

METALMATTERS:
BOOSTING RECYCLING RATES
OF METAL PACKAGING THROUGH
CLEAR COMMUNICATION

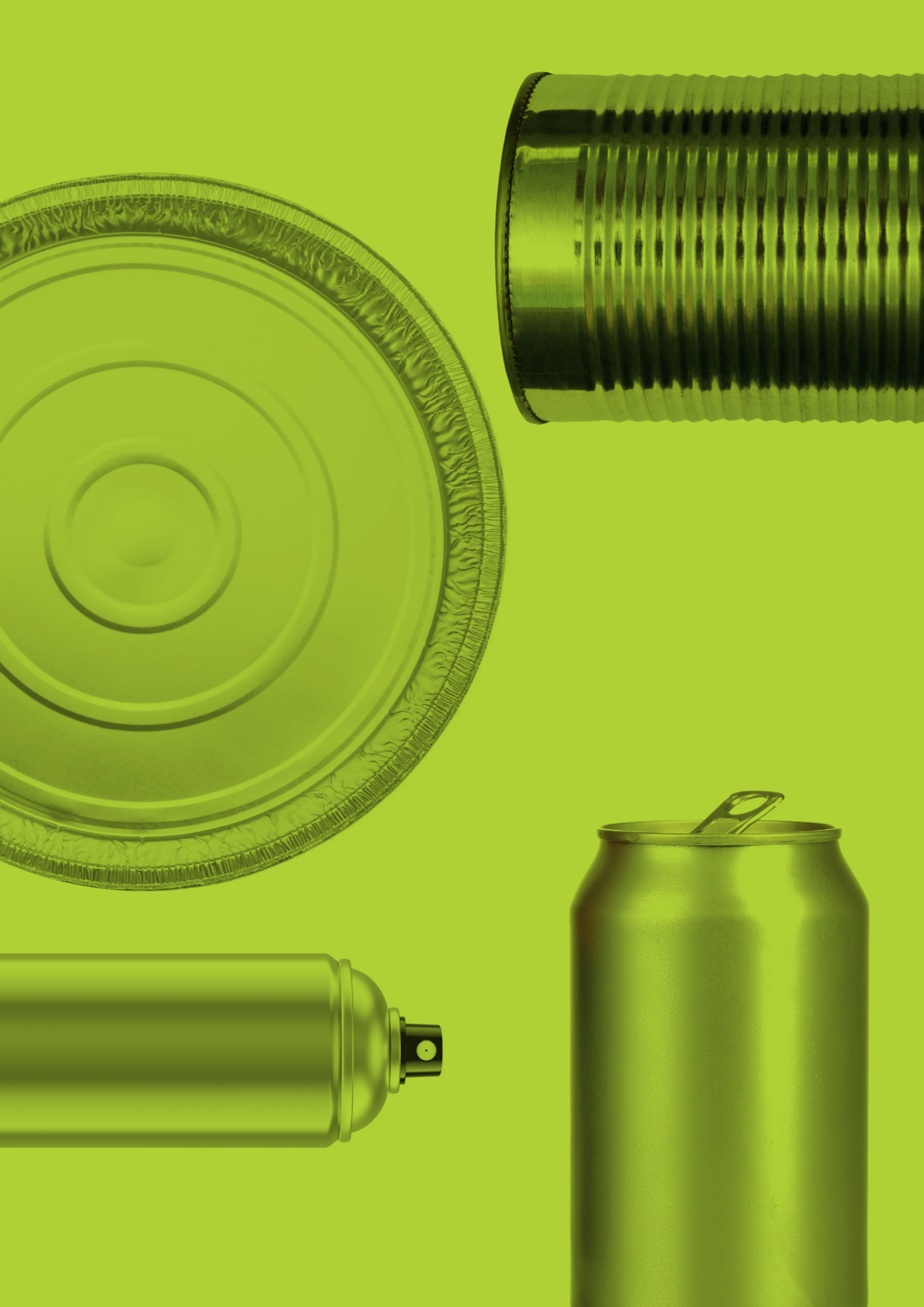
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MetalMatters



METALMATTERS: THE BUSINESS CASE FOR RECYCLING COMMUNICATIONS

MetalMatters is a communications programme developed by the metal packaging industry to boost local authority recycling rates. The programme is making a positive contribution to creating lasting, positive behaviour change and is one of the most cost-effective ways to educate and motivate householders to recycle more.

HOW DOES IT WORK?

