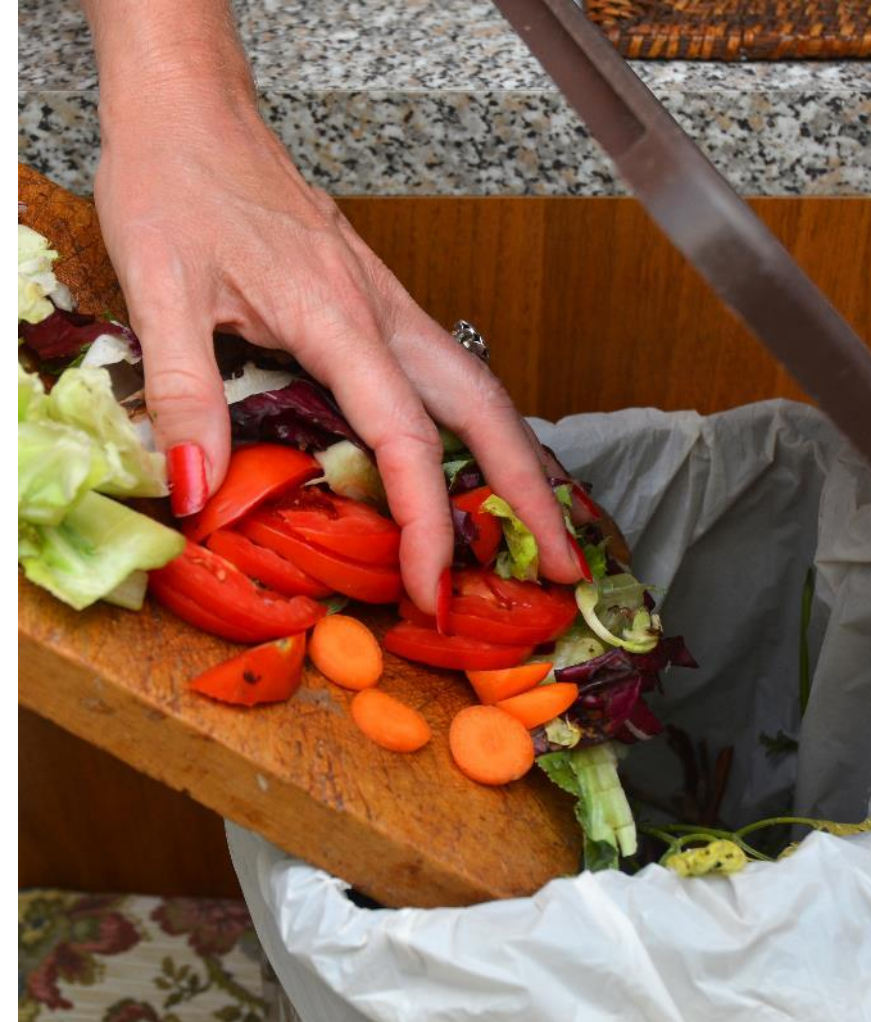




Scrap That!

Understanding existing and potential product utility to optimise the food waste collection programme and increase engagement

- 1 Background and approach
- 2 Context that impacts attitude and behaviour around waste
- 3 Major barriers to continued usage explored
- 4 Opportunities for communications
- 5 Key success factors for the role out



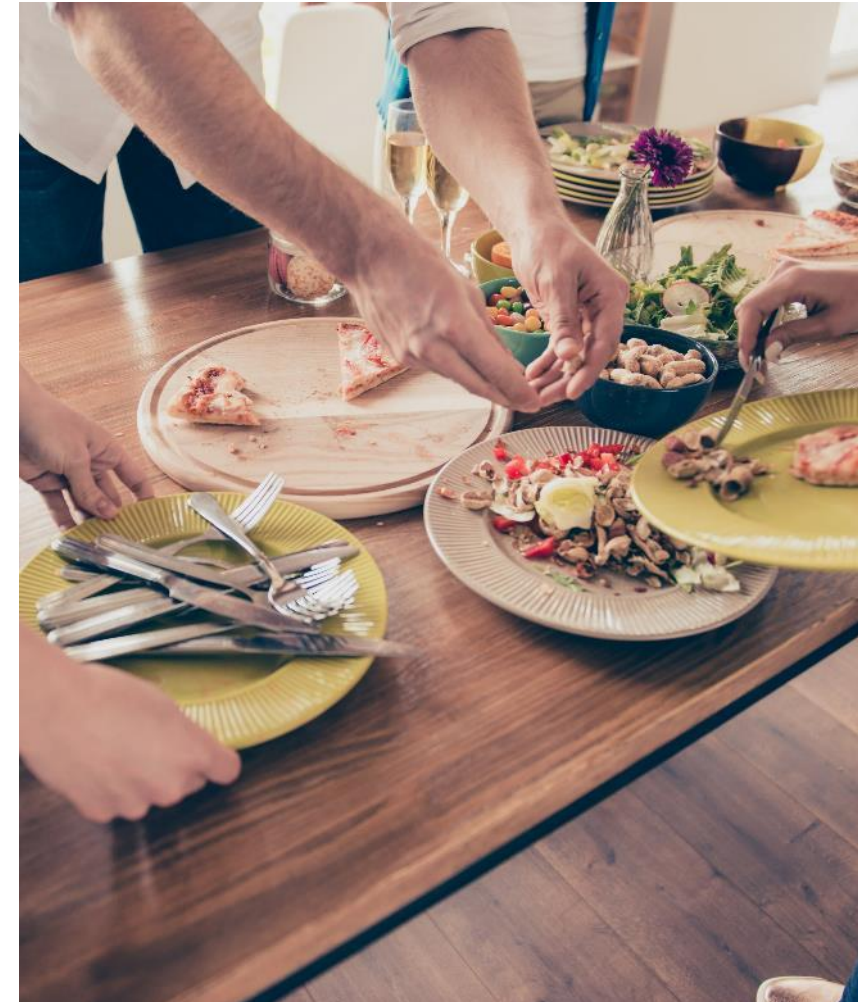
1: Background and approach



Background

- Auckland Council's goal is to have **one uniform system** for all of their residential waste services across Auckland by 2020. Part of this mission involves rolling out a **food scrap collection service Auckland wide**.
- To ensure the roll out is as seamless as possible, Auckland Council have already **conducted a number of service trials** in different regions of Auckland.
- With the rollout of the Auckland wide food scrap service drawing closer, Auckland Council are now looking to ensure that the food **scrap products and supporting information are hitting the mark** for Aucklanders and that the service itself is as seamless as possible. With this in mind, this study is geared to **build on previous learnings** and add a new **product experience lens** in order to identify and evaluate **potential product optimisations and adjustments** to the food scrap service.
- Key to this will be to hear first hand about the **real world customer experience** with the product and service and in doing so **fill the knowledge gap** around key aspects of the service and how different audiences may have different product requirements.

