

**NORTH LONDON WASTE AUTHORITY**

**REPORT TITLE:** WASTE PREVENTION PLAN UPDATE

**REPORT OF:** HEAD OF STRATEGIC COMMUNICATIONS

**FOR SUBMISSION TO:** AUTHORITY MEETING

**DATE:** 30 SEPTEMBER 2024

**SUMMARY OF REPORT:**

This paper is an update on the delivery of the North London Waste Prevention Plan, which was published in January 2023. It gives an update on the projects which have launched or are in development. Projects are steered by the Members' Recycling Working Group and delivered with borough officers.

**RECOMMENDATIONS:**

The Authority is recommended to comment on and note the update.

**SIGNED:** .....  ..... Head of Strategic Communications

**DATE:** 18 September 2024

## **1. ABOUT THE WASTE PREVENTION PLAN**

- 1.1. All seven north London constituent boroughs have declared climate emergencies and are committed to environmental sustainability. NLWA shares this commitment and aims to preserve resources and enable more reuse, repair and recycling.
- 1.2. For many years, NLWA has worked to promote waste minimisation and recycling. This typically involves communications campaigns, community outreach and events. By operating across a larger geographical area, initiatives and campaigns can achieve greater overall visibility and recognition. This offers better value to boroughs by providing economies of scale.
- 1.3. In 2022 Members set officers the challenge to develop a more ambitious waste prevention programme. Members advised that a collaborative approach should be prioritised and recommended priority themes.
- 1.4. The Waste Prevention Plan was developed with input from borough officers and was discussed at a series of workshops with stakeholders. The aim is to draw on the collective expert experience of NLWA and the constituent boroughs, apply behaviour change methodologies, use research, and test and evaluate approaches as work is developed and delivered.
- 1.5. North London is made up of diverse and thriving communities, which presents a wealth of opportunities to deliver activities in conjunction with a range of stakeholders. The Plan is designed to succeed through collaboration, and priorities were set that are important to north London residents and sector stakeholders. The priority areas of delivery, as approved by Members, are to:
  - 1.5.1. Enable communities to deliver change on the ground
  - 1.5.2. Campaign for change
  - 1.5.3. Work in partnership
  - 1.5.4. Educate and inform residents
  - 1.5.5. Support the boroughs
  - 1.5.6. Work with businesses.
- 1.6. The draft plan was approved by Members and published in January 2023. The full plan is online at: [nlwa.gov.uk/waste-prevention-plan](https://nlwa.gov.uk/waste-prevention-plan)
- 1.7. Progress on projects is reported to and discussed by the Members Recycling Working Group and a group of borough officers which meets bi-monthly. An update paper was presented at the Authority meeting in December 2023.

## **2. UPDATE ON PROGRESS**

- 2.1. The waste prevention plan was designed so NLWA officers can work more closely with boroughs to support their work and get the best value. Historically, the waste prevention programme was largely delivered by third parties through contracts. In 2023/24 and 2024/25, the approach has been to deliver in house and in partnerships to get better value. This has been achieved by building an officer team with behaviour change, education, communications and public affairs expertise. While the new programme is more ambitious, it has therefore not led to increased budget requirements.
- 2.2. A full update on projects is provided at Appendix A. The section below highlights some key achievements and challenges since the last update.

### **North London Community Fund**

- 2.3. In December 2023, the Authority agreed that £250,000 should be provided in 2024/25 and 2025/26 to enable longer term projects to be funded. 62 organisations applied for the first round of funding under the new model, the highest number ever. 14 projects were awarded, totalling £150,000, to encourage behaviours like food waste prevention, repair, borrowing and reuse.
- 2.4. Applications for round two closed on 6 September 2024 and will award two large grants of up to £100,000. This approach allows officers to gather insights on how to work with communities not currently being reached and collect longitudinal behaviour change data which can be shared to influence work across north London and the wider sector. Nine applications were submitted, and shortlisting has started.
- 2.5. To support the Authority's commitment to equity and sustainability, officers are researching the approaches other grant-giving organisations use to address anti-racist work. The findings from this research will be instrumental in shaping the approach taken for following rounds of funding, ensuring grant-making processes are effective and inclusive.
- 2.6. An impact report is being developed to assess the deliverables from projects funded in 2023/24 which will be discussed with the Members Recycling Working Group to inform further developments.

### **Education**

- 2.7. Officers have collaborated with north London primary schools and borough officers to develop "In the Know", a pioneering outreach programme. It is designed to foster a culture of waste prevention with pupil-led waste audits, customised workshops, and meticulously planned waste reduction strategies.

