

Appendix 1 Behaviour Change

Behaviour Change Projects 2017/18	Support required from District / Borough Council staff
Food waste recycling project in Stratford District	Support from Anglea Lloyd at SDC
HWRC trade waste promotion	
Crackdown on HWRC trade use and unsorted waste going to landfill, including renewed signage	
Waste composition analysis	Operational support
In to Win	Advice on new collection rounds, spot checks
Home composting - bin sales, workshops, video, PR	Community involvement, especially in Rugby
Food waste caddy liners	
Slim your Bin	
Waste education in schools, wastebuster	Continued support from NBBC, with others offering work with schools where they can
Waste minimisation promotion including LFHW, junk mail, real nappies, seasonal, reuse	Support with traditional PR, roadshows, e-newsletter content, Facebook content and Twitter retweets
Events for D & B staff	Contacts for making arrangements
Flytipping prevention	Information on enforcement and intelligence

For all of the above projects, we would ask that the waste collection authorities support us by:

- 1) Signposting to our webpages and e-newsletter signup
- 2) Encouraging enlistment in In to Win, Slim Your Bin and workshops
- 3) Promoting our home composting and caddy liner sales
- 4) Sharing Facebook articles and retweeting Twitter posts, especially when your authority's handle has been used in the post