



# The Future is Digital

Waste & Recycling  
Communications In  
2022 and Beyond

**ReCollect**

# Let's Face It: Recycling Can Be Confusing

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Recycling programmes can be chaotic, which leads to confusion.



When rules change,  
people need to learn new  
recycling habits



People make their own  
recycling assumptions



With less time than ever,  
people need instant,  
accurate answers



Static education  
compounds the  
problem



# Communications Challenges

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Waste and recycling teams are overburdened, yet battling confusion and rising costs.



Printed materials lists are costly and increasingly ineffective



Without digital tools, it's a challenge amplifying those outreach efforts



People incorrectly assume they know how to recycle properly



When information isn't correct and real-time, people wishcycle



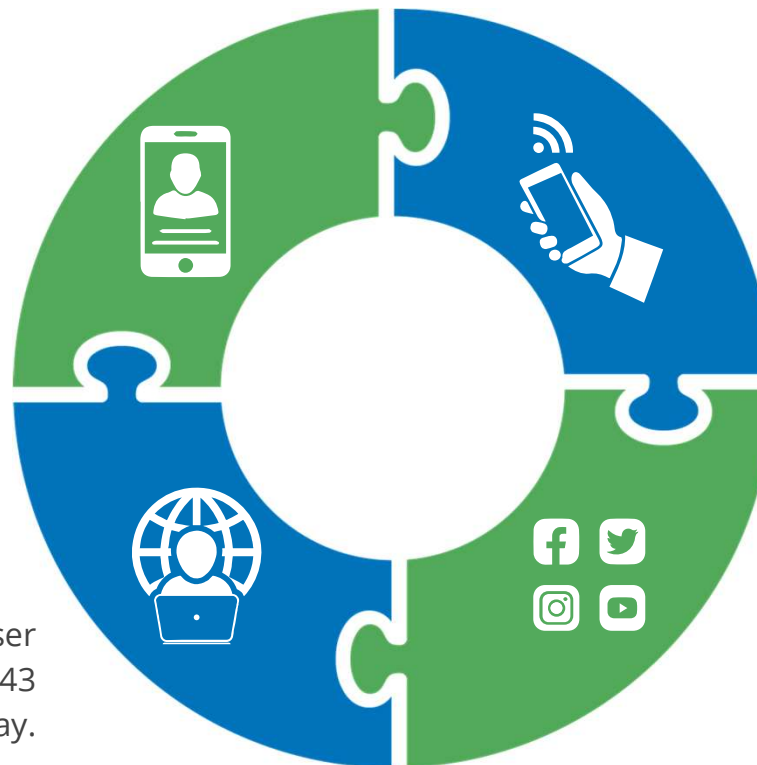
Difficult to make knowledge “stick”  
If we don't make it easy, people won't use it

# Meet People Where They Are

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**We need to connect to our audience where they research ideas and educate themselves. And that place is digital.**

Mobile now accounts for over 50% of all internet users (Hootsuite, 2020)



Today, nearly 60 percent of the world's population is already online (4.5B).

The average internet user now spends 6 hours and 43 minutes online each day.

As of January 2020, approximately 3.80 billion people use social media.

# Out With The Old, In With The New...

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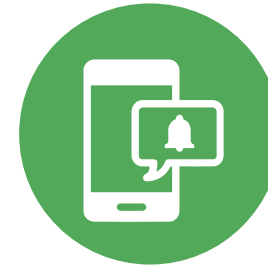
In the 'New Normal', every organisation needs a direct, real-time line of communications with their audience.



Outreach and engagement are key



Easy to access mobile apps and website tools



Instant service alerts, notifications and reminders



Address-specific material search and digital calendars



Increasing reliance on you as the trusted source of information



Moving away from a paper-based world



## Going Digital...

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**It's time to build our programmes for the future. Programmes where we are available in real-time, all the time, for our audience.**



Digital is here, and is about the present, not "the future".



Digital is about branding and engagement.



Digital is about strengthening communication with residents




Digital is about building trust and truly changing recycling behaviour.


# Waste Wizard


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What do I do with...?

English

Surrey Recycles

Recycling game

Where waste goes


Need help?