Specifically themes of focus are: the role of family types/size and needs of different cultures/ethnicities/abilities; the size, shape and mobility of the bin; the necessity for a kitchen caddy; the role of liners and subsequent workarounds; and the most appropriate information channels for renters moving to an area, and for home owners buying into an area



Our approach at a glance

Recommended: Exploring the product experience

3-DAY QUALBOARD DISCUSSION

- **PAPAKURA RESIDENTS**
- **48 respondents completed 100%** (which shows high engagement)
- Mix of **ages, ethnicity, family size, abilities**
- Some **recent movers** to the area
- Mix of **renters** and **home owners**
- All to be in **key / joint decision maker** for household waste
- Mix of frequency of service use i.e. weekly versus monthly
- Some **non users** asked to engage for duration of research



Optional extra: Deep Dive on Service needs

8x IN HOME IMMERSION SESSIONS

- **8x In home immersions of 1.5 - 2 hour duration** with Papakura residents.
- Mix of **ages, ethnicity, family size, abilities**
- Mix of **renters** and **home owners**
- All to be in **key / joint decision maker** for household waste



2. A look at what's happening behind closed doors



The bench is often the most obvious place for the caddy – however its competing for space on the bench and can lose its functionality on the floor

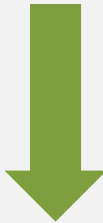
ON THE FLOOR



NO BENCH SPACE



Those with the bench space often prefer to hide it away



Not everyone is using Auckland Council issued caddys



Long driveways, gravel, and steep roads require extra effort

”

We live up a long driveway, it's very holey in places and on a bend. I have knee problems and am currently awaiting surgery so I ask my children generally to take the bins out. It becomes a nightmare in winter, and it would be easier if the truck could come up my drive...but we manage.



The smell often dictates where the bins sit – usually away from the house with the other bins

FAR ENOUGH FOR SMELL CLOSE ENOUGH FOR CONVENIENCE



MEET GLENDA AND ROY



- Glenda is 87 and Roy has just turned 90. They have lived in South Auckland for 20 years although just moved into a slightly smaller place as Roy now uses a walker to get around and struggles with stairs.
- Both are very community centric and like to stay in tune with what is happening in their local area. They regularly visit community centre events and always read the local paper cover to cover.
- The Food Scrap Service has been of particular interest to them and they have had many discussions with their neighbours about it since it was introduced. Generally they feel most people are in support of the service but admit opinions are sometimes a little divided.
- Recently Glenda often puts the bins out as Roy still struggles a bit using the walker and carrying the bin at the same time. This is a little frustrating for him at times as he is quite independent and doesn't like to accept help.

We are so pleased to be doing something that helps the environment

This is a great service that the council is adopting

It's easier than composting

Would like to hear more from Auckland Council about what difference it is making

It is so much easier to use than their old compost bin which was too restrictive in terms of what could go in it

People have been very positive from what I have heard

That grandkids are hearing about and endorsing the fact that food waste is a big problem from school

A few complaints about the rates and costs for the service

Finding the food scrap bin a little difficult to carry

Actively seeking information to find out more about what is happening to the rubbish

Feeling positive towards Auckland Council for their food scrap initiative

Using the caddy and the food scrap bin provided by the council

Looking through the communication materials provided by the council

Would like to see this rolled out across Auckland



- Schools
- Newspapers
- Local meetings
- What neighbours are doing
- Council meetings
- Flyers
- Newsletters
- It is important to reduce the rubbish that we produce
- Trying to encourage others to use it

What matters?

Clear communication

Need the bin to be easier to carry

How the waste is dealt with after collection

What difference their efforts are making

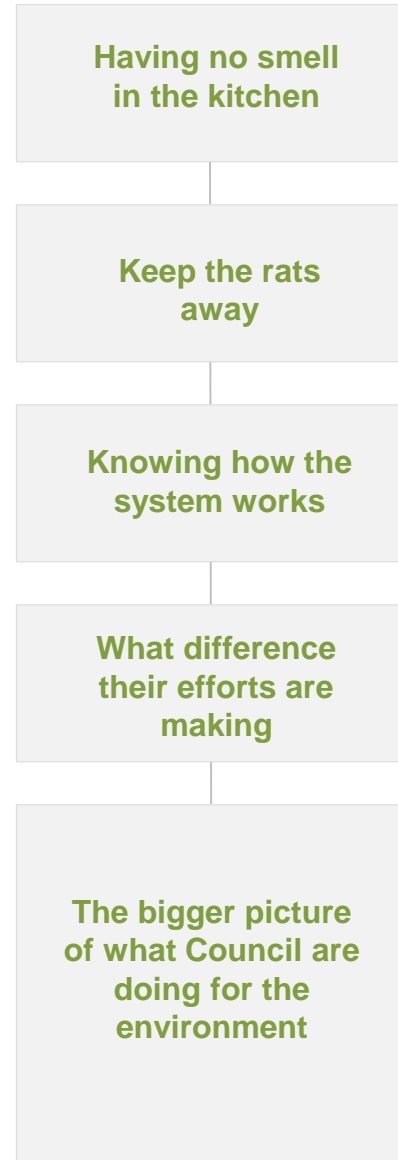
What else they can do to help the communities waste problem

MEET AROHA

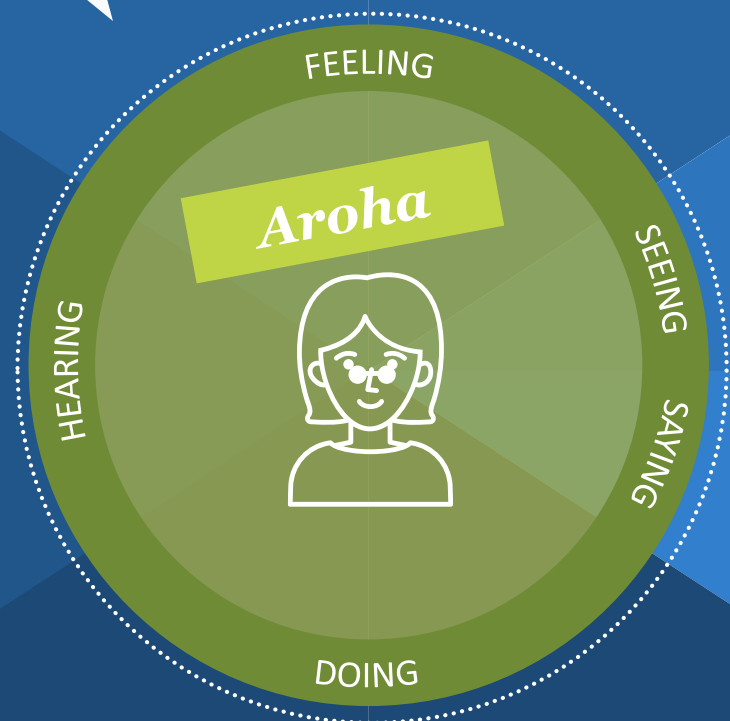


- Aroha is 59 years old and has been blind since she was 22 from an accident. She is Maori and moved down from Whangarei 12 years ago. A beneficiary she currently lives with her daughter, grandchildren and one great-grandchild.
- She used to garden and make her own compost using the raw vegetable scraps from the garden. She is interested in recycling and has listened to programmes on YouTube. They give much of their scraps to their dogs or feed to the birds in the garden. She feels the government have 'got it wrong' by allowing manufacturers to make such quantities of plastic.
- Her daughter was enthusiastic about the food scraps service, but Aroha has heightened smell and she found it repulsive in the kitchen. She was concerned that it would attract rats both inside and out so persuaded her daughter to stop using it after one month.
- She is keen to learn more about the process. She questions why meat can be used in the food scraps recycling process. It doesn't feel right to use meat in making fertiliser. Also keen to know why food in landfill is bad.

