The Oakdale Neighborhood Recycling Campaign

Promoting Recycling Using Community-Based Social Marketing
Community-Based Social Marketing

**Step 1:** Identify Barriers and Motivations

**Step 2:** Design Program to Overcome Barriers and Strengthen Motivations

**Step 3:** Pilot Program, Revise if Necessary
Motivations For Recycling

- Belief That Recycling Makes a Difference
- Peer Pressure
- Environmental Concern
- Financial Motive
Barriers To Recycling

- Lack of Knowledge
- Perception of Inconvenience
  - Lack of Time for Recycling
  - Lack of Space to Store Recyclables
- Laziness (Lack of Motivation)
**Objective 1:** Increase Knowledge; Decrease Perceived Inconvenience

Send Recycling Volunteers Door-to-Door to:

- Answer Questions about How, What, Why
- Ask People What Makes Recycling Most Difficult for Them
- Provide Information and Options to Overcome These Barriers
- Check to Make Sure People Aren’t Making Recycling Harder Than It Is
Effective Communication

- If possible, use personal contact to deliver your message

- All persuasion begins with capturing attention
  - Personally Relevant
  - Vivid
  - Concrete
Objective 2: Help People Understand That Recycling Makes A Difference

Show Photos Taken at the Recycling Facility

Show People a Map Displaying Where Dedham’s Recyclables go for Remanufacturing

Describe What Dedham’s Recyclables Get Made Into
QuickTime™ and a TIFF (LZW) decompressor are needed to see this picture.
Dedham’s Recyclables: Where They Go; What They’re Made Into

Glass bottles ➔ beer bottles for Miller & Anheuser Busch at the San Gobain glass container manufacturing plant in Milford, MA.

Water and milk jugs ➔ detergent and motor oil bottles.

Colored plastic bottles (for detergent, hair care products, etc.) ➔ plastic lumber, drainage pipes, fencing.

Aluminum cans ➔ new aluminum cans.

Paperboard boxes (for cereal, pasta, toothpaste, etc.), paper bags, phone books and soft cover books ➔ Bay State Paper Co. in Hyde Park, MA. Made into cardboard.

Junk mail and office type papers ➔ tissues and paper towels.

Plastic soda bottles ➔ polyester carpeting. Also, thread and Coca Cola™ bottles.

Tin cans ➔ anything steel (cars, bridges, girders, railroad track).

Cardboard boxes ➔ new cardboard boxes.
Objective 2: Help People Understand That Recycling Makes A Difference (con’t.)

- Provide a Concrete Benefit for the Neighborhood if a Recycling Goal is Met
- Provide Feedback on Progress Towards Goal
Objective 3: Increase Motivation

- Ask People for a Signed Commitment
- Ask for Permission to Publicize the Names of Those Who Pledge
Yes! My household will help save the Town money, protect the environment and earn three trees for the Oakdale School grounds by recycling the following items:

- Junk Mail
- Paperboard Boxes (cereal, toothpaste boxes, etc)
- Phone books & soft cover books
- Magazines and Catalogs
- Newspapers
- Cardboard boxes (flattened & cut to 2x2)(no pizza boxes, please)

I will continue to recycle all of the above items.

- White and colored paper
- Plastic containers #3 thru #7 (no plastic bags, please)
- Plastic containers #1 & #2 (no plastic bags, please)
- Aluminum t rays and foil
- Metal cans
- Glass bottles & jars (clear & colored)

 Would you like your name printed in the Dedham Times with others who have made this pledge?  Y:__  N:__

If yes, please print your name as you would like it to appear:  __________________________________________

Name

______________________________________________________________

Signature
Objective 3: Increase Motivation (con’t.)

- Mention Cost Savings for Town as Ongoing Reward
- Ask for Verbal Commitment to Continue Recycling Once Campaign is Over
## Pilot Results

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Increase in Recyclables Tonnage</th>
</tr>
</thead>
<tbody>
<tr>
<td>During 3-Month Campaign Period</td>
<td>17%</td>
</tr>
<tr>
<td>During 7 1/2 Month Follow-Up Period</td>
<td>10.5%</td>
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Resources

www.cbsm.com

www.toolsofchange.com

www.acetiassociates.com
Questions?

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