



up and forward newsletter

NO.1 DEC 2014

LIFE11 ENV/UK/000389

Welcome to the Up and Forward project newsletter.



The Up and Forward project is led by Greater Manchester Waste Disposal Authority (GMWDA) and supported by the European Union LIFE + funding body.

Full details of all our campaigns are available to view on our [website](#)

f Up and Forward
t @recycle4gm #upandforward

www.recycleforgreatermanchester.com/upandforward

About the project

The Up and Forward project has been piloting innovative communication processes to increase recycling and waste prevention in low performing urban areas.

Campaigns are based on 4 common demographic themes which are linked to hard to reach communities:

- Households
- Student & Short Lets
- Faith and Culture
- Apartments

Changing behaviour

Each campaign is focused on changing behaviour by targeting small areas of around 1500 households.

Using a bottom-up approach we have been able to establish barriers to recycling and develop campaigns and communication materials that meet the needs of the community.



Where we are now

- 42 campaigns completed.
- Minimum 59,000 Greater Manchester residents directly engaged with.
- Over 150 Recycling Ambassadors recruited and trained.
- 5 out of 8 recycling films released.
- Creation of Interactive Software complete.
- Getting Wasted App completed and released.
- 1 Recycling superhero!



Campaigns in focus

#RubbishSelfie

The 'RubbishSelfie' social media campaign was carried out in Manchester.

Manchester has one of the largest student populations in Europe and with this comes large recycling problems. Students are generally poor recyclers, often failing to prioritise recycling into their daily lives.

To encourage participation in recycling students were asked to find the 'Golden Ticket' on selected communal recycling bins, take a 'rubbish selfie' and upload to Twitter/Instagram to win a prize.

The campaign and its communications were developed with the help of student volunteers and existing student groups.

Improving facilities in Apartments

Our **facilities campaign** has been improving recycling facilities on site to make recycling easier and more accessible for residents in low rise and high rise apartments. The **bags and caddies** campaign has looked to provide residents with new storage and separation solutions.

Engaging with caretakers and housing providers to gain support was key and we worked closely with them to locate new communal facilities that were easily accessible

Project officers gathered feedback from residents via focus groups and attitudinal surveys which enabled us to develop clear communication materials including permanent signage.

The results so far: Bags & Caddies and Facilities campaigns have shown an increase in resident participation - **29%** moving from non-committed to committed or super committed.



Spotlight on Cavendish Mill, Tameside, Greater Manchester

After just 5 days of installing new recycling facilities for pulpables and commingled waste at Cavendish Mill over 200 kilos was collected in the commingled recycling containers.

🗑️ 200 Kilo's not going to landfill.

What a great result! 🗑️

Daniel Hawthorne
Neighbourhood Coordinator
Cavendish Central



New media

Films launched so far....

- The Recycler – Apartments
- Community Tidy Up, Manchester - Private Rental
- Beat the Bin Men Game, Bolton – Students (Transient)
- Golden Ticket, Bury - Recycling Rewards
- Eco Faith, Oldham – Faith and Culture



Latest interactive software developed to gather feedback and monitor users results.

Software includes:

- Waste survey
- Waste challenge
- Interactive map for Household Waste Recycling Centres (HWRC)
- What can I recycle game
- Waste challenge game
- Information on waste prevention and what happens to my waste.

Getting Wasted web version now available

The student recycling game, 'Getting Wasted', created as part of R4GMs EU Life+ Up and Forward project, has now been launched as a [web version](#).

Created by DigitalLabs@MMU, the phone, tablet and web based game involves players sorting through rubbish in virtual rooms. The game is available as a free download from the App Store and Google Play.

A child friendly web version called [Bin Bunny](#) is also available.



Evaluating the project

Monitoring and evaluation

All campaigns have been assessed pre and post campaign during phase 1 and 2 by the following methods:

- Participation monitoring
- Attitudinal surveys
- Tonnage assessment – Gate weigh data

Data is now being analysed ready for dissemination in 2015.

All results will be uploaded onto our website and presented at the final Up and Forward Life+ seminar in March 2015

Headline results – Phase 1

Participation (Put out rates)

Theme	Pulpables	Commingled	Organics
Deprivation	+37%	+31%	+26%
Faith / Culture	Fluctuating	Fluctuating	Fluctuating

Attitudinal recycling surveys

Theme	Super committed	Committed	Non-committed
Apartments	+17%	+12%	-22%
Transient (Private Rental)	+36%	+35%	-35%

LIFE+ SEMINAR March 2015

To register your interest in the Up and Forward Life+ seminar please email:

madeeha.murtaza
@gmwda.gov.uk



Useful websites

Up and Forward project :

www.recycleforgreatermanchester.com/upandforward

LIFE +

<http://ec.europa.eu/environment/life>

Greater Manchester Waste Disposal Authority

www.gmwda.gov.uk

Recycle for Greater Manchester

www.recycleforgreatermanchester.com

Recycling games

www.gettingwasted.co.uk

www.binbunny.co.uk