📍 postcode: CR3 0AA


Want to know which bin to put something in or where to take it?  
Search for an item and we'll tell you how to recycle, compost or dispose of it.  
Note: please check your postcode is correct.


Search

Popular Searches


  
Books

  
Broken glass

  
Plastic bag

  
Battery  
(disposable)

Terms of service | ReCollect Cookie Policy

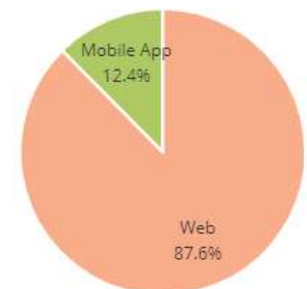
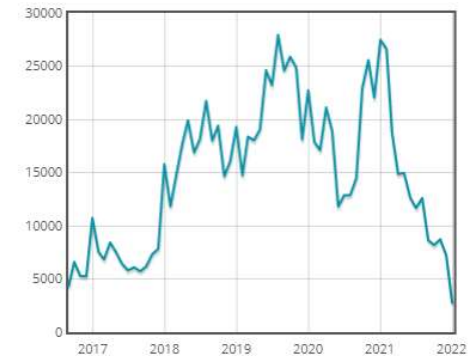
Surrey



# Waste Wizard - Analytics

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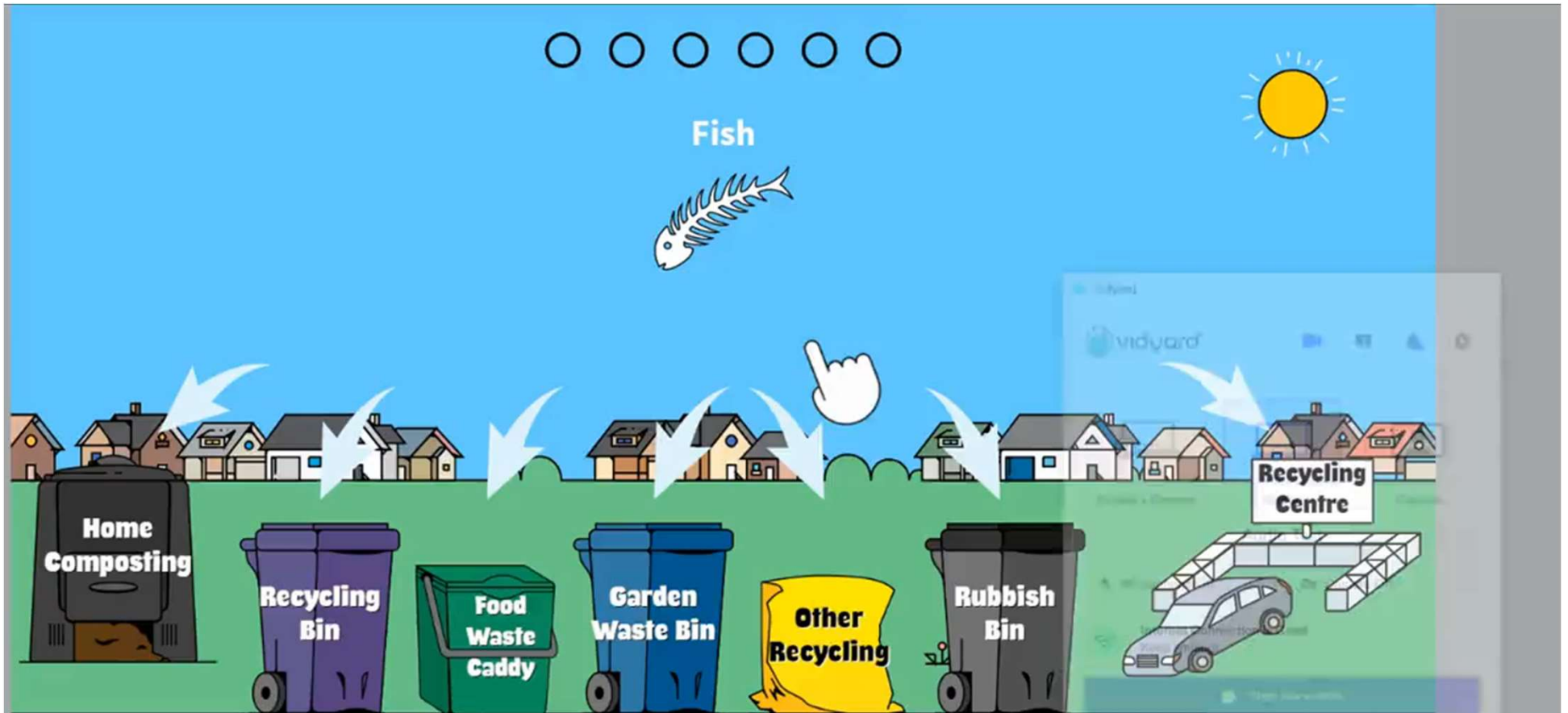
Show 10 entries	
Views	Title
23684	Plastic #6 - Polystyrene (styrofoam)
22511	CDs and DVDs
19181	Electricals (small)
18949	Clothes and home textiles
16314	Broken glass
15460	Shredded paper
15196	Plastic bag
13753	Plastic trays (food packaging, takeaway trays)
12808	Tetra Pak carton
12450	Flooring (carpet and underlay)
Showing 1 to 10 of 371 entries	
Previous 1 2 3 4 5 ... 38 Next	





