



Paul White

The Social Marketing Practice

“The Times They Are a-Changin’...”

Bob Dylan, 1964

- Impact of the economic downturn
- Changing behaviour of businesses
- Increasing pressures on local government budgets
- Changing policy focus towards waste prevention

... New mindset where citizen needs are understood and are at the heart of change...

A return to traditional values...

“sales of sewing
machines soar by
500%

*...people are clamouring
to join sewing courses”*

Mail Online Aug 2009



A return to traditional values...



“more people are cooking from scratch, using up leftovers, cooking smaller portions and making lunches at home”

Chartered Institute of Marketing, FDA Newsletter 2010

“lunchbox sales jumped 68% at one store chain as workers opt for cheaper homemade sandwiches”

Mail Online, October 2008



A return to traditional values...

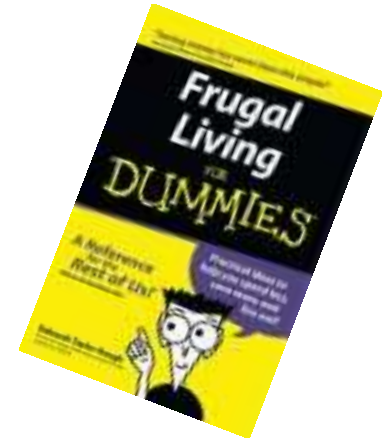


“... a 31% increase in sales of vegetable seed to householders...spuds in particular up 60%”

Guardian April 2009

It's cool to be frugal...

- The rise of the '*frugalista*' – fashion, food and gardening – (www.frugal.org.uk)
- Thrifty gifts – new ideas to decorate your home or give as gifts (Sunday Mirror, Nov 2009)
- BBC One Show – Trash to Cash – clear clutter / raise money (Jan 2010)
- Learn green skills – knitting, cooking, servicing your bike, customising clothes (www.greeniversity.org.uk)



Second hand is in...

- ...but the way some people sell and buy is changing and diverse...
 - Internet searches for ‘second-hand’ increase by 22%. Top 10 features include - furniture, bikes, laptops, wedding dresses (Hitwise, Oct 2008)
 - Car boots boom in some areas but decline in others as more Brits take to using the internet to sell clutter and find bargains (Preloved, Sept 2009)
 - The stigma of car boots is declining and better quality stuff is coming through (Leicester Mercury, Aug 2009)



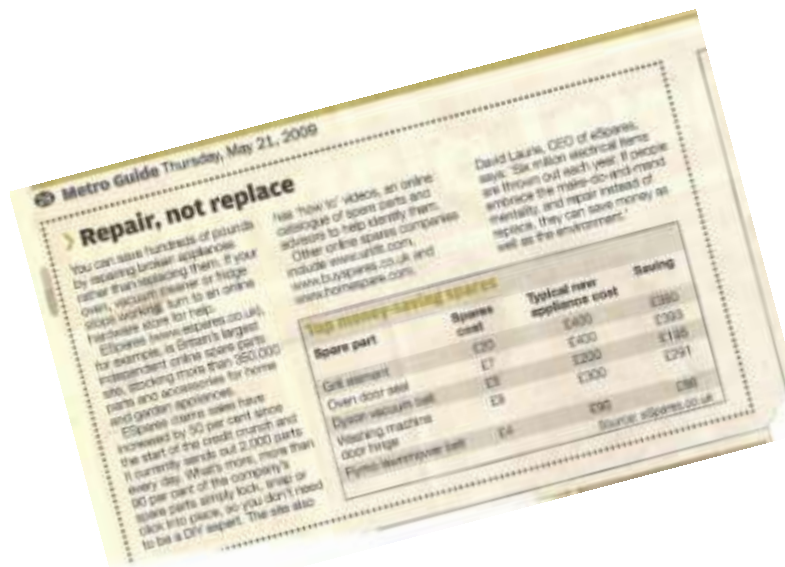
New business ventures emerge...



