



Pledges Win Prizes

Canvassing gets up close and personal

At a glance

- Clients: Bristol City, Bath & North East Somerset, South Gloucestershire and North Somerset Councils
- Type of project: Campaign branding and incentives scheme
- Duration: Seven months
- Techniques: Branding and design, incentivisation, door-stepping, pledging

The aim of this project was to test the effectiveness of incentives, and promote them using printed materials and personal contact, as methods of encouraging householders to participate in recycling. This work formed part of the Defra national incentives trial.

Winning ways

The selected area covered a total of 27,000 households across four local authority areas. Attractively branded as 'Pledges Win Prizes', this door-stepping campaign targeted householders who were asked to make a pledge. In order to secure their commitment, householders were offered an incentive: a chance to win £50 cash (in three areas) or a £50 donation to charity (in one area).

Supporting tactics included: press and PR, leaflets, stickers and a newsletter, a hotline, display materials and roadshows. Winners were selected at random from the participating pledgers and were invited to attend prize-giving events, again supported with press and PR. Tonnages and participation were monitored in all areas.

The personal touch

Personal contact generated the largest number of pledges, and interest in the promotion was higher when supported by other tactics. Uptake of the charity donation incentive was, perhaps unsurprisingly, lower than the personal cash incentive. Although during the monitoring period tonnages remained static, participation in recycling increased by 8.49% and there were over 1,500 requests for new, additional or replacement recycling containers.



We were pleased with the findings and it gave us a good insight into how best to reach residents across all groups to effect behaviour change. Offering an incentive certainly encouraged their participation in recycling.



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