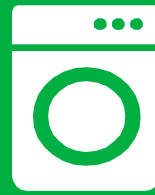




Department
for Environment
Food & Rural Affairs

Household Waste Duty of Care Communications Guide



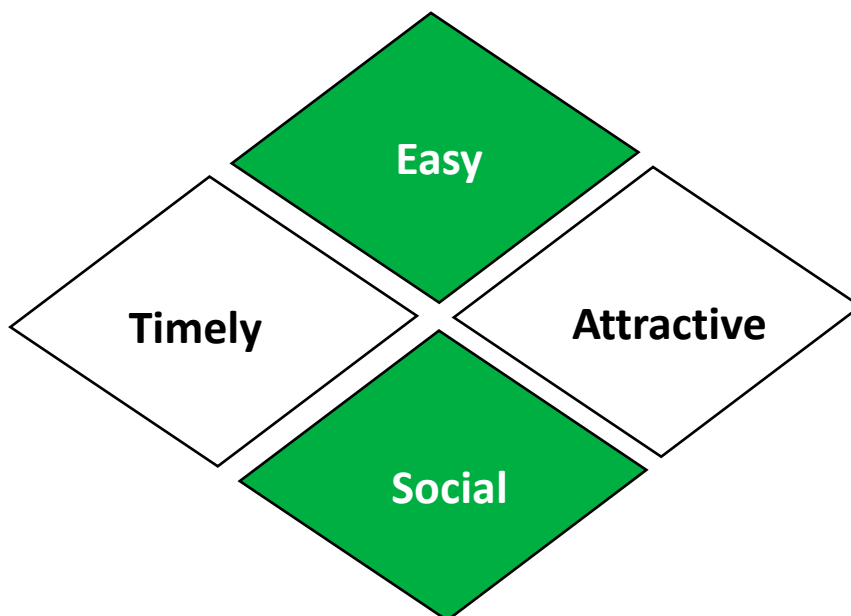
A guide to help local authorities and non-government organisations develop communications and campaigns around the Household Waste Duty of Care

About this Guide

This guide provides a framework to help you develop communications and campaigns around the Household Waste Duty of Care.

The ideas shared within this guide are based on insights gathered from a behavioural science research project. We wanted to understand the most effective way to raise public awareness of and adherence to the Duty of Care.

We have aligned our insights and ideas to the Behavioural Insight Team's **EAST Model**. This model is grounded in behavioural science and provides you with a set of easy-to-apply guidelines.



Over the following pages, for each part of the **EAST Model**, we will:

1. Outline the insights from our research
2. Tell you what this means for framing communications
3. Provide you with some example ideas

Make it Easy

Make adherence to the duty simple and straightforward

1. Insights from the research



Given limited reported knowledge of the duty, communications should be **educational** by raising awareness of the duty and spelling out the necessary action the public need to take



Communications should **use everyday language** given that people were unsure what constitutes 'household waste' and did not use these words themselves



Information should be presented in **clear and simple steps** to ensure that people follow through with the actions required of them

2. Framing communications	3. Example ideas
Lead with a very explicit call to action: be clear about what action you want the public to take and how you want them to do it	Suggest people <i>'use the council or another licensed waste carrier'</i>
Ensure communications are accompanied by clear guidance on the steps people should take to ensure they are abiding by the duty	Include imagery or examples of what licensing information / proof of certification looks like or what details people should be recording when hiring a carrier
As well as providing clear guidance, make the process of finding an authorised carrier simple and straightforward	Provide clear instructions about how and where to check for an authorised carrier in your area Suggest searching online for Environment Agency licensed waste carriers
Use everyday language and avoid sector specific words	Use the word <i>'rubbish'</i> instead of <i>'household waste'</i> and accompany with images of what household rubbish looks like Use the word <i>'fine'</i> instead of <i>'fixed penalty notice'</i>

