



Up and Forward

Empowering Communities

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What is community empowerment?

“A process where people work together to make change happen in their community by having more power and influence over what matters to them”



Steps to empowerment – Understanding your community.

Activity – what do we know about deprived communities?

- High unemployment, lack of education, lack of skills.
- High amount of privately rented properties
- High social housing
- Families with young children
- Often diverse
- Language barriers
- High levels of crime and anti-social behaviour
- Health issues

Recycling is not a priority



Steps to empowerment – Find out what is important to your community.

- Focus groups / surveys
- Door knocking
- Talk to existing groups
- Hold/attend events
- Work with partner organisations

Build relationships.....engagement is the key!



Steps to empowerment – Build on what matters.

- Develop campaigns that appeal to the community. Use feedback to tailor campaigns – one solution doesn't fit all!
- Give the community responsibility – recycling ambassadors.
- Give people the knowledge and understanding to act – training, visits to the recycling centre, activities.
- Work together – individuals, groups, partner organisations.



Campaigns that empower

- **Recycling Rewards:** Incentivising communities to act - encouraging the community to recycle more in support of their local school.
- http://www.youtube.com/watch?v=7OuuSazp_g&feature=player_embedded



Campaigns that empower

- **Recycling Rewards: Ellie and Jack – the face of our campaign**



Campaigns that empower

- **Recycling Rewards: Community Ambassadors**



Campaigns that empower: Recycling Rewards

By using an incentive to act (something that mattered to residents) we:

- Brought the community together
- Created a high level of enthusiasm and awareness (5500 reward tags distributed, 4423 redeemed).
- Recorded an increase in recycling tonnages collected.



Campaigns that empower

**Recycling Rewards:
Questions?**



Campaigns that empower

- **Community Celebration Event:** Empowering the community to plan and run a family fun event to help local residents to understand why they are asked to recycle and how to recycle correctly.



Campaigns that empower

Community Celebration Event: How did we empower?

Knowledge and understanding

- **Recruited and trained community volunteers -**
Volunteers were trained in recycling and acted as community waste advisors for residents.

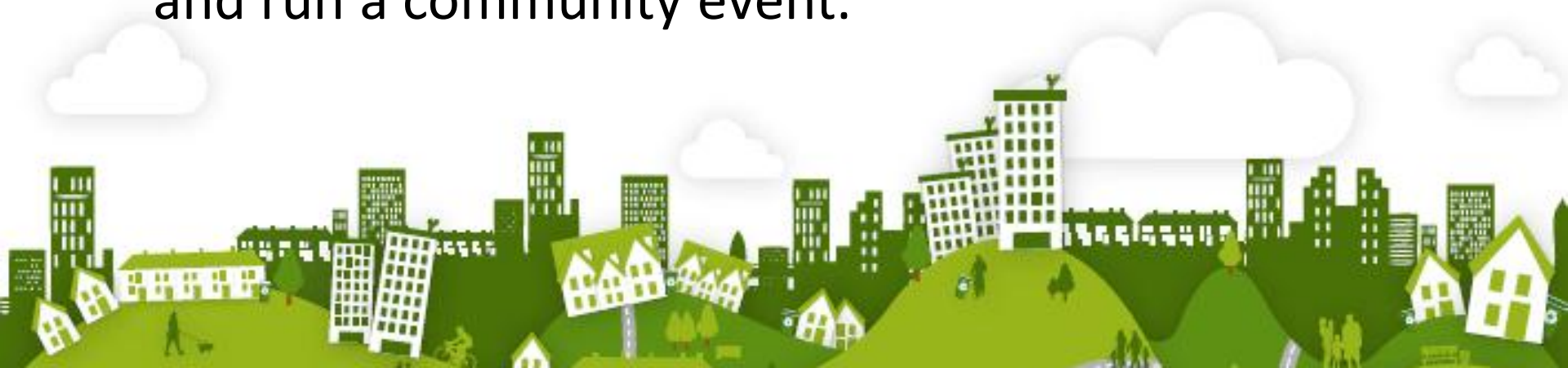


Campaigns that empower

Community Celebration Event: How did we empower?

Responsibility and power to act

- **Forming a community committee** - Project Officers recruited 6 committee members from the local community who met on 5 separate occasions to plan and run a community event.



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Community Celebration Event: How did we empower?

Finding out what matters

- **Gathering feedback-** Volunteers and committee members gathered feedback from residents using a paper based and online survey.



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Community Celebration Event: How did we empower?

By giving the community the skills and opportunity to work together, they made change happen in their community!

- Over 200 people attended.
- 84% of within the targeted postcodes
- 96.5% said that the event would make them think more about recycling
- 25 requests for recycling bins were received and subsequently delivered.



Campaigns that empower

**Community Celebration
Event:
Questions?**



Campaigns that empower

Private Rental Campaign: Cheetham Hill, Manchester

- No community focus
- Hard to engage

The Big Tidy Up -

https://www.youtube.com/watch?feature=player_embedded&v=2luP4fzmXBk



Campaigns that empower

How did the 'Big Tidy Up' empower?

- Brought local partner organisations together working towards improving the neighbourhood.
- Helped the community to work together to improve waste issues.

“I can see a big difference and today has made an even bigger difference. People are going to start cleaning up after themselves because they know the rest of the estate are behind them.”

- 16% of respondents are now recycling more household waste
- A community partnership committee is now in existence which meets on a regular basis to discuss a wide range of issues including waste.



Campaigns that empower

**Private Rental:
The Big Tidy Up
Questions?**



Campaigns that empower

- **Business Recycling: Added value** - Local businesses become key information points holding the latest recycling information.
 - Getting local shops on-board
 - Incentivising the community – free bag for life
 - Establishing community involvement – recycling ambassadors
 - Working together – schools, social housing, community centres



Key achievements

- Communities and partner organisations working together to tackle waste issues.
- More people volunteering – 150 Recycling Ambassadors so far.
- People gaining new skills and confidence.
- More awareness of the importance of recycling.



Moving forward

- Activity:
 - How would you adapt to your local area?
 - What is working for you?
 - How can we sustain community engagement?



Empowering communities

Every action (however small) makes a difference and collectively, people can make a big difference.