- 2.8. The programme will gather valuable insights through waste audits and surveys, facilitating rigorous evaluation and guiding future enhancements. One primary school from each borough has been selected for the 2024/25 cohort.
- 2.9. The Education Hub ([nlwa.gov.uk/education-hub](https://nlwa.gov.uk/education-hub)) is an industry-leading digital resource platform for educators. Featuring regular updates and in-depth articles on topics ranging from reusable period products to connecting students with nature, the Hub has attracted over 400 visitors in the past six months alone. Current efforts are focused on introducing a secondary school function, further solidifying NLWA's position as a central hub for educational materials across all school levels.
- 2.10. Officers have commenced work on the development of an innovative education programme tailored for schools at EcoPark House. The programme is being designed to align with the national curriculum, ensuring its relevance and educational value. Schools will have the opportunity to book sessions starting from January 2025.

#### **Reusable nappy subsidy**

- 2.11. Based on recommendations and approval by Members, the reusable nappy voucher was increased to £70 in April 2023. From 1 April 2023 to 31 July 2024, 1,144 vouchers were issued across north London – a 32% increase on the previous year.
- 2.12. Officers have been discussing the effectiveness of the scheme with the Members Recycling Working Group. Once the voucher reconciliation for 2023/24 has been completed, a review will take place.

#### **Reusable period products**

- 2.13. As recommended by the Members Recycling Working Group, NLWA launched Reduce, Reuse, Your Cycle, to support and encourage north London residents to use reusable period products with the aim of reducing single use waste.
- 2.14. The website [reducereuseyourcycle.co.uk](https://reducereuseyourcycle.co.uk) offers information including FAQs, videos, and testimonials. It also features a calculator for personalised savings information on carbon, waste, and costs, and provides discount codes of up to 25% for north London residents. Since January 2024, the site received 17,288 views and 12,705 users.
- 2.15. The Women's Environmental Network (Wen) has been commissioned to run workshops for parents, university students, and teachers, promoting reusable period products. Participants can also train as ambassadors to extend the campaign's reach.

- 2.16. Following the campaign's conclusion, evaluation will assess the impact of the interventions used to guide the development of a long-term strategy for promoting reusable period products.

#### **Policy communications and lobbying**

- 2.17. As the second largest waste disposal authority in the country, NLWA is well placed to be an active voice for change. Officers have worked with partners to campaign more loudly and frequently for the changes needed from government, manufacturers and retailers to bring about a genuine reduction in waste.
- 2.18. After the General Election, officers sought to engage and build relationships with the new government to support their manifesto commitment to move to a circular economy, and outline what immediate steps the government must take to this further this aim.
- 2.19. NLWA has responded to two government consultations over the summer period. This includes a consultation on non-pipeline transport of carbon and another on proposals to include energy from waste in the emissions trading scheme.

#### **Together we Recycle**

- 2.20. During 2023/24, NLWA designed and delivered a high profile, multi-channel campaign across north London with borough recycling teams. The first phase celebrated crews and invited residents to do their bit, too. The campaign achieved high visibility, reaching 3.8 million people through advertising and 31,000 people with borough-specific leaflets delivered through the door. The campaign saw recycling increase by 2.52 tonnes in four of the areas that received leaflets.
- 2.21. A second phase of the campaign took place in early 2024 and featured Biffa Materials Recovery Facility (MRF) staff to help residents understand what happens to their recycling. Advertisements for this element reached 1.5 million people, 7,991 of whom visited the NLWA website to find out more about how to recycle.
- 2.22. Together We Recycle has been shortlisted for the National Recycling Awards in the 'Campaign of the Year' category. The awards take place in November 2024.

#### **Reuse behaviour change project**

- 2.23. "Bring it, Barnet" launched in January 2024, encouraging residents to use reusable water bottles, coffee cups, bags, and containers. The campaign featured social media ads, out-of-home advertising, and posters for businesses, promoting the use of reusables and highlighting local champions and businesses that support the initiative.

- 2.24. Evaluation revealed that 25% of Barnet residents remembered seeing the campaign, with 12% encountering campaign materials in businesses. The social media campaign had a reach of 883,370, and over 49,000 click-throughs to the webpage. Those who recalled the campaign reported increased use of reusables (16% for coffee cups, 8% for water bottles, and 9% for bags) and a positive shift in attitudes towards reducing single-use plastics.
- 2.25. Due to its success, the campaign has been adapted for other boroughs and launched in July 2024. A pre-and post-campaign survey will measure its impact. Officers have also engaged with businesses on high streets to maximise the support and visibility of the campaign.