Make it Attractive

Make adherence an attractive choice

1. Insights from the research



Communications should **make the link between household rubbish and fly-tipping very clear**, as people struggled to understand how their rubbish disposal could lead to negative consequences



Messages should be **positively framed**, as leading with a threat of fine or enforcement can cause the public to question the fairness of the duty



Communications should make use of **evidence of the impact of fly-tipping** in your local area to instil a sense of responsibility towards disposing of waste correctly

2. Framing communications

Ensure messaging is educational, rather than punitive towards the individual

Personalise the issue and galvanise interest by making the content local and recognisable

Wherever possible, use imagery to communicate key messages rather than words

3. Example ideas

Use language which informs, such as *'did you know that?'* rather than language which enforces, such as *'you will be fined'*

Show your concern about householders being penalised, such as: *'We don't want you to lose out'* and *'We don't want you to put yourself at risk'*

Include photographs of fly-tipping in the area to show the impact of non-compliance. To make this recognisable, consider using photographs of the urban environment or of locations which are used by the public

Show examples or make use of positive local statistics which show how others are disposing of waste correctly

Avoid phrases which could lead to ambiguity such as *'dumping waste illegally'* and use images of fly-tipping instead

Make it Social

Present adherence as the socially acceptable choice

1. Insights from the research



Messaging should draw attention to the fly-tippers' unacceptable and anti-social behaviour but **not to the households** who hire them as this can raise questions about fairness



Communications which are framed as a **collaborative effort** between the public and the Local Authority can heighten a sense of social responsibility towards correct waste disposal



Framing communications as part of a **wider and more collaborative effort to clean up the local community**, such as by linking up campaigns about waste disposal, provides the public with an opportunity to become directly involved and invested in the issue

2. Framing communications	3. Example ideas
<p>Frame adherence to the duty as a collaborative effort between you and the public as opposed to something which is being imposed on them</p>	<p>Make use of collective words or phrases such as <i>'we will stamp out'</i> or <i>'together let's stamp out'</i></p> <p>If possible, reference the cost to the local council of cleaning up fly-tipping</p>
<p>Create social networks and devise a campaigning element to raising awareness</p>	<p>Develop a shared online hashtag for all communications and ask the public to share, post and re-tweet content</p> <p>Ensure communications are in visible public spaces or channels to increase sense of visible collective action against illegal waste disposal (e.g. in weekly newspapers, in local bus-stops)</p>
<p>Emphasise fly-tipping as being anti-social and unacceptable and highlight its impact on the local area and people</p>	<p>Include photographs of fly-tipping in the local area and clearly link this (such as via captions) to the anti-social behaviour of fly-tippers</p> <p>Use headlines which draw attention to the wrong-doing / illegality of fly-tippers</p>

Make it Timely

Communicate with the public when they will be most receptive to the message

1. Insights from the research



Communications about the duty **should be integrated within other communications** about how to dispose of waste to avoid the public becoming confused or fatigued about the right action to take



Target communications and campaigns to points in time or in locations when the public will be most receptive to receiving them (e.g. when thinking about household rubbish or moving house)

2. Framing communications

Consider when, where and how people would be most receptive to receiving messages about household rubbish prior to launching campaigns

3. Example ideas

Develop a communications strategy for your local area by identifying the when, where and how, such as:

WHEN: Moving house, at Christmas time, during major public / sporting events

WHERE: At local council tip, at retail parks with home or DIY stores, via estate agents or landlords, at well-used or visible public spaces

HOW: At local supermarket notice boards; on the side of bin lorries; via council and third party social media; in newspapers and advertorials

Encourage coordination of communications regarding fly-tipping and waste disposal within and across departments to ensure continuity of messaging (e.g. across waste enforcement, police, fire etc.)

Wherever possible, link communications about the Household Waste Duty of Care with other communication pieces about waste / fly-tipping

Examples

Here are some examples of work we have developed that reflect some of the key insights. These are not final materials or approaches you need to take but may give you some inspiration for your own communications and campaigns.