What matters?



- I could smell it as soon as I walked in the room
- I tried washing it every week but it was still yuk
- If I can smell it then rats can smell it
- Is it not good to put in the landfill? Wouldn't it just decompose?
- They want us to do all this...recycling..but they still make and sell plastic.



Her daughter liked the idea and thought it must be a good thing to do.

Thinks that it isn't big enough for large families – that they would need at least two.

People are cynical about what happens to recycling and its going to solve the problems.

- Blind Foundation audios
- Daughter reads flyers
- Council website
- Youtube
- Make the factories use hemp packaging instead of plastic
- Its wrong to put meat in compost

- No bins at all in kitchen due to smell
- Feeding leftovers to the dogs and birds

- Wrapping food scraps in newspaper before putting in outside bin
- Caddy now filled with cigarette butts and is inside green bin outside

Would like to learn more about why food scraps is a good idea and how including meat works

Would want a much better seal on caddy and absolutely no smell

MEET NIKKI

Family

- Nikki is 40 years old and lives in Karaka which she describes as the “lucky side of Papakura”. She is married, a stay-at-home mum with 3 children aged 8, 6 and 2. Her husband has his own building business.
- They designed and built their house and have a garbage and recycling system integrated into a completely uncluttered kitchen. They have a waste disposal unit that they believe is environmentally friendly as it stops food going into landfill. She wants to do the right thing for the environment, but feels the government are pretty ineffectual, are “leaving it too late” and the systems are all wrong.
- They sent the food scraps bins back to council straight away as it wouldn't work with their current system. There is no room for it in her cupboards, her 2 year old would ‘get into it’ if it wasn't shut away and she feels the smell would put her off.
- She is currently using Waste Management for her garbage disposal and resents the fact she has to pay for the food scraps service.



What matters?

Clean and hygienic kitchen to protect family

Rubbish system integrated into cupboards

Ease of use

Bigger environmental picture

Benefits to local community

Info with paper rates bill

Radio

OurAuckland Magazine

Lots of food scraps bins in street

Karaka Harbour Facebook page

It's hard enough for some people to feed their kids let alone do recycling

The government say the right thing about the environment but don't do it

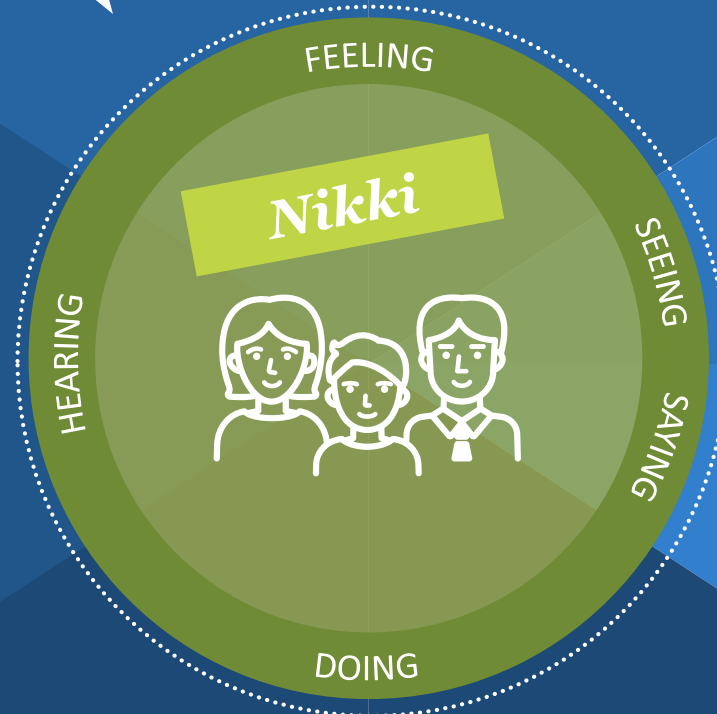
The waste disposal is very environmental

My little one would be in it in a second

I wouldn't want to walk to the garage every time I have scraps

Nowhere to put it. Didn't want it in my kitchen.

At least with the waste disposal, its just gone.



Quite a lot of talk about it costing \$67 per year among people not using it

Not much interest or understanding in new system among friends

Elderly people using food scraps service – have more time and are less questioning

Puts everything in waste disposal other than banana skins, fruit stones, stringy meat, egg shells, bones.

Stacks paper online supermarket shopping bags but nowhere to take them

Wants to know how system will benefit the local community gardens, schools, local companies.

All recycling and rubbish fully contained in kitchen system

Pays for Waste Management private collection as they collect everything together

Would need a way of fully integrated the food scraps service into current or future

MEET AJEET AND RAMNIK



- Ajeet, 36, and Ramnik, 32, are married with one two year old boy. Ramnik has lived here for 10 years and Ajeet came to join her from India to get married three years ago. Ajeet is an Uber driver and Ramnik is a stay-at-home Mum. They have a lodger couple living with them, also originally from India.
- They take recycling seriously and are very happy to support the food scraps service which they use with enthusiasm. In India they lived in a rural area where there was no collection system and garbage was burnt which is bad for people's health. They believe that the NZ recycling system is very good and, even though they are not sure how it works, they believe the council are doing it for the greater good of the environment.
- They keep the caddy in the cupboard beneath the sink and bring it to the top when they are preparing food – they put it directly in there as they cook or clear away. They don't like it much in the summer due to small flies, but they still use it and just empty more often.
- They feel the size and shape of both bins is perfect and fine for a family of 5. The handle of the food scraps bin sticks sometimes.

I like to stick to council rules if they are there for a reason. I am not an entitled person

When my husband first came here he would throw rubbish out the car window. Now he corrects my recycling

In the summer it is a pain due to those small flies and the smell

Since we have been here we have changed a lot. We recycle properly, we take that seriously.

They probably use worms to break it down for fertiliser

Most neighbours are supportive of the new system

My neighbour told me you can use the compostable free bags used for loose fruit & veg at PaknSave

Shocked when neighbours don't conform to the system eg putting used nappies in recycling



TV News
Leaflets in mailbox

Seen replacement caddies in KMart
Sponsored videos on Facebook

Indian neighbourhood supporting system

It's a way of thinking. In India we think what one person does won't make a difference.

Poorer people in New Zealand have so much on their plate, living in slums a bit like India. The environment is not an important thing for them

Puts caddy on the top when cooking or clearing

Keeps caddy in cupboard to keep son away from their son

Take recycling seriously – making sure it is sorted properly

Empties every day in the summer because of the flies

Will continue to support the system. Would prefer a system that didn't attract flies.

Would like to understand what happens to the food scraps.

What matters?