### **3. NEXT STEPS**

- 3.1. As the Plan comes to its end, officers are reviewing how the Joint Waste Strategy will influence the future work on waste prevention. The approach will remain that officers will deliver longer term projects across several financial years to maximise value and increase impact. Projects will also, where appropriate, be co-designed with boroughs or other relevant stakeholders to ensure that the work being done is meaningful to the north London community.
- 3.2. The Community Fund will be reviewed and strategically developed to ensure that it remains fit for purpose and serves north London's communities. Officers will work closely with the Members Recycling Working Group and previous fund recipients and applicants to produce a strategy for the fund for 2026/27, whilst identifying networking opportunities between organisations.
- 3.3. As budgets are being set for 2025/26, NLWA officers will continue to work with borough officers and the Members Recycling Working Group to ensure that work is joined up and provides value and impact. Officers will ensure that borough and NLWA activities complement each other and work on more integrated communications.
- 3.4. Officers are developing the proposal for a new and innovative education programme at EcoPark House linked to the national curriculum. It is anticipated that schools will be able to book on to sessions from January 2025. Officers will continue to work with borough officers and north London schools to ensure that the programme is fit for purpose.
- 3.5. The Pan-London Textiles Action Plan is currently under development by the Greater London Authority, London Councils' One World Living programme, ReLondon and the Ellen MacArthur Foundation. In addition to the school uniform work, the action plan will make proposals across design, repair, maintenance, reuse and recycling of textiles in London. NLWA has taken a leading role in the design phase and plans to implement recommendations relevant to waste authorities to inform future work.

- 3.6. Officers plan to build on the success of the Together We Recycle campaign, working with boroughs and recycling contractor, Biffa, to deliver further recycling promotion, with the aim of increasing participation and quality of recycling.
- 3.7. A digital campaign will raise awareness of free paint and DIY materials, available for collection from north London reuse and recycling centres. Anecdotal evidence would suggest that residents are not aware of these services, which seems particularly timely at a time of higher cost of living.
- 3.8. NLWA has recently employed a Public Affairs Manager, who sits between the Strategy and Services and Strategic Communications teams, significantly increasing capacity and expertise to engage with and influence the political process. This reflects the Authority's appetite to prioritise activity which seeks environmental change. NLWA officers plan to work in consultation with borough officers and the Members Recycling Working Group, to agree emerging policy areas for future campaigning and lobbying. This will be presented as part of the NLWA public affairs strategy. Officers will aim to develop working relationships with parliamentarians, raise the organisation's profile and become a thought leader among decision makers in Whitehall and Westminster on matters relating to waste and the circular economy. Activities will include monitoring parliamentary activity and finding opportunities to engage with parliamentary processes. Officers will also engage with government by responding to consultations, attending policy workshops and developing relationships with officials.

#### **4. EQUALITIES IMPLICATIONS**

- 4.1. NLWA will seek to engage with communities from across north London. NLWA will work with the constituent boroughs and Members to ensure that underrepresented groups are approached and encouraged to participate in projects.
- 4.2. In preparing communications, consideration is given to accessibility of the information provided and the appropriate format.

#### **5. COMMENTS OF THE LEGAL ADVISER**

- 5.1. The Legal Adviser has been consulted in the preparation of this report and comments have been incorporated.

#### **6. COMMENTS OF THE FINANCIAL ADVISER**

- 6.1. The Financial Adviser has been consulted in the preparation of this report and comments have been incorporated.

**Contact officer:**

Joe Sheeran  
Head of Strategic Communications  
North London Waste Authority  
Unit 1b Berol House  
25 Ashley Road  
London  
N17 9LJ



## **APPENDIX A: UPDATE ON PROGRESS SINCE JANUARY 2024**

### **NORTH LONDON COMMUNITY FUND**

The North London Community Fund provides not-for-profit organisations with support to develop approaches to reduce waste or extend the reach and impact of existing waste prevention activities, as well as supporting community cohesion and social value.

In December 2023, the Authority agreed that £250,000 should continue to be provided in 2024/25 and 2025/26 to enable longer term projects to be funded. For 2024/25, the funding was therefore split into two rounds. The first round, focusing on small (up to £5,000) and medium (up to £15,000) grants launched in October 2023. 62 organisations applied, the highest number ever. A breadth of waste prevention behaviour is being tackled through the 14 projects awarded, such as food waste prevention, repair, borrowing and reuse. Most of the projects are reaching the half-way stage of delivery, with interim meetings to be held in the Autumn. Collaborations between previously awarded recipients are being explored and facilitated by officers. More information about each project and collaboration opportunities is shown below:

#### **Abbey Community Centre (Camden) - £2,512**

“Recycle-art: Community Crafts” are educating attendees through craft workshops using plastic and textile waste on best practices around recycling and reusing items, as well as facilitating creative upskilling. They are currently delivering 45 recycling and reuse education sessions and will engage with approx. 540 residents.

