KEEP AMERICA BEAUTIFUL

MORA CONFERENCE **September 18, 2013**

Today‘s Presentation

- Tell you a little about KAB
- Review our Recycling Department Programs and how they incorporate behavior change strategies
- Discuss our impact metrics
- Review the new national recycling ad campaign

Who We Are

Keep America Beautiful is the nation's leading nonprofit that brings people together to build and sustain vibrant communities.

- With our strong affiliate and partnership network, including state recycling organizations, we engage millions of volunteers who take action in their communities through programs that deliver positive and lasting impact

- We offer solutions that:
  - Create clean, beautiful public places
  - Reduce waste and increase recycling
  - Inspire generations of environmental stewards
  - Generate positive impact on the local economy

- We work to create communities that are socially connected, environmentally healthy and economically sound

Our Mission, Our Beliefs

Our Mission

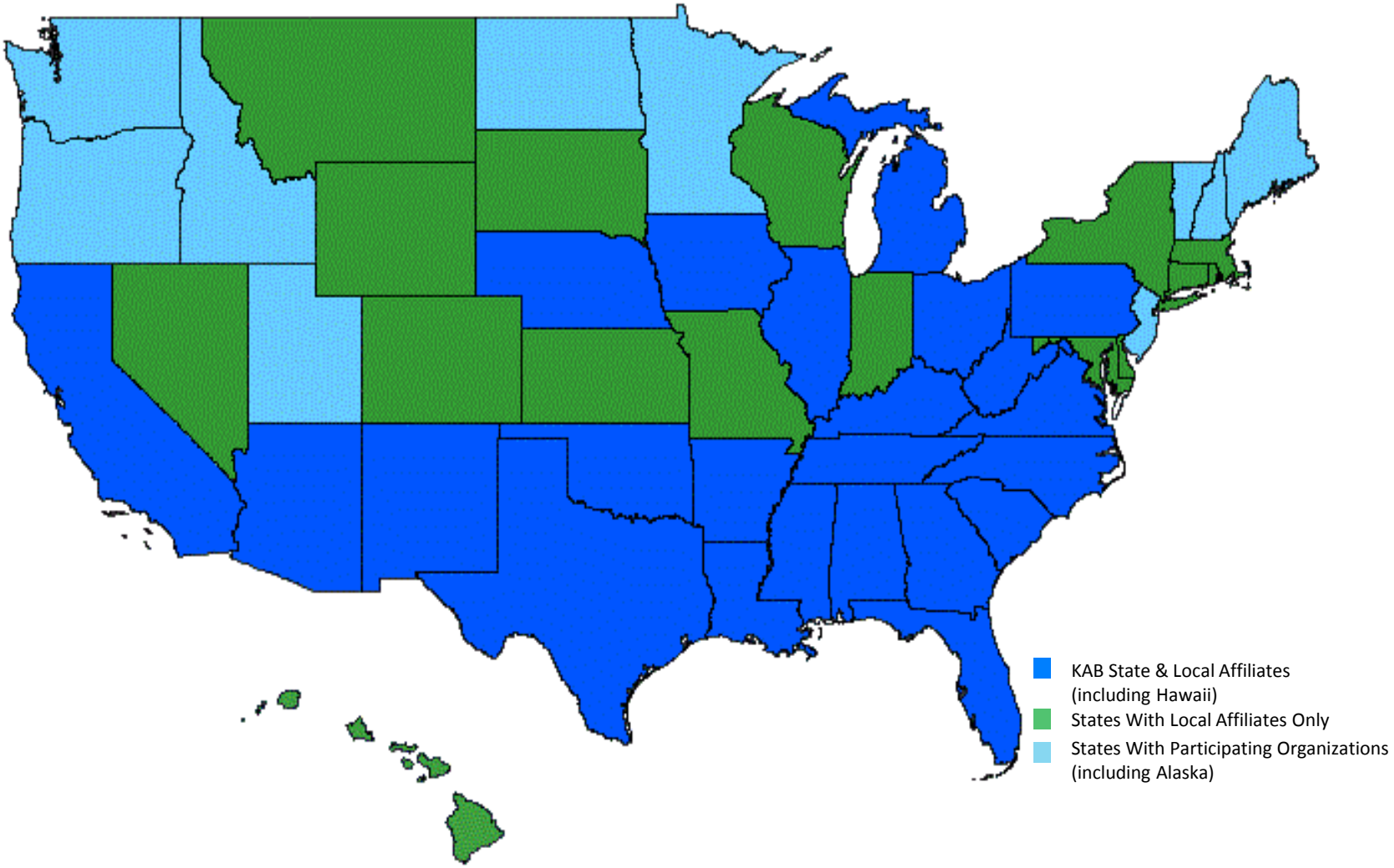
Engaging individuals to take greater responsibility for improving their community's environment