Adapting to and being accepted in a new culture

Supporting the local council systems

Contributing to a better environment

Not challenging the system

Interesting little stories on new systems and technology

MEET RAHUL



- Rahul, 27, is an Ola driver and is married with a baby on the way. He has been living in Papakura for 6 months. They have just moved into a new house which they share with another couple. He loves living in New Zealand and finds it an easier place to live than India, preferring the climate and cleaner environment.
- He is not concerned about the environment, feeling that New Zealand doesn't really have problems compared with India. It is people's choice if they want to buy plastic. He is interested in YouTube videos and would happily watch more videos on recycling.
- Likes the food scraps service as it is 'more organic'. In India the fertilisers are all artificial and they use too much urea. They keep the caddy in the kitchen on the floor close to the central island and manage to fill it most days.
- They feel the size is fine for their household but they fill it every week and so it may be too small for larger families. Weekly collection works well.



It is people's choice to behave as they want. If they want to buy plastic that is fine.

I don't like how smelly and disgusting the outside bins gets

I am not sure how it works but it is organic

The bags are made of starch and they are not expensive. We are happy to buy them.

This is just what people do in New Zealand

There are some great new technologies. In India they make LPG from cow dung

Larger families would fill the food scraps bin more quickly than us

Cooks a lot from scratch

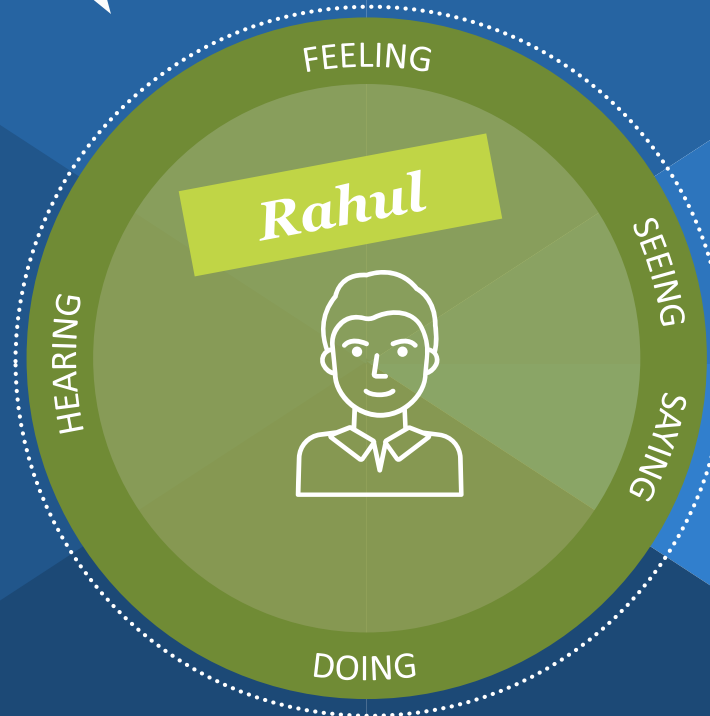
Fills caddy to top every day

Not worried about the environment but wants to support local system.

Empties caddy every day then washes it.

Hoses food scraps bin after every collection

Enjoys informational videos and would be interested to learn more about food scraps recycling technology.



TV News
YouTube
New technology videos

Food scraps is part of being natural and organic. In India fertiliser is artificial

New Zealand's environment is good compared with India, I am not worried about it.

What matters?

Keeping the house clean

Fitting in with New Zealand

Not going the same way as India

Interesting facts and figures

Understanding new technology

2. Context that impacts attitude and behaviour around waste



For New Zealanders waste is a world of uncertainty that provokes one of 2 instinct reactions

1

Desire to find out more

Looking for guidance and information.

Struggling to find out how rubbish works (particularly the confusion over recycling).

Actively seeking information to help guide them.

MOTIVATED BY INFORMATION that explains what they can do and why what they are doing is better for the countries waste disposal.

2

Go for the easiest option

Ease is the number one driver of behaviour.

Desire more simplicity about what goes where.

Do care about the environment but often console themselves with the sense that they can't make a difference.

MOTIVATED BY EASE so that waste disposal doesn't require too much drastic change in current behaviour or if it does, doesn't require much more effort.

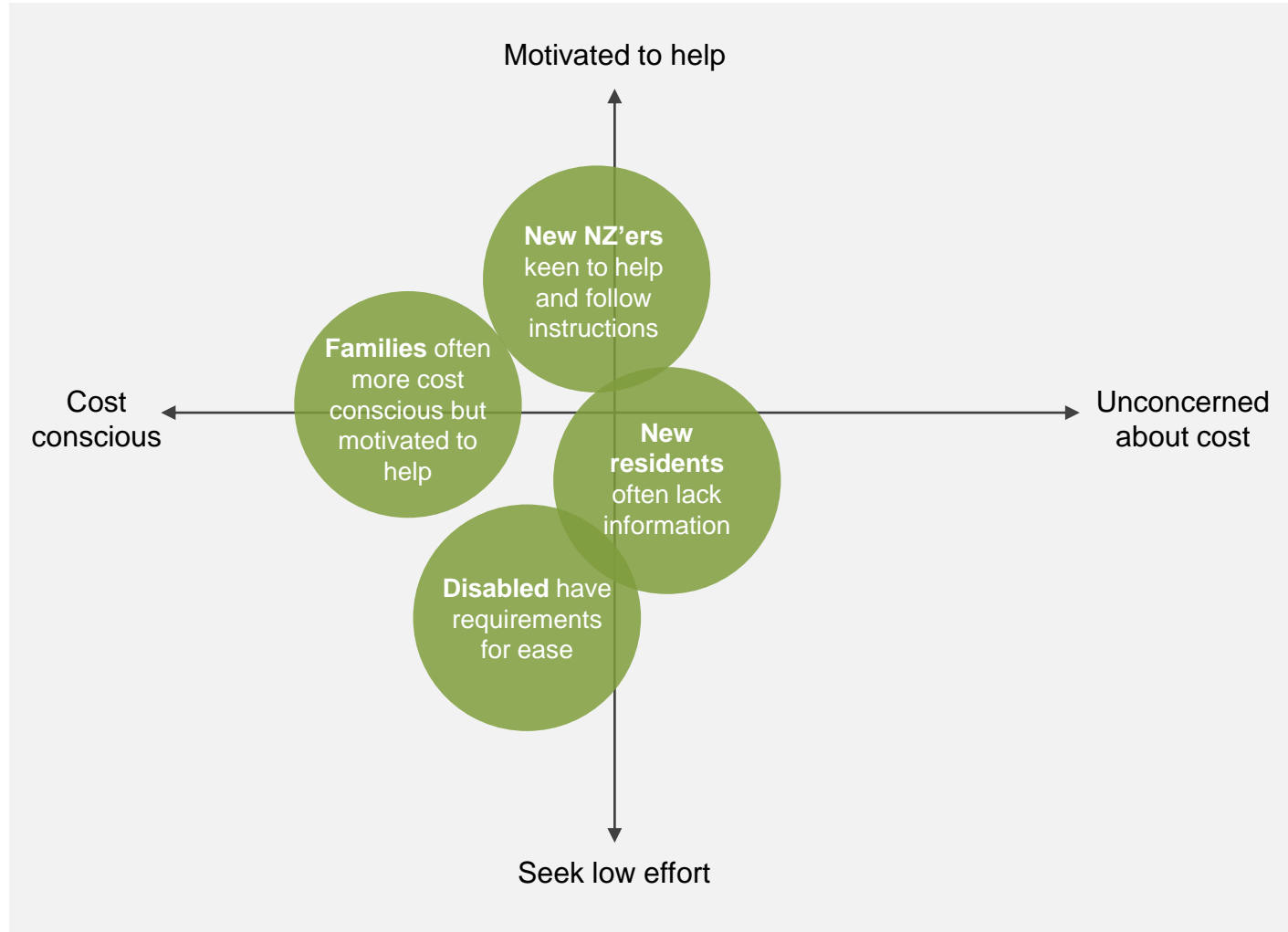
And more so than demographics, behaviours towards rubbish are dictated by those fixated on effort and cost

Demographic skews do not appear to show significant differences in usage and behaviour.

