

Behaviour Change Projects 2016/17	A	M	J	J	A	S	O	N	D	J	F	M	Support required from District/Borough Council Staff
Residents food waste recycling message testing / survey													None required
LFHW - Promotion of LFHW messages, undertake cascade training. Part of C2025 signatory commitment.													Promotion of LFHW messages where possible eg social media, residents newsletter etc
Roadshows with trailer - town centres and supermarkets													Assist with local knowledge for location of roadshow, provide kerbside service info/leaflet, provide staff member where possible (1 to 2 days per WCA area)
In it to win it campaign - 2.5yr campaign			X										Refuse staff to monitor 5 selected green wheeled bins (per WCA) twice each per month, general promotion of the campaign via social media, resident newsletters, website, posters etc and bin tags/hangers applied to green wheeled bins by refuse staff where possible
Sell compostable caddy liners - libraries, HWRCs, on-line etc													Explore potential support for sale of caddy liners via District/Borough one-stop shops/reception areas
Rubbish diet project													Promotion of campaign via social media, resident newsletters, website, posters etc
Production of printed kitchen rolls as freebies with logos/messages supporting food waste recycling and supporting 'In it to win' initiative													Potential involvement with message selection
Schools programme - Waste education for schools													Promotion of scheme to schools where possible, provision of recycling collection where possible
Home composting - Workshops													Publicity of relevant workshops
Home composting - MCs													Signposting of initiative where relevant
E-Newsletters													Promotion to encourage sign-ups
Social media													Follow Recycle4Warks and ComposingCorner and retweets where appropriate
HWRC signs, info boards and comment cards													None required
Garage Sales - link to national event						X							Promotion of initiative
HWRC canvassing/meet and greet													Provision of stock of caddies for providing to identified non-users
Link to the WRAP materials campaigns and Pledge 4 Plastic													None required
Comprehensive food waste guide													Distribute new leaflet where possible
Ramp up on-line reuse													Signpost to WCC web page from District/Borough website
Estate/letting agents - new tenant pack													tbc but likely to be minimal
Home composting process video													None required
Events for WCC and D&B staff													Assist with provision of training room and advertising events to staff
Material Campaign - Food waste													Advertise communications media where possible eg posters, social media etc
Household recycling champion of year x 5 WCAs													Cascade messages and assist with judging within respective area and assist with prize presentation
Xmas campaign													Social media
Week of thrift												X	Highlight the initiative where possible eg social media
Waste composition analysis													Tbc but likely to be minimal
Annual waste conference												X	Tbc but likely to be minimal
Real nappies trial													Promotion of scheme where possible eg social media, posters etc
Junkmail													Promotion of initiative where possible eg social media, posters etc