**Waste 2017 Abstract Submission**

**A community based social marketing approach to kerbside recycling engagement – use of the GreenMoney platform to generate resident participation.**

*My presentation is relevant to the following topic area(s).*

🞎 Circular economy 🞎 Overseas experiences

🞎 Collection (inc MUD’s, transient population areas) 🞎 Problem/Hazardous waste (inc asbestos, clinical &

🞎 Container Deposit Schemes medical, ocean plastics, paint, tyres etc)

🞎 Economics (inc business cases, data gathering, 🞎 Product Stewardship

monitoring performance) 🞎 Regional issues

✓ Education (inc community engagement) ✓ Recycling (inc CRC’s, collection)

🞎 E-Waste 🞎 Regulations and levies

🞎 Grants (outcomes and processes) 🞎 Social enterprise

🞎 Infrastructure (inc major waste grants, EfW, organics) 🞎 State based issues (eg. Fit for the Future NSW)

✓ Innovative projects (case studies preferred) ✓ Technology

🞎 Landfill (inc operations, regulations) 🞎 Tenders and contracts

🞎 Litter and/or illegal dumping (inc litter initiatives) 🞎 Other 🞎 Organics (inc collection, processing)

**Presenter information**

**Presenter name:** Nicole Greenwood

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**Biography**

Nicole has worked as a waste and sustainability professional in local government for 18 years. In her current role as Coordinator Sustainable Resources at Blacktown City Council, Nicole is responsible for the development and implementation of the Resource Management Strategy. The strategy embraces and delivers on the principles of sustainability and positions Council to respond to community values, wants and needs, policy changes within the resource management sector and technology changes.

**Presenter information**

**Presenter name:** Michelle Mandl-Keating

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**Biography**

Michelle’s career in sustainability and waste commenced in 2002 with RESOURCE NSW delivering a joint schools program with the NSW DET. Joining Cleanaway in 20016 Michelle has worked as an education officer delivering the kNOW wasteTM program and was appointed to Education Manager – NSW/ACT in 2013. Michelle’s team is multidisciplinary, working at customer sites and depots delivering a diverse range of projects in both the municipal and commercial and industrial sectors. Michelle is the point of contact for Cleanaway’s education services. Michelle has a B.Ed in Primary Education, a Master of Environmental Management and is currently completing a Master of Marketing.

**Abstract Summary**

Increasing community engagement and resident participation in kerbside recycling services has been a mutual goal for Blacktown City Council and Cleanaway over an extensive contract period. In 2016 the Blacktown City GreenMoney program was aligned with an existing bin inspection program delivered by a dedicated Cleanaway officer. The enhanced bin inspection program makes use of the GreenMoney rewards platform to generate community interest in recycling. This has resulted in a significant increase of community interest in recycling. Early results suggest that the bin tagging/GreenMoney program is having a positive impact in the community.

**Abstract**

Blacktown City Council and Cleanaway work in partnership to deliver a contamination management strategy (CMS) to the residents in Blacktown City. Like many councils the strategy included application of contamination notification stickers to the bodies of recycling bins and repeated visits to locations to ensure behaviour improvements were effected. However, there was little reward or recognition for recycling correctly, primarily the program focused on negative feedback for service misuse. With the introduction of community based social marketing the CMS strategy branding and outcomes for the program were updated. The major change in the CMS was the introduction of the ‘recycle right ‘challenge, where notification tags, as opposed to stickers, were used to identify the co-mingled bin as either contaminated or not contaminated. The tags either contained corrective educational information or details of how to be rewarded by joining Blacktown City Council’s GreenMoney program.

The GreenMoney platform provides a great solution for supporting the program outcomes. Using GreenMoney, households that are recycling correctly receive reward points to be redeemed in vouchers for local business services and products. The approach aims to revolutionise digital engagement with households, by rewarding good practise rather than punishing bad, such as community based social marketing suggests. The program aims to deliver a shift in behaviour, and ultimately a more sustainable community. If the resident received a red tag, items in their bin were not suitable for recycling and educational material was left for the resident. The green tag containing the challenge code was left if items in the bin could be recycled. The tag invites the resident to participate in the GreenMoney program, where points awarded for correct recycling behaviour could be used for rewards at local businesses.

In the 4-months since the integration was launched, almost 800 residents, across 31 suburbs, have participated in the Blacktown City/Cleanaway Recycle Right challenge and are taking positive actions to live greener. Approximately 500 new households have activated their GreenMoney accounts and successfully completed the challenge after receiving a Cleanaway bin tag, an increase of 4.2% in membership, bringing the total number of participating Blacktown City household to over 12,000.

This innovative approach utilising the partnership between Blacktown City Council, Cleanaway and GreenMoney is generating greater engagement with residents across Blacktown City. The incentive on the bin tags are expected to further boost the recycling rates and engagement for the foreseeable future.