As such the skews in the diagram are subtle and may require further validation.

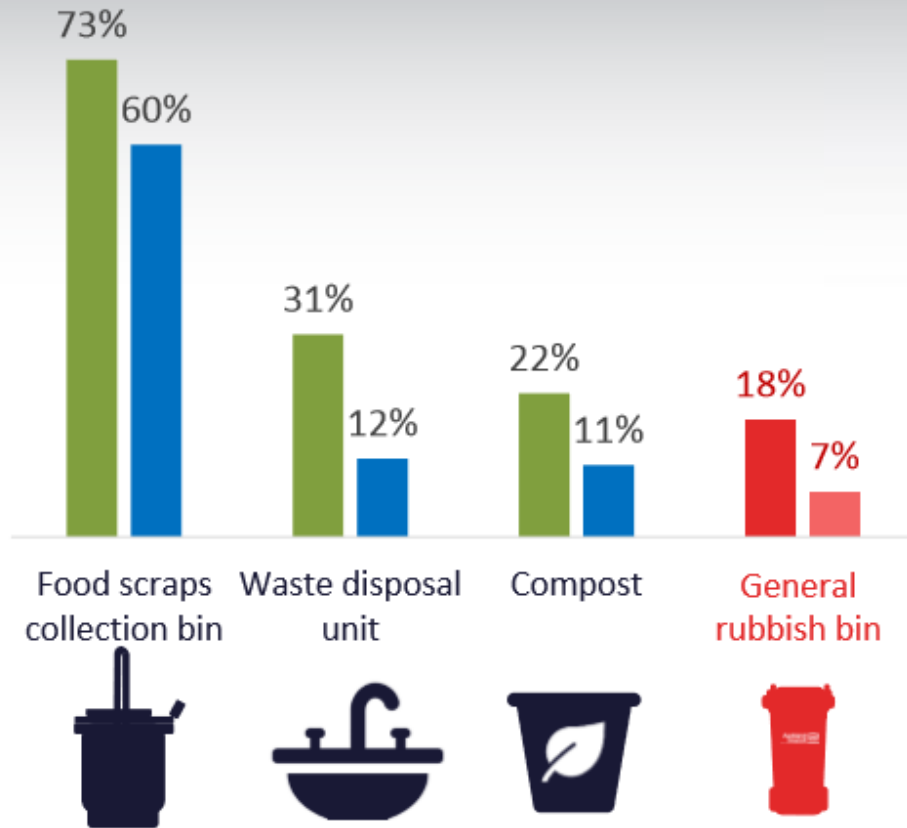
“Since we have been here we recycle properly and take that seriously although we could do better... we haven't reduced our plastic.” (New NZ'er)

“My husband had a little accident while trying to carry it out to the road. The bigger bins are easier so he can use them instead of his walker cos they on wheels so it needs to be easy to move.” (Elderly respondent)



Digging further into previous research, we were able understand how to motivate behaviour change towards food scraps bin usage instead of other commonly used alternatives

Alternatives to our food scrap service previously highlighted by Auckland Council



Opportunities to motivate behaviour change



Waste disposal users do so because it is the easiest option

OPPORTUNITY – to raise awareness of the negative environmental aspects of waste disposal units (which were not top of mind for most users) to help nudge behaviour towards the more environmentally friendly FSB

“If I knew where the food goes one it goes down the sink it would impact what difference the food scrap bin would make”



Compost usage is often ritualised among users which is reinforced by a sense that is for the greater good

OPPORTUNITY - To nudge behaviour we need to communicate the combined benefits that we are also composting food scraps but without the hassle of having to do it your self.



General rubbish bin requires no behaviour change required

OPPORTUNITY – raise awareness about why the food scrap service is being used alongside making it as easy and cost effective as possible to make change feel as low effort as possible

3. Major barriers to continued usage explored



Major barriers from the previous research were explored highlighting that some are having a greater impact than others

Barriers to usage highlighted by Auckland Council

Barriers

- Smell/flies (worse in summer)
- Not full for weekly collection
- Feels costly/wasteful if not full
- Ugly/doesn't fit decor
- Takes up bench space
- Disintegrate/leak too fast
- Unaware of purpose/need
- Unaware of alternatives (paper)
- Cost (especially if not full)



Top 3 barriers across our sample of 48 online panellists and 8x immersions



Smell / flies (*an issue for both the caddy and the FSB*)



Unaware of purpose / need



Physical design (Includes both size, décor and design)

But while some may not use the service all the time, they might still be quite engaged

”

This is really too big for my house. The size makes me want to wait to take it to kerb only when it's full, but will start to smell after a week and a half, so have to put usually just one food scraps bag in in bin for collection each week. No difficulties or times I choose not to use it. If I have food scraps, that's where they go.

The bin is the bin. It works fine every week. It's size is fine as we have a small family and rarely fill it week to week, big handle makes it easy to carry.

Good size for us, will empty 3 times a month depending on how full it is or what's in it for smell.

I find that it's way too big for a weeks worth of scraps - we can't fill it that quickly however it starts to stink if left for a few weeks until it is full so end up putting it out weekly or fortnightly to get around that.

The only times I don't use it is when I don't use the bin caddy inside as if I haven't filled it up I won't take it out on the road.



1. Overcoming smell / flies for both the caddy and the FSB requires some practical design alterations

ISSUES REPORTED	CURRENT WORKAROUNDS	OPTIMISATIONS (BASED ON RESPONDENT FEEDBACK)
<p>Attracting pests – reported to be getting in both the caddy and the FSB. Some have even experienced maggots and seen rodents sniffing round the FSB and are concerned that they are attracting unwanted pests into their house.</p> <p>Unholy smell – something reported for both the caddy and the FCB.</p> <p>Maintenance – cleaning or emptying too often (varying significantly in time).</p>	<p>Freezing – some choosing to freeze food scraps (often cutting out the role of the caddy altogether or at least for certain foods).</p> <p>Keeping the caddy in the fridge – again to reduce the smell and pests.</p> <p>Limiting what it is used for – not putting in meat, bones or fish was a common behaviour adopted to reduce the issues reported.</p>	<p>Better sealing of lids – making both the caddy and FSB air tight limiting the fumes that can escape and cause smell and attract insects.</p> <p>Adding something to manage the smell – both a chemical or soil were suggested.</p> <p>Information on how to manage smell – often not something people had actively looked for but any tips and tricks to manage the issues may prompt usage consideration.</p> <p>Scented bags – may be able to help. These could even include ingredients to put off pests.</p> <p>Connection to a waste disposal unit – to behaviour change is not required.</p>



“If we were provided with a bin that sealed properly and couldn't smell or form maggots then we would be happy to separate our food scraps again.” (No bags)

“The caddy would be much improved with a click-shut lid so bugs can't get in and to help with potential smell.”

