

# Shifting community waste behaviours

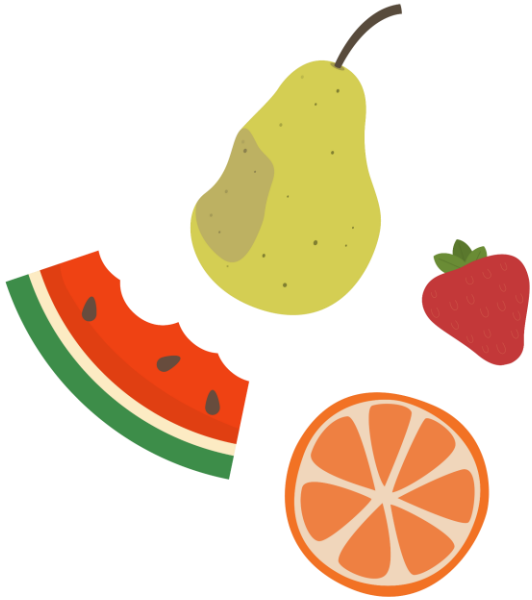
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## The situation

The Victorian Government is on a mission: to reduce waste to landfill by 80% by 2030, and halve the amount of organic waste going to landfill.

This poses a behaviour change challenge.



## The challenge

Waste is an ingrained and unremarkable part of most people's day.

So how do we get them to change?

These are the principles we platform when engaging communities on waste.



# 1. Make waste feel important.



Using relevant data to connect with community values.

Use evidence to frame the collective challenge, relative to:

- Identity (the community's values)
- Morality (the right thing to do)

By linking waste with the things that matter, we give communities a reason for change.



In practice: City of Stonnington

Using statistics and linking to values to frame the collective challenge.

## We found out what mattered to Stonnington residents...

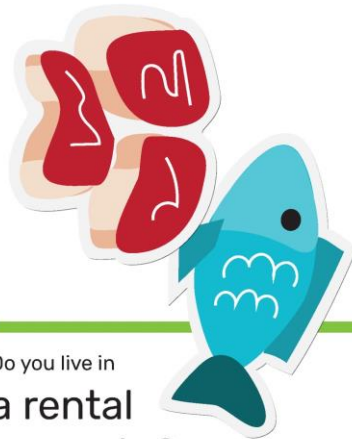
Council research showed us their residents cared about cost savings and efficiency.

## And appealed to it in our collateral...

- 'By downsizing your landfill bin, you could save hundreds every year.'
- Positioning waste as useful – putting waste to work
- Highlighting economic benefits such as jobs creation



More than a quarter of the waste that goes to landfill in Stonnington is food waste.



But our waste is full of life. That's why we're turning it into nutritious compost for Victorian farms.

So now in Stonnington, you can dispose of your food scraps in your green waste bin (that's your new bin with the lime green lid).

By putting our waste to work, great things are around the corner for Stonnington.

We're creating green jobs and reducing carbon emissions. You could even save money by reducing the size of your garbage bin.

**Stonnington, let's put our waste to work. Together.**

Do you live in a rental property?

You can ask your landlord to order a food and green waste bin for your home.

By getting a food and green waste bin, your landlord could save on garden maintenance costs and you can reduce your carbon emissions.

If your landlord doesn't want to cover the cost, there are ways that you can, so you can still put your food waste to work.



For our guide on how to ask your landlord for a food and green waste bin, head to: [stonnington.vic.gov.au/foodwaste](https://stonnington.vic.gov.au/foodwaste)

## Annual bin fees

By downsizing your landfill bin and ordering a food and green waste bin, you, your landlord or your building could save hundreds of dollars every year.

	Landfill	Food and green waste
120L size	\$295	\$97.90
240L size	\$552	\$132.60



Our food waste doesn't belong in landfill, where it produces harmful greenhouse gases that contribute to climate change.