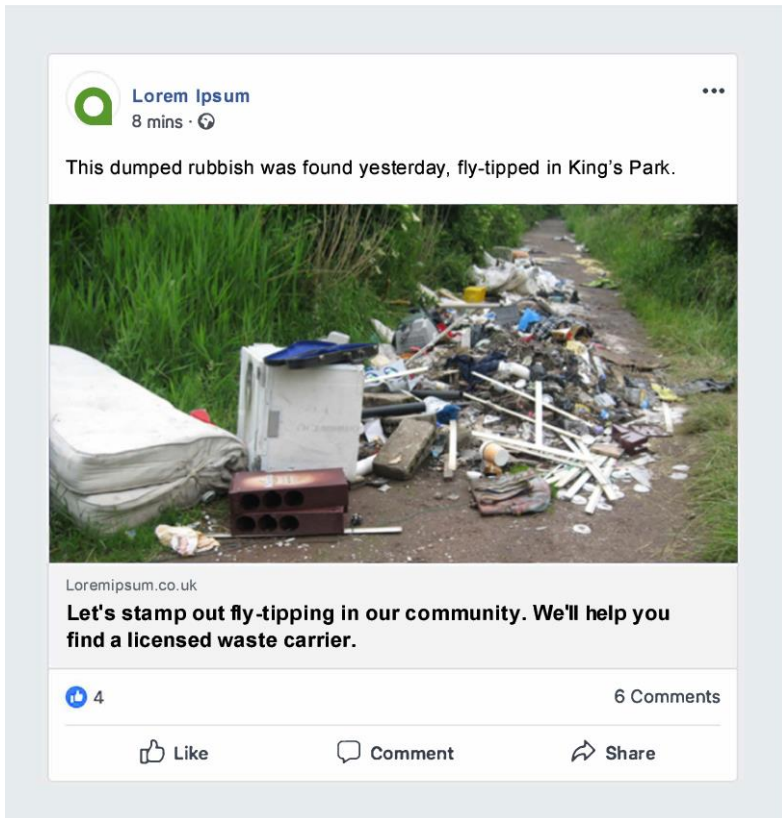


Make it Timely:
Communicate at a point in time when people will be receptive to receiving messages about household rubbish

Make it Social: Draw attention to fly-tippers' unacceptable and anti-social behaviour and **not the households** who hire them



Examples



Make it Attractive:
Include photographs of fly-tipping in the local area and clearly link this to the anti-social behaviour of fly-tippers

Make it Social: Make use of collective words or phrases



Detail about this Guide

Where has this guide come from?

In May 2018, Defra commissioned Kantar Public and Ogilvy Centre for Behavioural Science, to design, develop and test a range of communications with members of the public. These communications were all developed by drawing upon different behavioural science strategies, with the aim to test which would be most effective at increasing engagement with and adherence to the Household Waste Duty of Care. The findings from this project are reflected in the ideas shared within this guide*.

Why did we use behavioural science?

Behavioural science introduces a more realistic model of human behaviour to policy making and delivery. In theory, behaviour and decision-making can be understood as an objective and rational process but in practice, it is not that simple. Instead our decisions are governed by more unconscious and automatic processes. This means any communications aimed at raising public awareness and adherence to new or existing laws needs to be designed by taking account of the key influencers on human behaviour.

What is the purpose of this guide?

This guide aims to provide local authorities and non-governmental organisations with a range of ideas for how best to raise awareness and adherence to the Household Waste Duty of Care.

The ideas in this guide are not meant to be comprehensive. Instead they are designed to provide a shared foundation in which you can build and develop your communications and campaigns from.

**For those who are interested in understanding more about the behavioural sciences approach and how these ideas were developed. Please see the full report:*

http://randd.defra.gov.uk/Document.aspx?Document=14402_Defra_Household_Waste_Duty_of_Care_FINAL_REPORT_19122018.pdf

Developed by Kantar Public UK and Defra

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