Scraps - they mostly go in the kitchen scrap bin, and when that is full I freeze it so it doesn't go smelly or anything.

Food scraps get frozen to stop the flies coming in and freezing also makes them easier to handle. As it's a week between collections, in summer the food scraps can rot down quickly and get very smelly drawing in a lot of flies, with 2 young babies we can't afford to have a fly problem as we don't use fly spray around the kids.

2. Unaware of purpose / need, is also a major barrier to adoption

ISSUES REPORTED

Uncertainty over why this is needed

– Some are too cynical to adopt and question why the extra steps are required. Many wanted to know more about the greater good of the food scrap service.

Complications over recycling may be having a halo effect as some feel all rubbish is too complicated including food scraps

Confusion vs. compost – some assume the service is exactly the same as composting and are completely unaware about the fact that this is easier.

CURRENT WORKAROUNDS

Default to what they know – e.g. justify their lack of knowledge as an excuse for continuing to do what they have always done.

OPTIMISATIONS (BASED ON RESPONDENT FEEDBACK)

Residents need to be inspired as well as informed – more inspiration may be needed in our communications to motivate a will to change

Social influence – residents are much more open to changing behaviour if they believe that their neighbours are doing so. We may need to encourage advocates or demonstrate that the majority are on board in order to normalise usage. Many talked about referring to it as ‘people’s responsibility for the community’ as a motivating belief.

Tangible the benefits of their actions – some how connect them to the result. Allow them to see the bi-products being sold or bringing to life the results of program (e.g. through schools or community ventures or even through statistics that prove how much landfill has been reduced.

Call out ease – communicating that this initiative provides us with the benefits of composting but without the hassle of doing it yourself.

3. Physical design appears to be a good compromise for many but this is still a pain-point for significantly heavy or lite users

CADDY

ISSUES REPORTED

Items were generally accepted by the majority, however a few issues were reported...

Caddy only issues

(74% use their council provided caddy)

The majority had no complaints about the size. Those that did appeared to have particularly lite or heavy usage across the household. However some mentioned...

- can sometimes take up a lot of room in a small kitchen
- can look a bit ugly or not fit with décor
- cleaning required (although huge variation as to how often)

CURRENT WORKAROUNDS

Some using other objects as caddy's – paint tins / old dust bins or ice cream tubs



OPTIMISATIONS (BASED ON RESPONDENT FEEDBACK)

Size and shape could be improved

Council to provide size options at a small cost to the consumer if they wish to trade in their existing caddy for smaller / bigger or a different colour

Shapes could be shaped so it can be placed right up against the wall



3. As with the caddy, size and shape appear to be a good compromise but can still be an issue for some

FOOD SCRAPS BIN

ISSUES REPORTED

Items were generally accepted by the majority, however a few issues were reported...

FSB only issues...

- handle can break and feel flimsy
- can be a little heavy for elderly or potentially those with disabilities
- size also came up among a few, particularly those with larger households but this was among a minority
- cleaning required – brown liquid can leak on the bottom
- Sits away from the house with other bins – making caddy essential

CURRENT WORKAROUNDS

Although problems are reported with FSB most continue to use it despite the inconvenience

OPTIMISATIONS (BASED ON RESPONDENT FEEDBACK)

Making it easier to move are the biggest opportunities

A longer more sturdy handle would reduce the number of issues reported

Many also talked about wheels making it easier to take out to the kerb

3. Physical design appears to be a good compromise for many but this is still a pain-point for significantly heavy or lite users

COMPOSTABLE BAGS

ISSUES REPORTED	CURRENT WORKAROUNDS	OPTIMISATIONS (BASED ON RESPONDENT FEEDBACK)
<p>Items were generally accepted by the majority, however a few issues were reported...</p> <p>Bags (91% use caddy bags and 92% for FSB)...</p> <ul style="list-style-type: none"> - one of the biggest issues was accessibility of the bags - some experienced rips (particularly when wet) - cost was also reported as a huge pain-point for those on a budget but this was fairly evenly divided amongst residents 	<p>Most continue to use bags even if they are not provided by the council although some financial struggles were reported</p>	<p>Accessibility of bags is key</p> <p>Providing the bags will increase adoption among the more cost conscious consumers but for the majority this is beyond their expectation</p> <p>Some also felt that bag ties could help reduce smell</p> <p>However, more work maybe required to increase awareness and distribution of where to find the bags</p>



If I don't have bin liners I won't use the bin.

Bins without bags create the need to clean – which can be a significant pain-point

It was clear that the majority felt that bags were a necessary part of the process

”

Keeping it clean is not a skill of ours we usually don't have time when we bring it back in after it's been collected and then we fill it again so we don't really have the time to clean it which it sometimes definitely needs. Cleaning it is a disgusting job and not one I enjoy so I usually put it off for my partner to do. We usually clean it out with the hose outside near the drain and sometimes throw and some soapy water to give it an extra bit of a clean. Once we forgot to put it out one week so the food scraps was sitting in there for two weeks and when we opened it up it was full of maggots and that was absolutely disgusting so that time at needed a really big clean out.

It would be my job to keep it clean but I don't clean it. It gets really gross, and often has liquid in the bottom. If it gets really gross after a collection, I'll leave it upside down to empty out, or open to the rain. Its just continuously a bit yuck, but that's just like the rubbish bins are anyway.

This one probably gets less love and only gets a hose out once in a while.

Often was dirty because scraps not put in properly and was a pain finding the time to clean.

Only time of course I don't like using it is summer. Again I keep it clean with disinfectant every week.

I hose it out after each empty and then chuck some bleach in overnight before re-hosing and leaving it open to dry before putting scraps into it.

Best thing the council ever did and it is a very simple job to wash it out each week after collection then reline it ready for use again.

We have not had to wash it because we tie up the bags which stops that spillage in the bin!

I keep it clean by wrapping food scraps in newspaper and the bin doesn't get to dirty but when I do wash it i use hot soapy water and scrub inside.

And while a quarter are not using the council provided caddy, not providing it is likely to put people off

Not only is the caddy itself useful for the majority, it is also a prompt to encourage usage.