Collaboration opportunities with other groups: Artist Hive Studios, Kilburn Repair Club, Camden Fixing Factory

#### **Age UK (Enfield) - £15,000**

“Men in Shed’s” are supporting attendees who are of retirement age, 40% of whom represent those from black and global majority communities. Their workshops will create items using waste wood. They are on track to deliver 100 sessions on wood reuse skills, taking place every Tuesday and Thursday.

Collaboration opportunities: Artist Hive Studios, Forest Fixers, Woodshop of Recycled Delights

#### **Arachne Greek Cypriot Women’s Group (Islington) - £3,886**

“Arachne’s Repair, Recycle, Repurpose” have produced a sustainable textiles course focusing on upcycling clothing and sustainable fashion. They are delivering an eight-week course three times to empower vulnerable women in future years.

Collaboration opportunities: Octopus Community Network

**Bread n Butter CIC (Barnet, Enfield, Haringey) - £14,872**

“Get Cooking Confident” is a series of community cookery workshops on how to use unfamiliar foods which are often wasted. They are on track to deliver 43 community food waste prevention cookery classes, produce recipe cards, and provide ad hoc support to the food bank and schools in future years.

Collaboration opportunities: Lifeafterhummmus, Laburnum Boat Club

**Clapton Common Boys Club (Hackney, Haringey) - £15,000**

“Love the Planet” is an education programme on pollution, saving resources, recycling, and food waste for children from the Jewish Community. 96 sustainability sessions targeting 300 children and families are currently being delivered, with the aim to establish relationships with local organisations, businesses, and schools to ensure the continuation of the work after the funding period.

Collaboration opportunities: Hackney Council, Woodshop of Recycled Delights, Artist Hive Studio

**Community Focus Inclusive Arts (Barnet) - £249**

“Upcycling New Creations” works with young people who have additional needs in a creative setting. The funding has been used to purchase a sewing machine which will be used in activities relating to upcycling second-hand clothing.

Collaboration opportunities: Octopus Community Network, Artist Hive Studios

**Forest Recycling Project (Waltham Forest) - £13,916**

The funding for “Tool Lending Library” enabled the provision of a garden tool lending library. Work is being carried out to target local communities to raise awareness of the library and surrounding areas to increase membership, increase opening hours, and measure CO2 impact for the year.

Collaboration opportunities: north London boroughs

**Kilburn Repair Club (Camden) - £1,700**

“Kilburn Repair Club” is the legacy of Camden Fixing Factory’s 2023/24 project, “Five Weeks of Fixing”. The funding is being used to establish a textiles and electrical repair hub, whilst delivering community workshops on textiles and food waste. They are aiming to upskill at least 10 volunteers and are delivering 3 community workshops on food waste.

Collaboration opportunities: Waste Electrical and Electronic Equipment (WEEE) groups

**Lifefterhummus Community Benefit Society (Camden) - £14,500**

“Somers Town Wellbeing Project” will invest in the development of the community centre kitchen space to enable delivery of food waste prevention projects. They are targeting the local community of Somers Town, predominantly made up of those from the black and global majority community through the delivery of 66 food waste prevention sessions.

Collaboration opportunities: Bread n Butter, Laburnum Boat Club

**London Cycling Club CIC (Enfield, Haringey) - £14,500**

“Bike ReCycling Project” is a bike renovation and donation scheme, focusing on providing workshops on bike maintenance. They are targeting low-income families and are on track to facilitate 300 bike donations and repairs and provide 250 repaired bicycles back to the community.

Collaboration opportunities: Bread n Butter

**Markets N22 CIC (Haringey) - £2,940**

“Bowes Park Repair Cafe” are running monthly repair cafes alongside Myddleton Road Market. They are looking to recruit 15 volunteers, and are on track to support over 180 residents, fixing over 120 items, saving 1900kg CO2.

Collaboration opportunities: WEEE Groups, Haringey Fixers, London Cycling Club CIC

**Our Home Our Planet CIC (Barnet) - £6,700**

“Eco Show and Tell Sustainability Fairs” consists of delivering four events across different parts of the borough, working with community groups and local activists. They are on track to engage 240 residents, increase their mailing list by 50%, and secure 150 waste reduction pledges from residents. In addition to the events, workshops regarding waste prevention and sustainability are being offered to Barnet residents.