It belongs in our future, where we use our waste as a valuable resource.



Let's put waste to work. For Stonnington. For the future.

To find out more, and to get free delivery on your new food and green waste bin, head to [stonnington.vic.gov.au/foodwaste](https://stonnington.vic.gov.au/foodwaste). Or contact City of Stonnington on 8290 1333



In practice: City of Banyule

Using statistics and linking to values to frame the collective challenge.



## We linked Banyule's waste issue to climate change...

'More than half the waste that goes to landfill in Banyule could be composted. When food waste goes to landfill, it releases powerful greenhouse gases that contribute to climate change.'

## And appealed to a desire to not let things go to waste...

'Instead, we want to turn our food and garden waste into nutritious compost.'





## 2. Use collective language to establish new norms.



From July, waste collection is changing.



# WE'RE ON IT

Find out more at [gleneira.vic.gov.au/onit](http://gleneira.vic.gov.au/onit)



From July, waste collection is changing.



# WE ON

Find out more at [gleneira.vic.gov.au/onit](http://gleneira.vic.gov.au/onit)

Being part of the collective.

Just as our individual actions contribute to the collective challenge, we can work together for the collective good.

Research conducted by the AEMO and ARENA in 2018 found that 76% of Australians are motivated by a connection to their community and the greater good.

When people see their peers or neighbours engaging, they are more likely to engage themselves.



In practice: City Glen Eira

Using visuals and messaging to represent the collective.

# We built a concept that evoked a sense of collective action...

- 'We're on it'

# And positioned council as being in it with residents...

- To avoid the sense that changes are being imposed
- To help find productive solutions to challenges that residents faced with less frequent landfill collection



In practice: City of Banyule

Using visuals and messaging to represent the collective.



## We developed an inclusive suite of illustrations...

- Positioning the change as both collective and individual in nature through our visuals, to enhance messaging by strengthening our appeal to people's desire to be part of the collective

## And provided incentive for residents to take part...

- Residents involved in the Banyule trial community had the opportunity to be illustrated – so that we were literally representing the community – when they participated in a feedback focus group



# 3. Celebrate the wins.

Let's  
put waste  
to work.

Getting started:  
What to do, where it goes,  
and what we can achieve together.



For more information, visit:  
[stonnington.vic.gov.au/foodwaste](http://stonnington.vic.gov.au/foodwaste)

Let's



put waste  
to work.

Get your food scraps  
growing for Victorian  
farmers.



For more information, visit:  
[stonnington.vic.gov.au/foodwaste](http://stonnington.vic.gov.au/foodwaste)

Today.

Let's  
put waste  
to work.

Getting started:  
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# Sharing feedback builds pride and sustains motivation within the community.

It's an important part of reinforcing behaviours, and helping residents to feel that they can achieve change in the future.



In practice: City of Yarra

Using feedback loops and social norming to drive lasting change.

## Council measured waste quantity, contamination and community support...

- The reduction of food and green waste in landfill, recycling rates of paper, glass, plastic, and metals
- The percentage of residents who were sorting waste right (96%), aware of the campaign before it began (81%) and supportive of the new waste service (89%)

## And fed this progress back to the community

- “The data is in! So far you’ve composted 118 tonnes of food and organic waste, which is the equivalent of a blue whale. Go you!”



In practice: City of Glen Eira

Using feedback loops and social norming to drive lasting change.



## We used visual symbols of teamwork and accomplishments...

- A high-five to symbolise working together, and that the job is ‘done and dusted’ – a symbol of social norming
- A thumbs up as a ‘well done’ to communities

## And used it to support messaging...

- Both in roll-out and feedback collateral – letters, brochures, stickers, social media
- “This also means that since weekly green bin collections began, we’ve prevented an estimated 6,494 tonnes of carbon emissions from being released into the atmosphere – equivalent to 1,769 cars being taken off the road for a year!”







*Move people.*  
Change the world *for good.*