- It is a constant visual reminder to segment food scraps from the general use bin itself
- Receiving it at the start of the trial also helps educate residents on how to collect food scraps
- Alongside this, the caddy is an essential part of making collecting the food easier

However there are a number of caddy's not being used or sitting in peoples garages

- This could potentially get cleaned and re-used for other residents or exchanged for more suitable designs (e.g. bigger upgrades)

As such, we would recommend continuing to send the caddy to residents once the trial is rolled out but having some way of collecting those who are not using them to avoid additional cost



And our service appears to be driving positive associations towards the council among the majority who use it



The service prompts positivity for and towards Auckland council

"I think it is a great new initiative from the council that they are doing this"

"I think it is going great and is a good way of monitoring how much food I'm wasting. Makes me think more when I'm at the supermarket doing my shopping. I like how I can put it out every week with my bin so it keeps it nice and light to carry"

"I have loved this trail as it is something I am passionate about my parents always had a garden with a compost bin so all our scraps went in there I think that the whole country should be doing this"

"It is really awesome, everyone I know loves it. The kids are really into recycling and litterless lunches at school, so it's been a great thing to have the energy from the kids towards it too. It feels like the community has embraced it - the build up was really good."



Although there were a few concerns about the charges that were being implemented as a result

"It's a bit annoying that they are charging us for this service and including it in our rates."

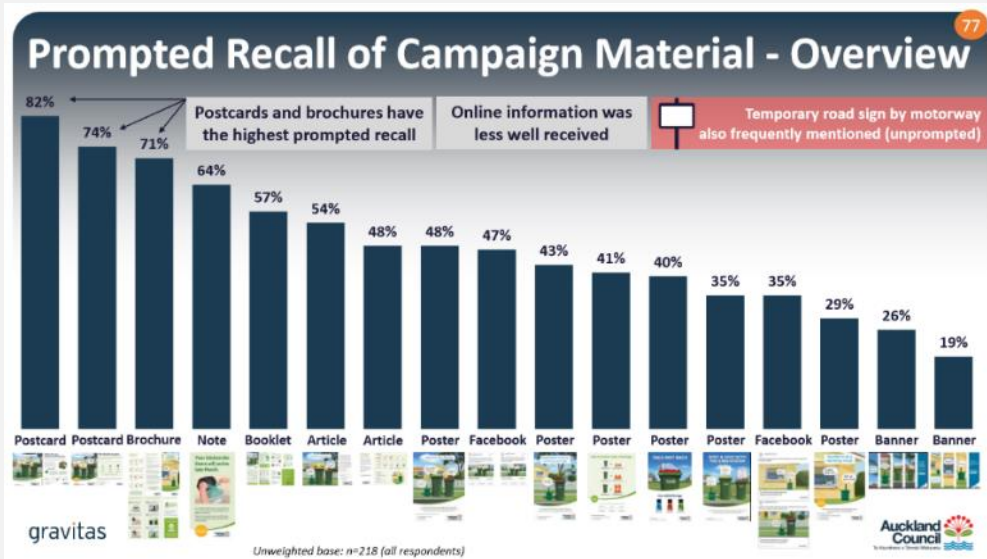
(for bin liners) "The extra cost is an issue for me as I'm on superannuation."

4. Opportunities for communications

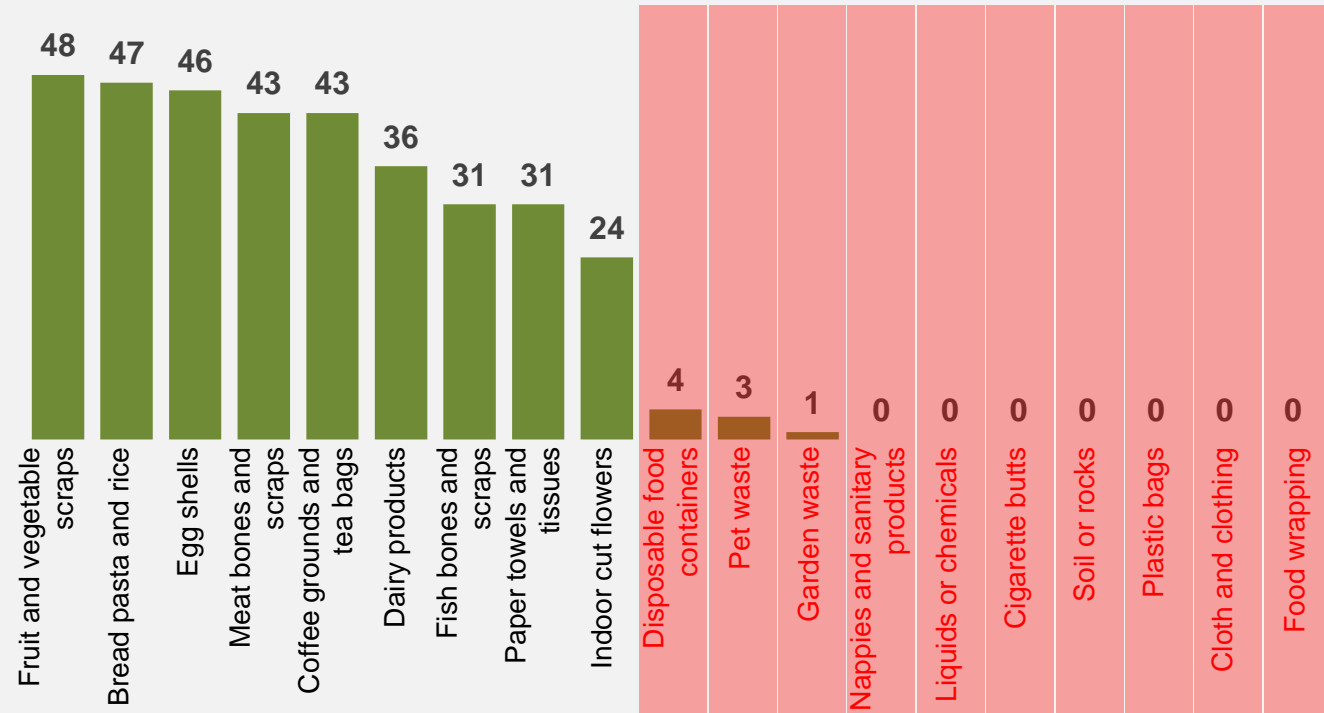


From a communications perspective we have made a great start

Previously we knew that recall was high for the majority of our comms



And most appear to have a fairly good understanding of what to put in the bins



While this is clear, there are still opportunities to call out a few errors such as, pet waste and disposable food containers

There are also a few other opportunities for comms to provide tips and tricks that others have been doing (e.g. freezing waste, storing caddy's in a cool place or any other ways to manage insects or smells)

However (as mentioned earlier) there is an opportunity to follow up this good start with a bit more inspirational messaging

Our research confirmed that the way is not clear



Food Scraps – lack of clarity of purpose

- **How does it work?**
 - Where does the food go and what is done with it?
 - How do I know it is really being composted? - Often tied to concerns about recycling not being properly recycled/possibly not being recycled at all
 - What can or can't be put in the food scraps bin? Why can I put meat in the bin but can't compost it at home?
 - What are the liners for and how do they work? Why not plastic bags? Why do I have to pay for them?
- **Why we need to do it?**
 - Why is it different to and/or better than alternatives? (e.g. general waste, waste disposal unit, burying in garden, feeding to animals etc)
 - What are the environmental benefits?
 - Why is it only in Papakura?
 - Is it effective? (environmentally or cost wise)

Low awareness of plan for zero-waste Auckland by 2040

gravitas



But what we discovered is an inspiring tone of voice will resonate more strongly than a more factual one

”

“Inspire is definitely the way to go. I guess you can see it as people hate being told what to do.”