Collaboration opportunities: Community Focus Inclusive Arts

**St Andrew’s Church, Thornhill Square (Islington) - £5,000**

“Clothes Hub – recycling and swapping” have established weekly clothing swap events with various local and national charities. They are targeting those residing in hostels, children in need, and homeless individuals.

Collaboration opportunities: Fashion for Future

## **The Mill (Waltham Forest) - £12,291**

“Forest Fixers” are expanding their repair cafes and clubs that were delivered through previous funding. They are delivering 22 repair clubs, 14 repair cafes, fix 90 items and report on CO2 savings that have been achieved.

Collaboration opportunities: WEEE Groups

Round two of the Fund launched in June 2024 to award two large grants of up to £100,000. Applications closed on 6 September 2024, and 9 applications were submitted. The large awards are being used in a strategic way, focusing on the waste prevention of two materials and delivery of two project approaches. Projects must focus on either food waste prevention or WEEE and deliver either a targeted behaviour change intervention or reach a community not currently participating in pro-environmental behaviours. This approach allows officers to gather insights on how to work with communities not currently being reached and collect longitudinal behaviour change data which can be shared to influence work across north London and the wider sector.

In July 2024, community groups were brought together for the North London Connect and Grow event to celebrate the achievements of grant recipients, make connections and launch the North London Community Workshops, a joint venture between NLWA and Acciona. The workshops are designed to enhance skills and knowledge for not-for-profit groups in north London, covering a range of topics from organisational strategy to data protection and social value. The workshops on offer include:

- Data protection (GDPR)
- Developing and managing people
- Effective reporting
- Equity, diversity, and inclusion
- Health and Safety
- Monitoring and evaluation
- Organisational strategy
- Project finance and fundraising
- Social value
- Social media marketing
- Proposal writing

To support the Authority’s commitment to equity and sustainability, officers are researching the approaches other grant-giving organisations use to address anti-racist work. This research involves meetings and consultations with these organisations to gather insights into best

practices, challenges, and successful strategies in promoting equity. The findings from this research will be instrumental in shaping the approach taken for following rounds of funding, ensuring grant-making processes are aligned with the most effective and inclusive practices.

For the first time ever, a North London Community Fund Impact Report is being designed and will be shared with the Members Recycling Working Group. The report will provide information on deliverables associated with activity in 2023-24, highlighting the great work of community organisations in north London.

## EDUCATION

Building on the insights from a 2022 research project commissioned by NLWA, officers have collaborated with north London primary schools and borough officers to develop “In the Know”, a pioneering outreach programme set to launch in September 2024. This initiative is designed to foster a deep-rooted culture of waste prevention across schools, engaging all stakeholders – from pupils to governors – through a comprehensive, year-long series of strategic initiatives. These include pupil-led waste audits, customised workshops, and meticulously planned waste reduction strategies.



*Figure 1: In the Know branding alongside a group of children*

The programme will continuously gather valuable insights through waste audits and surveys, facilitating rigorous evaluation and guiding future enhancements. With 21 applicants, 7 primary schools (one from each borough) have been selected to participate in the 2024/25 cohort.

In addition, the Education Hub, re-launched in September 2023, serves as an industry-leading digital resource platform for educators. Featuring regular updates and in-depth articles on topics ranging from reusable period products to connecting students with nature, the Hub has attracted over 400 visitors in the past six months alone, with “Journey of Waste” remaining the most sought-after resource. Current efforts are focused on introducing a secondary school function, further solidifying our position as a central hub for educational materials across all school levels, due to be launched in September 2024.

A newly introduced “Schools and Education” newsletter provides timely updates and engagement opportunities, with nearly 200 sign-ups since its recent launch.

Furthermore, the “School Uniform Exchange”, initiated in late 2023, offers comprehensive guidance to north London schools on establishing second-hand uniform swapping programmes. Participating schools are encouraged to report their progress through a bespoke tool provided by the East London Waste Authority (ELWA). To date, 12 schools have adopted the toolkit, with 4 consistently reporting results. Case studies are currently underway to refine and enhance future guidance.

NLWA officers are taking a leading role in designing the Pan-London Textiles Action Plan, currently under development by the Greater London Authority, London Councils’ One World Living Programme, ReLondon and the Ellen MacArthur Foundation. A stream of this plan involves increasing school uniform reuse, with the proposal to build on NLWA’s School Uniform Exchange and bring London’s waste authorities together to scale up the initiative and introduce a London-wide competition for schools.