# Waste Sorting Game

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▶ Material	▶ Total Guesses	▶ Correct Stream	▶ Incorrect Streams
Coffee Pod (Aluminium)	2381	Rubbish Bin: 1,019 (42%)	Incorrect: 1,362 (58%) Recycling Bin: 640 (27%) Other Recycling: 408 (18%) Recycling Centre: 170 (8%) Food Waste Caddy: 57 (3%) Home Composting: 48 (3%) Garden Waste Bin: 39 (2%)
Hard Plastic Cup/Beaker	2551	Rubbish Bin: 1,581 (61%)	Incorrect: 970 (39%) Recycling Bin: 604 (24%) Other Recycling: 181 (8%) Recycling Centre: 144 (6%) Garden Waste Bin: 23 (1%) Home Composting: 12 (1%) Food Waste Caddy: 6 (1%)
Paper Towel	1970	Rubbish Bin: 1,011 (51%)	Incorrect: 959 (49%) Recycling Bin: 463 (24%) Home Composting: 179 (10%) Other Recycling: 135 (7%) Food Waste Caddy: 90 (5%) Garden Waste Bin: 69 (4%) Recycling Centre: 23 (2%)
Food & Juice Pouches	2431	Rubbish Bin: 1,551 (63%)	Incorrect: 880 (37%) Recycling Bin: 447 (19%) Other Recycling: 243 (10%) Recycling Centre: 96 (4%) Food Waste Caddy: 50 (3%) Garden Waste Bin: 31 (2%) Home Composting: 13 (1%)
Hard Plastic Souvenir Cup	2403	Rubbish Bin: 1,556 (64%)	Incorrect: 847 (36%) Recycling Bin: 512 (22%) Other Recycling: 172 (8%) Recycling Centre: 122 (6%) Garden Waste Bin: 23 (1%) Food Waste Caddy: 13 (1%) Home Composting: 5 (1%)
Takeaway Coffee Cup	1565	Rubbish Bin: 1,004 (64%)	Incorrect: 561 (36%) Recycling Bin: 350 (23%) Other Recycling: 122 (8%) Recycling Centre: 26 (2%) Home Composting: 24 (2%) Garden Waste Bin: 20 (2%) Food Waste Caddy: 19 (2%)
Vacuum	2057	Recycling Centre: 1,574 (76%)	Incorrect: 483 (24%) Other Recycling: 220 (11%) Rubbish Bin: 108 (6%) Recycling Bin: 67 (4%) Home Composting: 35 (2%) Garden Waste Bin: 29 (2%) Food Waste Caddy: 24 (2%)

# Benefits

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Nearly 1 million searches completed using the Waste Wizard search tool (Surrey, UK)



Over 100,000 first time visitors using the Waste Wizard search tool (Buckinghamshire, UK)



17.6% decrease in contamination rate (Nashville, USA)



76% decrease in phone calls with questions regards recycling (East Hants, Canada)



Saving of \$200,000 of printing costs over 3 years (Austin, USA)

# Thank you!

Questions? Want to chat further? Email  
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Empowering People To Recycle Right.