“I think the best tone of voice would be joyful and optimistic.”

“Motivational and inspirational would be great I think. How it's a good thing for the environment to reduce landfill waste; compost; or whatever good thing (?) these scraps are being used for. I was genuinely surprised and impressed at how using the food scraps reduced my rubbish bin to a fortnightly collection - I didn't expect there to be any payback for the bother of using the scrap bin - I don't recall that being mentioned.”

“What motivates me to use the scrap service is knowing the scraps are going where they benefit the community gardens.”

Online videos could play this more inspirational role

“I would share the video via messenger if available on what happens once the food scraps are collected and how this makes a difference in our environment.”

We have already achieved a lot with our rational communication materials but now we need to follow up with a more emotive layer

And people mentioned some ways in which communications would motivate them

Tell people they are saving the planet by not putting the scraps in landfill. I was talking to someone who has a bin and she won't use it because she said a separate truck has to be used to collect the scraps and that is wasting money. I tried to tell her it was a good service but she didn't want to listen I think everyone needs to be reminded either in local newspaper or mail box drop regularly. Keep going to school fairs and community events to get the message out. Start with the kids and they will educate their parents. Maybe there could be education in the local schools for lessons.

How the separating of the rubbish is helping and how this is saving us money. What might happen if we do not collect scraps, or recycle. Where all the collections go. I would put information up in the local library, add it to the monthly newsletter and magazines that are sent to households in the area. TV advert?

I would of liked to have more information about where the scraps were going and how it beneficial our community. Even a Pamphlet with photos of the process and photos of the plant where they go and process. Definitely online and mail out pamphlets is the best way to go. Also another community night with a slide show is beneficial. Not just for when it started but now down the track of what it has done so far.

”

Saving the planet

Saving money

Closing the loop

5. Key success factors for the role out



Key success factors for our food scraps service roll out

Overall the roll out appears to have gone well but there are 4 areas of improvement to increase uptake among residents...

1

EASE – making the products easier to use

- Adding wheels and a more sturdy handle to the FSB

2

EXPERIENCE – fixing issues around smell and hygiene

- Finding ways to manage the smell through tips and tricks, air tight sealing of both the caddy and the bin or scented bags
- Highlighting the benefits of composting without the hassle

3

INFO – motivating as well as informing

- Following up our previous communications with more inspirational messaging on why this is doing a good job for the country and how it all works

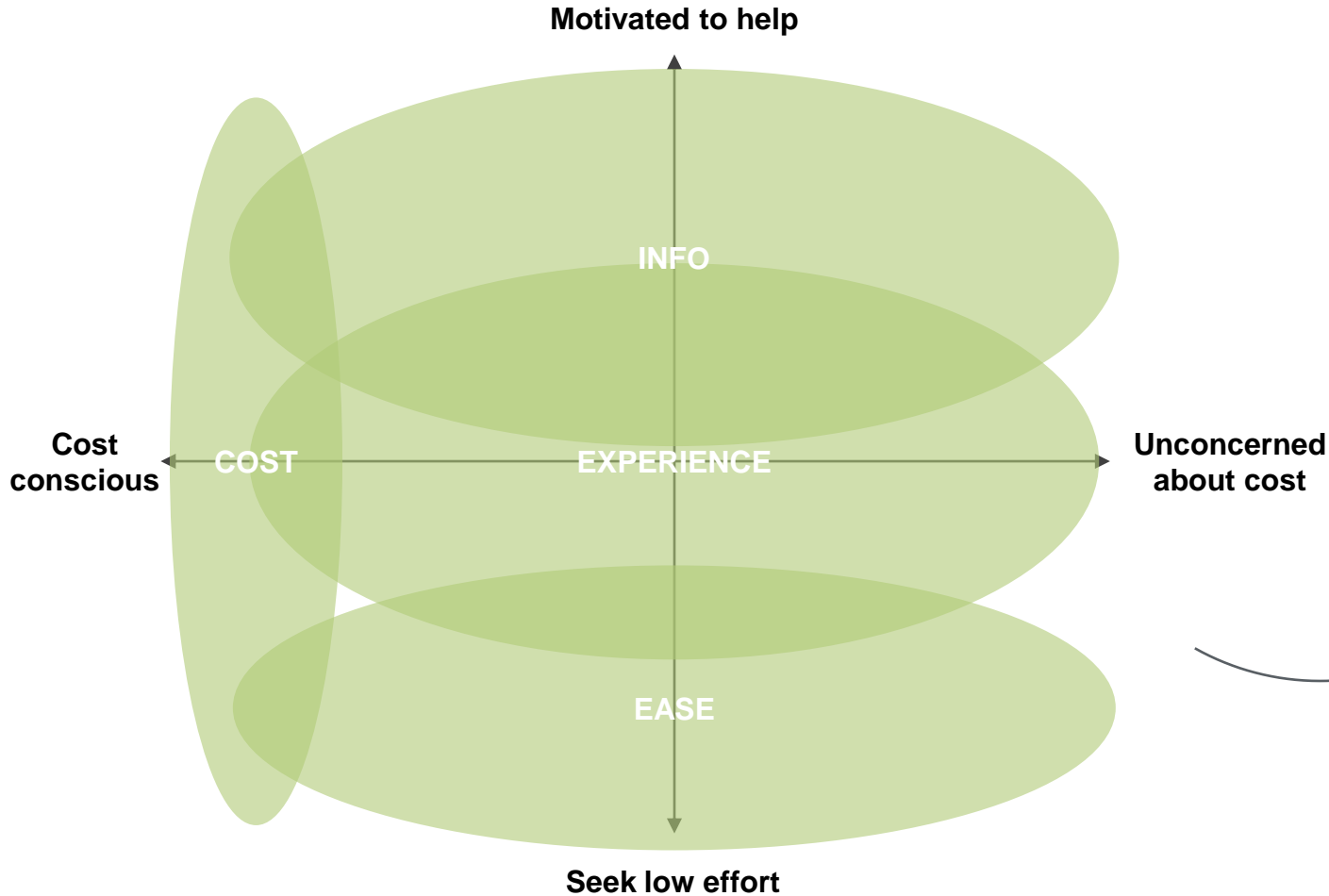
4

COST – minimizing additional costs

- Providing caddy's
- Potentially providing bags for those on low incomes



And some of this may need to be weighted differently among our different audiences



Information, experience and ease are key success factors for the majority of residents.

However there are a minority of those who consider cost a huge barrier, particularly for bags (which are considered optional)

And a final note from one of our respondents...

”



Kind of thought it was stupid. Cause rubbish is rubbish right. But then its actually over time helped us make informed decisions on what rubbish goes where and how much we use. We went from overflowing bins weekly to taking bins out fortnightly because we've reduced our waste usage for everything. Just came home one day and it was on our property lol. Initial reaction was great another bin zzz. I'm not impaired so it's easy to understand and have taught kids the difference between bins.



**FOR FURTHER
INFORMATION
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