The NLHPP Schools programme has engaged over 4,000 students from 69 schools and colleges, covering topics like recycling, energy from waste, and large-scale construction projects. The programme is being adapted to focus more on waste and recycling, with a new emphasis on engaging Pupil Referral Units (PRUs) and Special Educational Needs (SEN) schools. Updated topics include SHE Can Construct (encouraging women in construction) and Guardians of the Earth (focussed on Sustainable Development Goals).

Officers have commenced work on the development of an innovative education programme tailored for schools in preparation for the opening of the state-of-the-art EcoPark House. The programme is being meticulously designed to align with the national curriculum, ensuring its relevance and educational value. As part of this initiative, officers are seeking to attain the prestigious Council for Learning Outside the Classroom (CLOtC) badge, an accreditation endorsed by the Department for Education. Schools will have the opportunity to book sessions starting from January 2025 by contacting [Education@NLWA.gov.uk](mailto:Education@NLWA.gov.uk)

## **REUSABLE NAPPY SUBSIDY**

One child uses around 5,000 to 7,000 disposable nappies, there are around 25,000 babies born in north London per year and disposable nappies make up around 8% of north London’s residual waste. Based on recommendations and approval by Members, the reusable nappy voucher was increased from 1 April 2023 to £70.00 to support parents to buy reusable nappies.

From 1 April 2023 to 31 July 2024, 1,144 vouchers were issued across north London and 801 have so far been redeemed.

The below table outlines the total number of vouchers issued in 2022/23 and 2023/24, with a percentage comparison year on year.

	<b>2022/23</b>	<b>2023/24</b>	<b>Difference year-year comparison</b>
Barnet	93	124	33%
Camden	122	126	3%
Enfield	91	96	5%
Hackney	137	248	81%
Haringey	138	151	9%
Islington	105	126	20%
Waltham Forest	176	273	24%
<b>Totals</b>	<b>865</b>	<b>1144</b>	<b>32%</b>

The funding has supported Real Nappies for London in hosting events and real nappy demonstrations across north London boroughs to encourage families to switch to reusable nappies and promote the voucher scheme. Real Nappies for London also run a paid social media campaign during their annual reusable nappy week.

An NLWA promotional communications campaign has been running since the increase of the voucher. This activity has included sharing real life testimonials from north London residents<sup>1</sup>, and a targeted Facebook and Instagram digital campaign to reach and inform parents about the voucher as well as the benefits of reusables. Also, a Google AdWords campaign has generated 1,221 visitors to the [information webpage on the NLWA website](#). Officers have been discussing the effectiveness of the scheme with the Members Recycling Working Group. Once the voucher reconciliation for 2023/24 has been completed, a review will take place.

### **REUSABLE PERIOD PRODUCTS**

As recommended by the Members Recycling Working Group, NLWA launched Reduce, Reuse, Your Cycle, to support and encourage north London residents to use reusable period products with the aim of reducing single use waste.

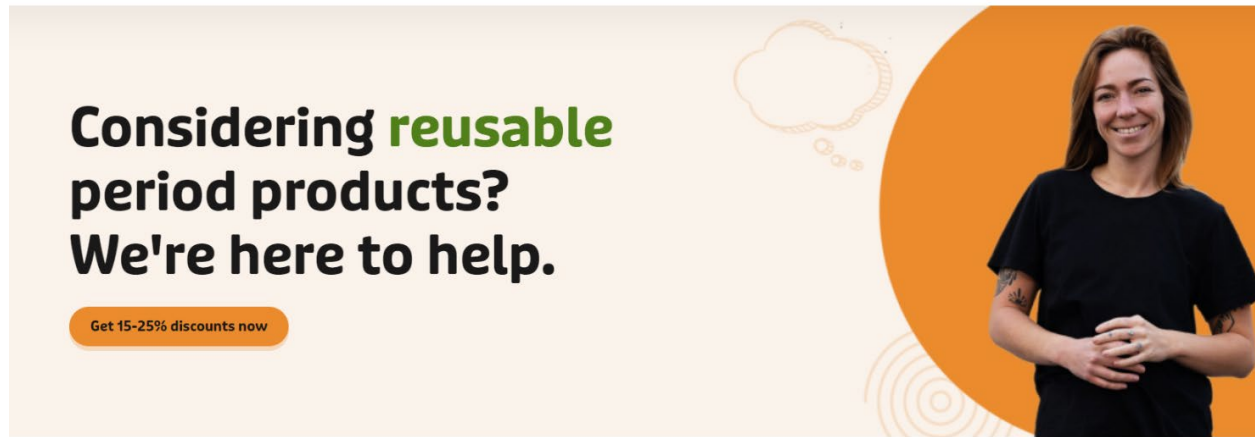


Figure 2: Snapshot image showing content from the Reduce, Reuse, Your Cycle website