Our Beliefs

We believe…

- people and places are profoundly interconnected
- thriving communities are rooted in individual responsibility and action
- lasting change happens when people work together

Our Strong Network with a Shared Purpose



KAB Recycling Behavior Change Approach

5-Step Attitude Change Process

- Get the facts
- Involve the people
- Develop a plan
- Focus on results
- Provide positive reinforcement

4 “pressure points” for change

- Tools and resource
- Ordinances
- Enforcement
- Education

National Programs to Promote Recycling

General	College and University	K-12	Recycling Professionals
PSA Campaign	ARD Game Day Challenge	Recycle-Bowl	Symposium
ARD	RecycleMania	ARD	Webinars
Recycling @ Work	Give and Go		Recycling Coaching Services
Recycling Bin Grants	CURC Webinars		

Our Goal: Increase Recycling Participation

Environmental Behavior Change Strategies

- Competition
  - RecycleMania
  - Recycle-Bowl
- Commitment
  - America Recycles Day
- Removing Barriers
  - Public Space Recycling
- Communication
  - National PSA Campaign

Behavior Change Research/Literature Review

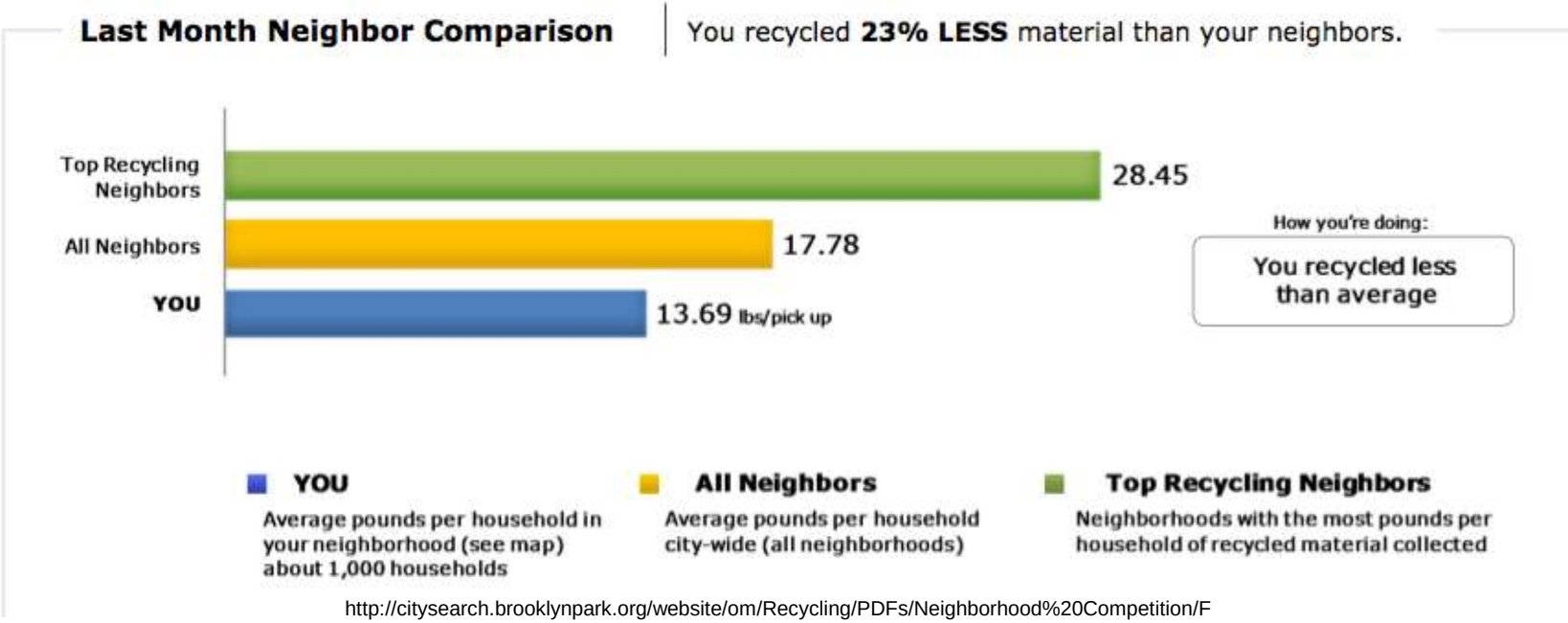
- Program Planning/Social Marketing
  - Define Detailed Goal
  - Pick Target Audience
  - Plan and Implement Behavior Change Strategy
  - Evaluate Strategy

