### Communication campaigns to promote recycling within luton's indian sub-continent communities in UK (REF: 2)



*Figure-1.* Indian citizen committed with the recycling campaign. Source: WRAP

Experience had shown that participation in recycling among Luton's Indian sub-continent communities in UK tends to be lower than in other communities in the town. Hence, **the municipality tailored the campaign to suit the cultural and social background of these communities, and to choose the best method of conveying information about the benefits of recycling and how to recycle**.

The campaign used Bollywood themed posters, billboards, advertising shells, a leaflet and roadshows to attract the attention of people who normally ignored standard recycling messages. The campaign results included an increase of 8% in the participation and 4% increase in the number of committed recyclers. The amount of residual waste in the area fell by 4,2% and the amount of dry recycling increased 9,4% in this zone.



*Figure-2.* Communication campaign about recycling in UK for Indian communities. Source: WRAP

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

The characteristics to bear in mind include:

⚠ **Lifestyles**
- Socio-economic status (shopping and living habits)
- Population turnover (are they students, families?)
- Tourists (Normally they are not familiar with recycling rules of the area)

⚠ **Life stages**
- Children (they can have influence over their parents)
- Young people (usually relatively low incomes)
- Families (they are often involved in community activities)
- Elderly people (may require assisted collections)
- New neighbours in the area (may need useful information to perform their recycling)

⚠ **Cultural issues**
- Language difficulties (may need visual aids to help them understand the message)
- Social conventions (some women will not talk to men that they don't know)
- Social attitudes (Do people care about the environment?)
- Religious beliefs and habits (Some people don't drink alcohol, so try to avoid these images)
- Different recycling practices in the countries of origin

## How to start? (REF: 1)

⌄ Identify a cultural and social theme recognisable by the targeted public.

⌄ If the targeted public are children (for instance in schools) it would be important to organize games and fun activities that help them remember and understand the message without difficulties.

⌄ If the targeted public are new neighbours, you can include a 'welcome box' with recycling instructions, nearest recycling points, calendar of collection in door to door systems, etc.

⌄ If the text is in other languages, check the accuracy of the final printed translated text.

⌄ Also, check the style of the translated text. Although the original translations conform perfectly to every grammatical rule, it is important to ask for native speakers of the language.

## Potential benefits

| | | |
|---|---|---|
| A reinforcement of the key message at a local level talking directly to the public about local recycling issues | ● | ● |
| More engagement of the citizens, since they feel attracted easily by the communication items | ● | ● |
| People will understand better the message and will encourage recycling habits with their relatives and friend | ● | ● |

References:

1. WRAP (2013) – Improving recycling through effective communications.
2. WRAP (2008) – A communications campaign to promote recycling within Luton's Indian sub-continent communities.