Campaigns are jointly funded by the MetalMatters industry partnership and a combination of the local authority, their waste management contractors and, in some cases, government. The value of additional metal packaging collected typically pays back the cost of the campaign in just a few months, delivering outstanding return on investment (ROI).

Two leaflet drops, delivered six weeks apart, inform and remind residents about what and how to recycle and explain what happens to metal packaging after it is collected. The local authority selects from a library of additional marketing communication materials to create a bespoke campaign. Support is provided throughout the planning and implementation by MetalMatters programme managers, Alupro.



MetalMatters launch, East Riding of Yorkshire Council

BOOSTING METAL RECYCLING RATES

MetalMatters boosts recycling in:

- urban and rural areas
- co-mingled and source separated collection schemes
- in-house and outsourced collection areas

The programme can be delivered in a single local authority, to targeted groups, or across a waste partnership area, to provide a cost effective boost to your recycling rate.

THE BENEFITS OF METALMATTERS

MetalMatters motivates householders to recycle more of the packaging they use in their home.

Particularly beneficial where the recycling rate has started to plateau, MetalMatters drives engagement and increases the recovery of metal packaging, and other dry recyclables. All metal packaging is easy to recycle as part of a kerbside scheme and because it contains the most value, increases in metal capture rates can deliver an excellent return on investment.

METALMATTERS OFFERS:

- 50% funding towards the campaign
- A proven communications campaign to residents
- Highly visual materials - for improved campaign recognition
- An opportunity to directly target households twice - to inform, educate and remind
- A hassle-free campaign - using template marketing materials
- Free advice and support at every stage



COUNCIL	POWYS	EAST DEVON	CALDERDALE	CHESHIRE WEST	ORKNEY
Increased metal capture rate	12.30%	20.80%	9.60%	9.50%	21.20%
Cost per household	27p	23p	30p	22p	60p
ROI (months) including landfill saving	4.8	4.7	6.4	9.6	16.8

METALMATTERS SUCCESSES TO 2020

107 LOCAL AUTHORITIES

6.6 MILLION HOUSEHOLDS

AVERAGE COST 28.5P PER HOUSEHOLD

15% AVERAGE 10 - 15% INCREASE IN METAL PACKAGING RECYCLING



Orkney Islands Council



MetalMatters launch, Cambridgeshire



DRIVING EFFECTIVE COMMUNICATIONS

Communicating frequently with residents about recycling is the most effective way to boost capture rates.

MetalMatters uses tried and tested materials tailored to fit with locally branded campaigns, leading to higher recycling rates. A growing resource of template materials and complementary campaigns is available. These can be adapted for use across all marketing channels to reinforce, remind and motivate residents during and after the active campaign period and link to national initiatives such as Recycle Week.

A two phase leaflet drop is the basis of every MetalMatters campaign, enabling targeted messaging to communicate directly with residents. The leaflets are designed to be bold and eye-catching, using clear images and a 'reveal' mechanism to capture the attention of the reader. Industry research shows that printed materials are particularly effective in providing recycling information, and this has been borne out in MetalMatters campaigns where residents have been surveyed to assess the impact of the campaign; with high levels of recall and positive feedback from residents via surveys, on social media and in focus groups.

In addition to the two leaflets, MetalMatters offers an extensive resource of template materials. Depending on available budget, local authorities can adapt and incorporate these materials to create a locally-focused campaign.

CASE STUDY - POWYS COUNTY COUNCIL 2019

Powys is the largest county in Wales and being mainly a rural area, poses challenges in any communication programme.

The MetalMatters campaign in partnership with Powys County Council, was launched in March 2019. The campaign targeted 67,170 households over a 12 week period with a budget of £18,134.

The programme resulted in an increased capture of 83 tonnes per year of aluminium and steel packaging from the kerbside, an increase of more than 12% per cent.

The extra revenue generated resulted in the cost of the campaign being paid back in just 4.8 months.

THE CAMPAIGN

- **Launch event & press release** (All communication material was bi-lingual)
- **Display banners**
- **Roadshow activities**
- **Vehicle livery**
- **HWRC banners**
- **Newspaper/magazine advert and editorial**
- **School visits by MetalMatters to promote & educate the benefits of metal packaging recycling**
- **MetalMatters page on council website**
- **Social media activity**



RESULTS FROM 12 MONTHS PRE & POST CAMPAIGN

METALS			
Yield Rate (kg/hh/annum)	Pre	Post	Change
Alu Cans	2.8	3.4	19.1%
Fe Cans	7.9	8.7	9.8%
Other Metal	0.5	0.5	15.3%
Total	11.2	12.6	12.3%
KERBSIDE RECYCLING			
Yield Rate (kg/hh/annum)	Pre	Post	Change
Kerbside Recycling	153.4	156	2%

Comment from James Thompson, Senior Waste Awareness and Enforcement Officer

“Metal Matters provides a professional marketing campaign, which can be used to raise your recycling rate, cut your carbon footprint, limit your landfill and help give your customer communications a boost.