Behavior Change Research/Literature Review

- Barrier Removal
  - Removing factors that discourage action
  - Identify most common barriers
    - Literature
    - Focus Groups
    - Surveys
  - Infrastructure (bin)
  - Behavior change tools for lack information and forgetfullness

Behavior Change Research/Literature Review

- Feedback
  - Information on level of success/need for improvement
  - Provided in multiple ways/adaptable
  - Best for individuals below the set goal



http://citysearch.brooklynpark.org/website/om/Recycling/PDFs/Neighborhood%20Competition/Feedback%20Reports/August%20D5R1%20Recycling%20Report.pdf

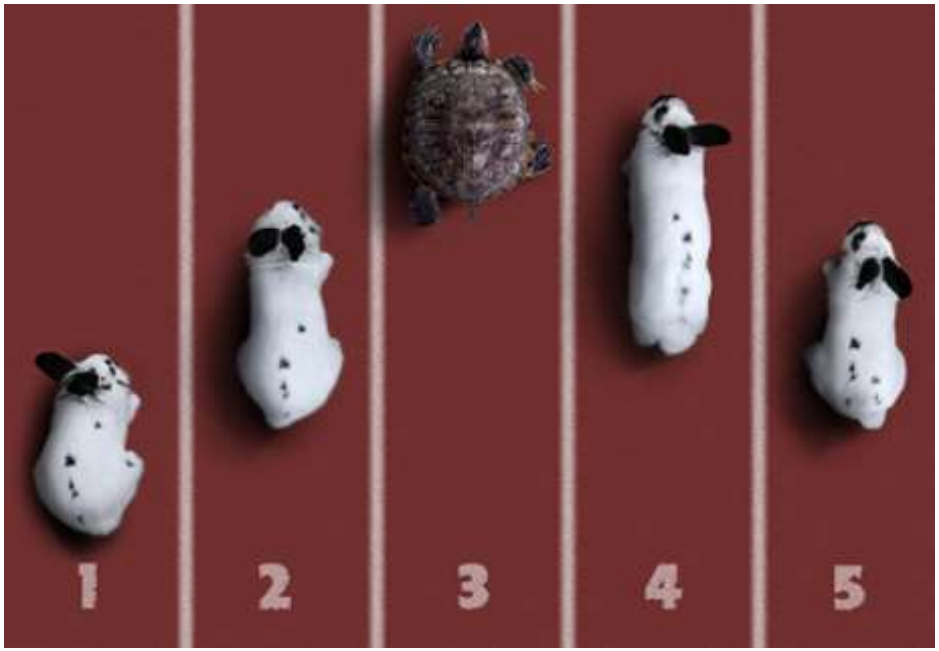
Behavior Change Research/Literature Review

- Prompts
  - Request or reminder
  - Forget/bad habit
  - Place at point of decision

http://dx.doi.org/10.1016/j.apergo.2011.09.008

Behavior Change Research/Literature Review

- Positive emotional states
  - Enjoyment, excitement, hope, etc.
  - Increase credibility
  - Decrease defense mechanisms



Behavior Change Research/Literature Review

- Extrinsic Rewards/ Incentives
  - Money, food, prizes, etc.
  - Try new behaviors
  - Link to performance

Behavior Change Research/Literature Review

- Commitment
  - Verbal or written agreements
  - Public or private
  - Specific request
  - Short and long term change