“On average, every family in the UK throws away £680* of food each year – that’s £50 a month of your hard-earned cash”



How to keep food fresh for longer



Sales of spare parts increase by 50%

New business ventures emerge...

- IKEA set up free on line platform in Sweden to make it easier for owners of old IKEA furniture to give it a second life...
- Service free for members of *IKEA Family* loyalty programme
- 100,000 visitors since launch in August
- 15,000 adverts on the site



Some key behaviours

Waste streams	WP Behaviours	Motivations
Clothing / Textiles	<ul style="list-style-type: none"> ➤ Maintain & repair or refurbish to prolong the life of (instead of replacing) ➤ Give unwanted or unused items to friends / family / charity or FRO 	<p><i>You loved it once – someone else will too - pass it on...</i> - finds a new home for unused / unwanted items, supports social causes</p>
Furniture / WEEE	<ul style="list-style-type: none"> ➤ Source second hand instead of new 	<p><i>Get family, friends and neighbours to exchange skills and tools –</i> develops skills for life and builds confidence by sharing recipes seedlings, garden produce and gardening tools etc</p>
Food	<ul style="list-style-type: none"> ➤ Plan ahead – use a shopping list ➤ Use a portion planner ➤ Use your fridge / freezer to maintain food quality & safety ➤ Home compost 	<p><i>It makes economic sense for local businesses and charities to be involved too</i> - reconnects communities</p>

Taking a lifestyle approach

Grow your own



...sales of vegetable seeds increase by 31% (spuds up by 60%)

Guardian April 2009



A new mindset

- Work with the grain of lifestyles
- Create a shared identity (a sense of belonging)
- Focus on actions that avoid loss
- Provide facilities and build skills
- Co-design – citizens are part of the change
- Partner, partner, partner - work with ‘trusted’ organisations

Re-assessing composition analysis

A waste management perspective

Primary	Secondary
Paper	Magazines & catalogues
	Other recyclable paper
	Paper packaging
Card	Liquid cartons
	Board packaging
	Card packaging
Dense plastic	Plastic bottles
	Other dense plastic packaging
	Other dense plastic
Plastic film	Packaging plastic film
	Carrier bags
Organic waste	Food waste (compostable)
	Food waste (non compostable)
	Garden waste

A consumer perspective



A consumer behaviour perspective

000 tonnes per annum
Primary Category
Paper
Card
Dense Plastic
Plastic Film
Textiles
Glass
Miscellaneous Combustibles
Miscellaneous non-Combustibles
Ferrous metal
Non ferrous metal
WEEE
Hazardous
Organic garden waste
Organic food waste
Liquids
Fines
Total

Shopping related, e.g. food

Potential for reuse, donate, buy 2nd hand
(textiles, some dense plastics e.g. toys, furniture)

Priorities – a consumer focus

Groupings	Typical wastes (potential for prevention)	Behaviours
Paper	Junk mail, office paper, envelopes	Avoid junk mail
Packaging (food shopping-related)	Mushroom bags, cereal packets, plastic bottles, margarine tubs, yogurt pots, meat & chicken packaging, carrier bags, plastic film	Potential knock-on reduction from LFHW
Textiles & dense plastics	Clothes, shoes, home furnishings, toys	Reuse, repair / refurbish, donate, buy second hand
Furniture	Wardrobes, drawers, tables, chairs etc. & some element of treated wood	
Nappies	Disposable nappies	Use real nappies
Garden waste	Grass cuttings, twigs, leaves & small amounts of paper (also extends to compostable food waste)	Compost organic garden material at home
Food waste: compostable	Peelings, vegetables, fruit, bread, teabags etc	Responsible food management: 'avoidable' - LFHW 'unavoidable' - home composting and food waste digesters
Food waste: non-compostable	Cooked meat and fish, cooked food, processed food, bought ready to eat	

A shifting emphasis...

Local authorities

- Need to transfer from a waste management to citizen focused approach

Waste analysis

- Consider repackaging how waste composition data is captured and presented