The website [www.ReduceReuseYourCycle.co.uk](http://www.ReduceReuseYourCycle.co.uk) offers information on reusable period products, including FAQs, videos, and testimonials. It also features a calculator for personalised savings information on carbon, waste, and costs, and provides discount codes of up to 25% for north London residents. Since January 2024, the site received 17,288 views and 12,705 users.

A 12-week advertising campaign from January to April 2024, including on-street and digital ads, successfully drove most of the website's traffic. Meta ads generated 3 million impressions and 8,819 click-throughs, while Google ads garnered 50,000 impressions and 1,350 click-throughs. Positive press coverage was achieved in *Haringey Community Press* and *The Ecologist*. More digital ads are planned for September – December 2024.

The Women's Environmental Network (Wen) has been commissioned to run workshops for parents, university students, and teachers, promoting reusable period products. Participants can also train as ambassadors to extend the campaign's reach.

Since September 2024, Wen has conducted 24 outreach activities, including university events, community workshops, and school assemblies. Nine more events, including ambassador training, are planned before Wen's contract ends in October 2024.

Following the campaign's conclusion, evaluation will assess the impact of the interventions used to guide the development of a long-term strategy for promoting reusable period products.

## POLICY COMMUNICATIONS AND LOBBYING

As the second largest waste authority in the country, representing seven boroughs and two million people, NLWA is well placed to be an active voice for change. Officers have worked with partners to campaign more loudly and frequently for the changes needed from government, manufacturers and retailers to bring about a genuine reduction in waste.



## TOGETHER WE RECYCLE CAMPAIGN

During 2023/24, NLWA designed and delivered a multi-channel recycling campaign across north London. Closely coordinated with borough recycling teams, 'Together We Recycle', featured borough collection crews, celebrating them as 'household heroes' and inviting residents to do their bit, too.

The primary audience for the campaign was people who use a communal bin because they often face the greatest number of barriers to recycling. Audience insights informed the campaign advertising strategy which included tailored borough leaflets delivered to 31,000 north London households, bus stop outdoor advertising and social media advertising.

The campaign achieved high visibility across the north London area, reaching 3.8 million people through advertising, press coverage and on digital vehicle and estates screens. A dedicated webpage received 13,573 page views and 200 people also completed a 'thank you' form, writing a message of thanks that was passed on to their local collection crew. The Together We Recycle campaign saw recycling increase by 2.52 tonnes in four of the areas that received leaflets.



*Figure 4: Together We Recycle outdoor advertising in Haringey*

A second phase of the campaign took place in early 2024 and featured Biffa Materials Recovery Facility (MRF) staff. This included social media advertisements in a similar style to the first phase and short videos educate residents about the sorting processes, inspiring confidence in the system and making a compelling case for recycling at home. Advertisements for this element reached 1.5 million people, 7,991 of whom visited the NLWA website.



*Figure 5: Together We Recycle MRG staff artwork*

## **PAN-LONDON FOOD WASTE CAMPAIGN**

Approximately one-third of residual waste in north London is food waste. To address this, the “Eat Like a Londoner” campaign has been running since March 2023, co-funded by NLWA for the north London boroughs. This city-wide initiative, in collaboration with various London authorities, focuses on reducing food waste and promoting sustainable eating habits.

The campaign features out-of-home and social media advertising across all seven boroughs, driving residents to the campaign website and social media channels, where tips and recipes from influencers encourage sustainable food choices. The digital campaign has been highly effective, reaching north London residents’ social media feeds over 17 million times and generating more than 30,000 clicks to the website.

Following its success, the campaign will continue in 2024-25, with media bursts planned for September and November. The final phase, concluding in March 2025, will curate content from local influencers to engage a more local audience.



Figure 6: Eat Like a Londoner campaign artwork

To further enhance the campaign's impact, NLWA has conducted six "Bin Less, Save More" workshops, featuring zero-waste cooking demonstrations and behaviour change techniques. Participants have been tracking their food waste before and after the workshops to assess the intervention's effectiveness. Early results indicate success, prompting plans to expand these workshops across north London. Additionally, NLWA, funded by ReLondon, will host two workshops in the Caledonian Road ward as part of a circular food project, scheduled to start in early 2025.