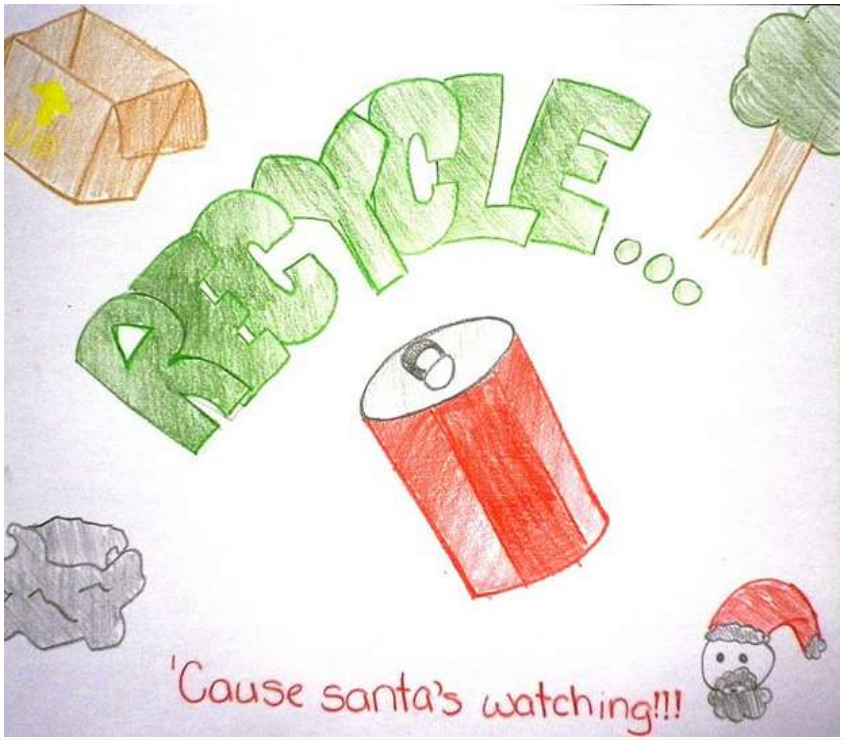
The national recycling rate has increased every year since 1980.
The current recycling rate is 34%.
JOIN US IN RECYCLING MORE.
For America Recycles Day 2013, I pledge to:

Learn. I will find out what materials are collected for recycling in my community at americarecyclesday.org.

Act. Reduce my personal waste by recycling. Within the next month, I will recycle more.

Behavior Change Research/Literature Review

- Social Norms
  - Behavioral cues on what is acceptable or common
  - Long term behavior support



http://farm7.static.flickr.com/6033/6419715175_8c5f33f00a_m.jpg

https://www.facebook.com/4thStreetFarms

Barrier Removal Research and Strategies

Research:
Only 12% of public spaces have recycling bins.

How many bins does a program need?

- 37% said they would pass 1-3 trash cans before throwing away the recyclable
- 18% said they would pass 4-6 trash cans before throwing the recyclable away

Strategy: Increase convenience through recycling bin grants

Recycling Bin Infrastructure Metrics and Impact

Performance Metrics: (Since 2009)

- Received 3,730 applications for bins
- Placed 132,014 recycling bins at:
- Total Bin Value over $3.5 million dollars

RECYCLING ON THE GO
SUSTAINABLE STRATEGIES FOR PUBLIC SPACES

Impact:

- Historical bin grant survey results

Currently conducting:

- Recycling bin design, decal and placement research
- An online project to map public space bins
- Eco-feedback bin research

Competition Research and Strategies

Research: Use feedback, prompts, positive emotional states, extrinsic motivation and social norms.

RecycleMania Strategies:

- Feedback (weekly)
- Prompts (posters)
- Positive emotional states
- Norms

Recycle-Bowl Strategies:

- Feedback (once at end)
- Prompts (poster)
- Extrinsic motivation (registration & reporting incentives & awards/prizes)

RecycleMania Metrics and Impact

Performance Metrics: (2013)

- 523 colleges registered
- 4.5 million students and staff reached
- 90.3 million pounds recycled

Impact: (2013)

- Increased recycling rates for the second half of the competition over the first half
- 52% saw a significant increase in recycling during the competition
- 27% received additional resources due to participation in RecycleMania.

*KAB partners with RecycleMania Inc. to manage and grow the program

Recycle-Bowl Metrics and Impact

Performance Metrics: (2012)

- 1577 schools registered
- over 900,000 students reached
- 4.5 million pounds collected
- 80% had a hauling partner

Impact: (2012)

- 3% use competition to start a recycling program
- 55% saw an increase in recycling participation during competition
- Participation in competition increases recycling 10% more than non-competing schools

Commitment Research and Strategies

Research: Pledge language be specific, build a private pledge that can be made visible to others and which medium to use

Strategies:

- Norm Messaging
- Commitment
- Communication

America Recycles Day Metrics and Impact

Performance Metrics: (2012)

- Over 2,000 events hosted
- Participants increased to 2.1+MM
- 95,000 pledges taken (45,000 on-line and 50,000 at recycling events)

