



# up and forward newsletter

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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](#)

Up and Forward  
 @recycle4gm #upandforward

[www.recycleforgreatermanchester.com/upandforward](http://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

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 of 63,000 GM residents directly engaged
- 183 Recycling Ambassadors recruited and trained
- Active relationships developed with over 120 partner organisations
- 130 focus groups and 4800 attitudinal surveys completed
- Over 190 individually targeted communication materials produced
- Getting Wasted App produced with over 1500 downloads on Apple
- 8 films to promote recycling released



# Campaigns in focus

## Deprivation theme

The **Deprivation** campaigns targeted families with young children and included: a community based rewards scheme in support of local schools; empowering the community to plan and run a family event focused on recycling; and a campaign that encouraged local businesses to act as recycling information points for residents.

Although each campaign delivered the recycling message in unique way, the same bottom up-approach was used – get to know your community, talk to them and understand their behaviour, and from there develop campaign materials and methods to overcome any barriers.

By using this approach and encouraging the community to become involved in campaigns, especially through the recruitment of volunteer ambassadors, participation in recycling has **risen by up to 61%**.



## Transient theme

To address problems associated with transient populations including a lack of awareness of the local recycling collections and facilities available, 3 engagement-led campaigns were developed - a **Private Rental** campaign, and 2 student focused campaigns – **Golden Bin** and **Recycling Games**.

The Private Rental campaign has seen improvements in communication with landlords, partner organisations and tenants. An electronic welcome pack for new residents was developed and distributed to key social landlords and letting agents. Permanent notices were installed in properties and continuous engagement via events, focus groups and door knocking made sure residents had information on what to put in the right bin, enough recycling bins, and that they were aware of the collection service/days.

Student campaigns were developed with students for students. The Golden Bin used an incentive scheme promoted through social media and the Recycling Games produced a fun, physical game focused on the Greater Manchester recycling rules.

### The results:

The transient Campaigns have achieved some fantastic results in areas that are historically poor-performing, with an increase in committed recyclers of 47%.



“ Social media is a really good way to engage with students. Giving people the chance to win prizes is a great incentive and will encourage recycling amongst students in the area. I recycle anyway, but winning this competition makes me want to recycle more. ”

**Hannah Brown University student from Fallowfield**



# Campaigns in focus

## Faith and Culture

**Faith and Culture** campaigns were carried out in areas with a strong religious or cultural identity with low recycling rates and looked to tap into core beliefs and attitudes which would encourage correct recycling behaviours.

By working closely with residents and faith leaders, Project Officers were able to establish common barriers to recycling, understand cultural sensitivities and develop innovative, bespoke communication solutions. In predominately Muslim communities this included the use of religious messages from the Quran.

Whilst participation and tonnages would indicate that these campaigns were not successful, initial analysis of raw contamination data indicates a step-change has occurred with contamination rates in the mixed recycling decreasing by 28% - **residents are now putting the 'right stuff' in the 'right bin'**.



## New films ....

- Bollywood Recycling Love Story
- A Recycled Fairytale
- Celebrating Recycling Achievement



## Apartments

To help improve communication with residents in low rise and high rise apartment blocks, the Ambassadors campaign was developed to encourage residents and on-site caretakers to become Recycling Ambassadors. By giving volunteers the skills and knowledge to pass on recycling information to other residents, Ambassadors were able to change recycling behaviour.

A further 2 campaigns looked to provide residents with recycling aids and new or improved facilities – simply giving people a better opportunity to recycle and the knowledge to do so has shown a change in behaviour, with over 25% now recycling more.

73 new facilities were installed across 22 locations in Greater Manchester.



  
**GMWDA**  
OUR AIM IS ZERO WASTE



# Evaluating the project

## Using new approaches

The **Up and Forward** project has embraced new approaches and industries to educate the public about waste reduction and recycling. New interactive software was developed to allow instant capture of recycling behaviour and knowledge.

To provide a new engaging platform for people to learn about recycling, students from the University of Bolton created 8 short recycling films including a Bollywood recycling love story, a recycling fairy tale and a comedy based film around recycling in high rise apartments.

## Bin Bunny 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 child friendly web version called [Bin Bunny](#).

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



## Results – Phase 1 and 2

Overall results support our initial premise that innovative community led activity is critical to improving recycling within our urban area. The greatest level of success was observed in the deprivation campaigns (B1-3), so it is reasonable to suggest that in the future these are the ones that are most likely to be taken forward to the next phase and replicated in other areas. Initial project results are as follows:

Participation (Put out rates)		
Pulpables	Commingled	Organics
+8%	-22%	+54%

Tonnes			
Pulpables	Commingled	Organics	Residual
-6.5 tonnes	+1 tonne	+70.2 tonnes	-29.1 tonnes

Surveys		
Super-committed	Committed	Non-committed
+80%	+83%	-83%

## Useful websites

**Up and Forward project :**

[www.recycleforgreatermanchester.com/upandforward](http://www.recycleforgreatermanchester.com/upandforward)

**LIFE +**

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

**Greater Manchester Waste Disposal Authority**

[www.gmwda.gov.uk](http://www.gmwda.gov.uk)

**Recycle for Greater Manchester**

[www.recycleforgreatermanchester.com](http://www.recycleforgreatermanchester.com)

**Recycling games**

[www.gettingwasted.co.uk](http://www.gettingwasted.co.uk)

[www.binbunny.co.uk](http://www.binbunny.co.uk)