### **REUSE BEHAVIOUR CHANGE PROJECT**

"Bring it, Barnet" was a 12-week behaviour change campaign launched in January 2024, encouraging residents to use reusable water bottles, coffee cups, bags, and containers. The campaign featured social media ads, out-of-home advertising, and posters for businesses, promoting the use of reusables and highlighting local champions and businesses that support the initiative.

The campaign's evaluation revealed that 25% of Barnet residents remembered seeing the campaign, with 12% encountering campaign materials in businesses. The social media campaign achieved over 6 million impressions, a reach of 883,370, and over 49,000 click-throughs to the webpage. Those who recalled the campaign reported increased use of reusables (16% for

coffee cups, 8% for water bottles, and 9% for bags) and a positive shift in attitudes towards reducing single-use plastics.



Figure 7: Bring It advert artwork in Camden

Due to its success, the campaign has been adapted for Camden, Enfield, Hackney, Haringey, and Islington, launching in July 2024 for 12 weeks. Advertising will appear on Kilburn High Road, Palmers Green, Chatsworth Road, Wood Green High Road, and Upper Street. A social media campaign will target residents across all five boroughs, and a pre-and post-campaign survey will

measure its impact. Officers have also engaged with businesses on all high streets to maximise the support and visibility of the campaign.



Figure 8: Bring It outdoor adverts for Enfield and Haringey

## EDMONTON ECOPARK REUSE AND RECYCLING CENTRE OPENING

The Edmonton EcoPark Reuse and Recycling Centre opened to the public on 15 July. A series of communication activities were implemented to promote the opening. This included advertisements in weekly newspapers, a paid and organic social media campaign, a press announcement, updates through borough communication channels, and a flier mailed to 100k homes and businesses around the EcoPark. Outreach has continued following the opening with advertisements in monthly newspapers, design of a billboard, and advertisements in borough publications. Large promotional posters are also being installed at NLWA's other RRCs to raise general awareness.

NLWA hosted a ribbon cutting ceremony on 16 July to formally open the new centre. The event welcomed more than 40 guests including representatives from Enfield, Haringey and Waltham Forest councils. Guests had the opportunity to walk around the car deck and see a



demonstration of the facility in operation. Following the ceremony, a press announcement was shared with local and trade press.

The social media advertising campaign started at the beginning of July and ran for a five-week period. 11 organic posts and eight paid-for posts made Enfield, Haringey and Waltham Forest residents aware of the new site, and directed them to book a slot. Collectively, the posts generated 508,940 impressions and 5,516 link clicks.

## **DIGITAL AND MEDIA CAMPAIGNS**

Throughout the year, NLWA has run a range of campaigns, using social media channels, the NLWA website and press releases to reach a large audience of residents and stakeholders. Examples include Recycle Week, NLWA's reusable period products discount scheme and nappy voucher scheme, and promotion of the North London Community Fund – its funded projects and opportunities to apply.

Collectively, since January 2024, this promotion has generated 12.1 million impressions on social media and 62 pieces of positive press coverage, with a potential reach of 93 million.

NLWA has four mailing lists covering waste prevention, reuse and recycling centres, education and reusable period products. Since beginning email marketing last year, these mailing lists now have 2,119 subscribers. Since January 2024, 7,651 emails have been sent to these subscribers, with have an average open rate of 45%, well above industry average.

NLWA's website has been visited 287,543 times since January 2024, with the 'What can we recycle?' page remaining most popular, closely followed by information about reuse and recycling centres.

## **SUPPORTING BOROUGH WASTE PREVENTION INITIATIVES**

NLWA and borough officers have worked on various localised activities through the Waste Prevention Plan to reduce waste and increase recycling. For example:

- NLWA supported borough outreach activities and attended various fairs and events including Hackney Sustainability Day; Cally Festival (Islington); Edmonton Library Give and Take (Enfield), and Camden Car Free Day.
- During Recycle Week targeted messaging was delivered by NLWA through borough channels. National campaign artwork was advertised to north London residents, promoting local services, and reminding residents of the variety of household items that can be recycled.
- The Waste Prevention team delivered a series of sessions to primary school pupils during the first ever Earthfest event in April 2024. Organised by Camden Clean Air CIC,

the event invited schools, businesses and residents to the King's Cross basin for a range of environmental-related educational activities and networking. The educational session titled 'There's no such thing as 'away'' aimed to increase awareness of waste and understanding of the circular economy.