

It's good to talk

More participation, less contamination in Hampshire

At a glance

- Client: Hampshire County Council
- Type of project: Door-stepping communications campaign
- Duration: Nine months
- Techniques: Door-stepping, advice, pledging

This project aimed to test whether doorstep conversations and pledging are effective methods of increasing the number of householders participating in a recycling scheme and reducing the amount of unsuitable material they put into their recycling containers.

Tailored to the individual

Resource Futures monitored the recycling behaviour of 33,354 householders, classifying them as either 'non', 'low', 'medium' or 'high' recyclers based on the volume, type and frequency of the materials presented for collection. A team of trained recycling advisors held doorstep conversations with almost 15,000 'high contaminators' or 'low participators'.

The programme used information gained from the monitoring to enable a personal and more focused approach. At the end of the conversation, householders were asked to make a pledge to recycle more of the correct materials, more often. Eighty per cent of those engaged committed to change their behaviour and the results were monitored accordingly.

Be a part of it

Participation in the recycling scheme amongst the householders who were spoken to increased from 5.5% to 10% in spite of a general trend of reduced participation in the area of between 2% – 7%, suggesting that the engagement counter-acted this downturn. Also, contamination of the recycling containers with unsuitable material was reduced following this door-stepping campaign.



Tailored messaging, by virtue of monitoring, which then feeds into doorstep conversations, is an effective way of targeting the information householders receive during door-stepping campaigns.



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