

WHICH BIN?

WHAT WORKS TO REDUCE KERBSIDE RECYCLING CONTAMINATION IN SOUTH AUSTRALIA

The *Which Bin?* campaign focuses on building mental availability for correct kerbside bin knowledge and behaviours.

Mental Availability is measured as the propensity of a correct disposal behaviour to come to mind in a choice situation. It means having the knowledge of the best disposal path to choose for an item at the point in time when you need it. Without Mental Availability, the action cannot be undertaken.

Educational messages must have consistency and continuity as Mental Availability takes time to build, requiring reinforcing as it erodes if not refreshed.

The research has given clear direction for further campaign development and shown the effective reach that has been achieved, using TV and social media as primary vehicles.

2019 RESEARCH METHOD

This research builds on market research undertaken by the Ehrenberg-Bass Institute for Marketing Science for Green Industries SA in 2010, 2012 and 2014.

803

ONLINE HOUSEHOLD INTERVIEWS

400

HOUSEHOLD BIN INSPECTIONS

10

IN-DEPTH INTERVIEWS WITH WASTE EDUCATORS

- Waste management surveys are subject to poor respondent recall and respondents over claim 'correct' behaviours.
- Bin inspections are undertaken to address this bias: the recycling, green organics and landfill bins are checked for visible signs of contamination and best/poor practice.
- In-depth interviews with waste educators, the campaign's primary users, enable the campaign's impact to be measured.

ATTITUDES, BEHAVIOUR AND BARRIERS

- Householders place a high level of importance on recycling, a consistent sentiment across the research waves.
- A high 96% self-assess as knowing the bin system well. This may make them non-receptive to messages as they do not perceive they need them.
- Half the respondents perceived no barriers to recycling.
- Of those that did, the main barriers were bin capacity, followed by the unwillingness of other household members to assist.
- Over two thirds of respondents (76%) said 75% to 100% of household members were actively engaged in recycling efforts.
- This shows the wide relevance of messages to householders, as it is not just the domain of one member.

CONTAMINATION

- Industry representatives say that a 6-10% contamination rate is standard, and up to 35% has been reported.
- Common contaminants in the recycling (yellow lid) bin include nappies, plastic bags, food/organics, non-recyclable plastics and clothing.
- Green Industries SA's High Level Education Working Group brings together industry expertise to determine definitions of contaminants and develop a unified approach across different Material Recovery Facility operators in South Australia.

MARKET RESEARCH FINDINGS

66% ✓ NEW KNOWLEDGE	25% ✓ BEHAVIOUR CHANGE	48% ✓ ACCURATE RECALL	16% 41% POSITIVE TRENDS	50% ✓
66% felt they had gained new knowledge from the advertisement messages.	25% of those who recalled seeing some media coverage said they had disposed of items differently as a result of this.	Of those recalling media coverage (31%), 48% accurately described the campaign.	16% claimed not to be recycling food waste and 41% were taking soft plastics to supermarkets for recycling.	50% of the respondents would not make any changes to the campaign, even if they could.

The message importance and simplicity were the most liked aspects of the *Which Bin?* campaign. Respondents called for wider reach and repetition of the campaign.

The campaign is well liked by councils and waste educators and signalled their keenness to use the campaign and supporting materials in their own waste education efforts.

OPPORTUNITIES FOR BETTER PRACTICE

REDUCING THE AMOUNT OF RECYCLABLES INCORRECTLY PLACED IN THE RED/BLUE BIN.



REDUCING THE PRESENTATION OF BINS FOR COLLECTION EVEN WHEN THESE ARE NOT FULL TO REDUCE COUNCIL COSTS AMONGST OTHER BENEFITS.

