

## Case Study



# ISLINGTON

## *Intensive Door Knocking Campaign*

### *London Borough of Islington*

#### Background

The target of meeting statutory recycling rate targets is a challenge for all local authorities, with progressively higher targets set each year. Many authorities are seeing that higher targets will be difficult to reach through voluntary participation in kerbside schemes. In order to avoid financial penalties incurred through Landfill Allowance Trading Scheme (LATS), compulsory recycling has been examined by local authorities; however commitment towards this can be controversial. The London Borough of Islington asked Business Eco to formulate a project that investigated the potential for compulsory recycling and simultaneously promoted recycling within the Borough.

#### Intensive Door Knocking Campaign

Business Eco devised an innovative pilot scheme targeting 1,000 households from five separate areas for the London Borough of Islington. The project aimed to improve residents' recycling behaviour through conducting participation surveys and door knocking within the same day. The project provided Recycling Advisors with accurate first hand data to use in notifying residents of their actual recycling behaviour, including contamination errors and where they have not recycled. The purpose of the visits was to convey a progressively stronger recycling message backed up with potential penalties that residents may face in the future for non-compliance. Residents who consistently failed to recycle correctly received up to four visits over a six-week period, with each visit expressing progressively stronger messages to encourage correct participation.



## Campaign Results



Through the intensive six-week campaign, the following achievements were recorded:

- The participation surveys show that households targeted and contacted through door knocking has increased the number of 'good recyclers' by 39%.
- Contamination for all materials monitored fell during the project, including:
  - Reduction in 'Other plastics' by 74%
  - Reduction in Tetra packs by 73%
  - Reduction in Plastic bags by 55%
- Set out of recyclate increased among households visited, and fell among those not contacted, showing that door knocking had a positive effect on participation. Highlights included:
  - 20% increase in tins and cans
  - 12% increase in plastic bottles
  - 12% increase in paper

This innovative project, devised by Business Eco, resulted in an outstanding success for the London Borough of Islington. The impact of targeting and intensively door knocking households has raised awareness of recycling, decreased contamination, and improved the quality and quantity of recyclate set out.