The campaign team provide a dedicated account manager to support the roll out, working in close partnership with the Council, their contractors and local partners on the ground with excellent relationship building, client liaison and project management.

Residents in Powys were encouraged to recycle more via mail shots, roadshows, press and social media and they responded excellently by recycling 12% more metal than before, helping to power Powys on to achieve its 64% statutory recycling target and beyond towards zero waste.

Schools in Powys fed back about the excellent environmental education workshops delivered by the Packaging Recycling team at TATA Steel and were really pleased to learn about how their efforts recycling cans at home is helping to support local jobs and industry in the local area / South Wales valley.”



USING A TARGETED APPROACH

In 2018, a slightly different approach was taken on the campaign with Suffolk Waste Partnership (SWP). The programme ran in three target areas (Mid Suffolk, Babergh and Ipswich), targeting particular households using Mosaic Experian Socio-economic demographic data.

COUNCIL	MID SUFFOLK (MOSAIC TARGET)	BABERGH	IPSWICH
Percentage metal increase	6%	2.80%	-10.90%
Value of additional metal	£14,528	£2,882	-£3,115
Cost per HH	61p	61p	42p
ROI (months)	4.3	18.8	-5

OUR APPROACH

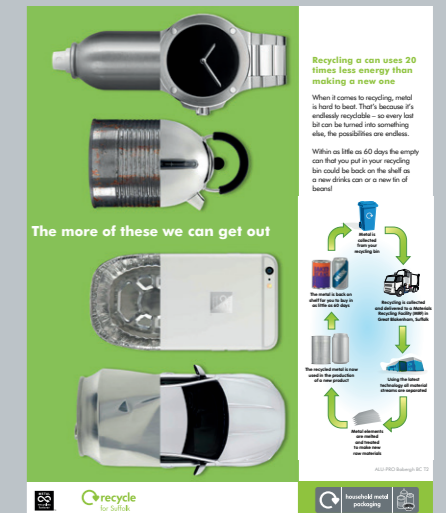
It is widely recognised that there is benefit at targeting waste communications at specific households that display particular recycling behaviour traits. The Suffolk campaign was an opportunity to test this theory and to explore the extent of the benefits.

Suffolk Mosaic socio-economic data is available at an individual property address level, where each household is assigned one of fifteen different Mosaic socio-economic Groups. There were seven groups identified that displayed behavioural tendencies where there appeared a strong potential to change their environmental behaviours and recycle more metals. This accounted for 25% of the households in the campaign area.

Using Unique Property Reference Numbers (UPRNs) SWP looked at the various geographic vehicle collection 'rounds' in Mid Suffolk DC area to identify in which of these there were a higher concentration of households that match the target Mosaic Groups. To these targeted households (10,000 HH), the MetalMatters leaflets were specifically addressed and sent via Royal Mail.

In order to evaluate the campaign, a 'control' campaign was run in Babergh DC (which showed similar socio-economic make up to Mid Suffolk). The MetalMatters addressed leaflets were sent to a random 10,000 households in an equal number of collection rounds (also selected randomly).

A further control area was run in Ipswich BC, whereby 10,000 households were selected to receive the leaflets in the usual unaddressed format normally adopted by MetalMatters campaigns.



Again this was directed at the same number of collection rounds as in Mid Suffolk and Babergh.

The purpose of this was to test what difference Mosaic targeting and individually addressed materials make to the campaign outcome.

SUMMARY

The table above shows that the Mosaic approach resulted in metal recycling rates of more than double of those in the control area. This in turn achieved an ROI four times faster than that of the control area or in other typical MetalMatters campaign areas.

What should be taken into consideration regarding the disappointing results for Ipswich, was that no further PR communication or social media activity to support the programme was undertaken, as would normally be the case for the campaign. We can conclude that a leaflet only campaign will be successful using the Mosaic approach but we would advise that supported activity with the normal unaddressed leaflets would be the best way to ensure success with the programme.

