

Carry on composting

Householders get their hands dirty with doctors' help

At a glance

- Client: East Sussex County Council
- Type of project: Behavioural change campaign
- Duration: 12 months
- Techniques: Waste minimisation advice and support, promotional materials, Compost Doctors

Resource Futures set up a dedicated team of Compost Doctors who prescribed practical home composting help and advice to residents of East Sussex, in order to divert more organic waste from landfill. Householders who had never home-composted before, or those who needed further support, could consult the Compost Doctors over the phone, by email, at events or at talks and presentations.

Bedside manner

Resource Futures used the creative concept of the Compost Doctors, with their white coats and stethoscopes, as the basis of an engaging, integrated communications campaign to encourage positive behaviour change.

Tactics included a media launch (with local gardening celebrity Jean Griffin from Southern Counties Radio), radio spots and a variety of promotional materials. These were designed by Resource Futures in-house design department and included compost bin stickers, leaflets, posters, displays, press advertising and an end of project newsletter.

Absolute beginners

The Compost Doctors attended a total of 84 events, offering one-to-one advice and support to over 3,500 local residents. At the end of the campaign a number of residents had boosted their composting status from 'beginner' to 'intermediate' or 'advanced', helping the Council to divert even more organic waste. The Compost Doctor helpline received over 650 contacts, with 134 residents committing to continue composting and another 207 promising to get started as a result of the campaign.



Local radio stations and local garden centres were great at helping to spread the composting campaign message.



Resource Futures provides specialist resource management solutions to local authorities, government agencies, private sector companies and third sector organisations.

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