Pledge Impact (survey conducted 2013)

- Know how to recycle: 32% increase
- Confidence: 27% increase
- Commit to behavior: 34% increase
- 93% of pledgees encourage friends and family to recycle

Recycling At Work

The Opportunity

35 – 45% of municipal solid waste is generated in the workplace according to USEPA, much of which is recyclable

Pledge Objectives

- Increase recycling by 10% over 2 years
- Engage employees to recycle more at work
- Review procurement practices
- Agree to report on actions
- Invite another organization to take the pledge

Recycling at Work Target Impact Metrics

- **Recruit 500 businesses/organizations to take the pledge by December 2014**
- **To date, more than 100 have taken the pledge.**
- **Eligible entities/organizations**
  - Businesses/commercial entities
  - Government agencies
  - Schools
  - Colleges & Universities
  - Hospitals and other institutions

National Ad Campaign Communication Strategy

Research included:

- Expert interviews
- Literature review
- 3 focus groups

Results:

- Lack of access or inconvenience
- Lack of awareness and understanding
- Lack of motivation
- Unemotional Brand

What We Learned

After secondary research and expert interviews, we concluded that…

To make recycling matter emotionally

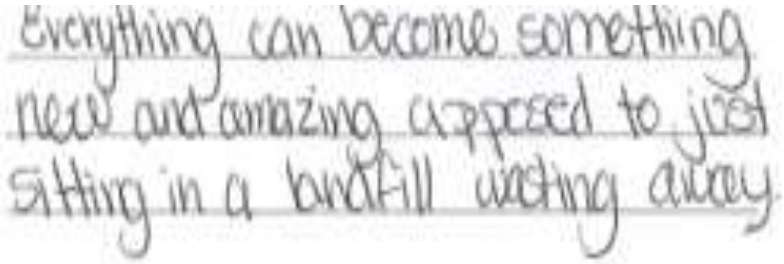
Motivation:
Let's not be wasteful

Strategic Territories

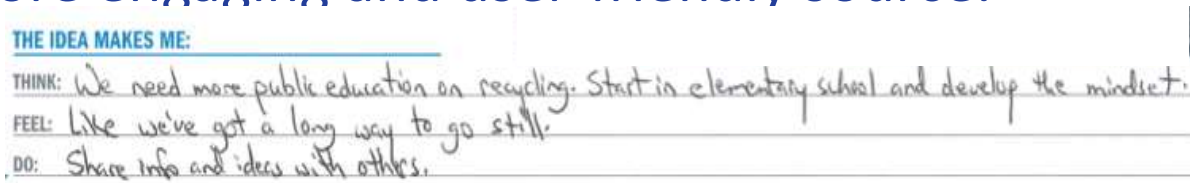
Five creatively driven strategic territories:

Research Results

- Most respondents found "*The Potential of Trash*" the most eye-opening territory.
  - The strategic concept reframed recycling in a more impactful, imaginative way.



- There was a strong desire for a well-organized, easy-to-access set of recycling tools.
  - People agreed that this information likely already existed, but wanted a more engaging and user-friendly source.



David, Baltimore Group 2

What Do We Need to Do?

Educate and motivate people to recycle more, and turn **recycling into a daily social norm**.

Show what could happen if we all recycled while providing **simple, helpful tools** to inform people how and where to make it happen.

Who is it for:

National message, appealing to all Americans.

Our priority audience is **sporadic recyclers.**

Tracking Awareness and Attitudes

Baseline Survey Results conducted week of July 1, 2013

- Online survey of adults 18 – 64 years old
- Series of questions
- Top line results: 62% of recyclers are not “Avid Recyclers”

	% YES
I am an avid recycler: I recycle nearly everything and will go out of my way to do so.	38
I am a middle-of-the-road recycler: I make an effort to recycle, but I usually won’t go too far beyond what is convenient.	52
I am a sometime recycler: I recycle the easy stuff, but I don’t make too much of an effort.	10

Campaign Elements

Fully integrated traditional and digital campaign includes:

- TV
- Radio
- Out-of-home (billboards, bus stops, etc.)
- Print
- Digital
- Social
- Website/online toolkit
- Events
- Public Relations

TV

MATERIALS FOR CAMPAIGN FUNDERS

Find a Recycling Center Near You:

Enter your zip code to find local recycling information and to locate the nearest recycling centers.

Enter your ZIP Code

TELEVISION PSAS

Journey :60

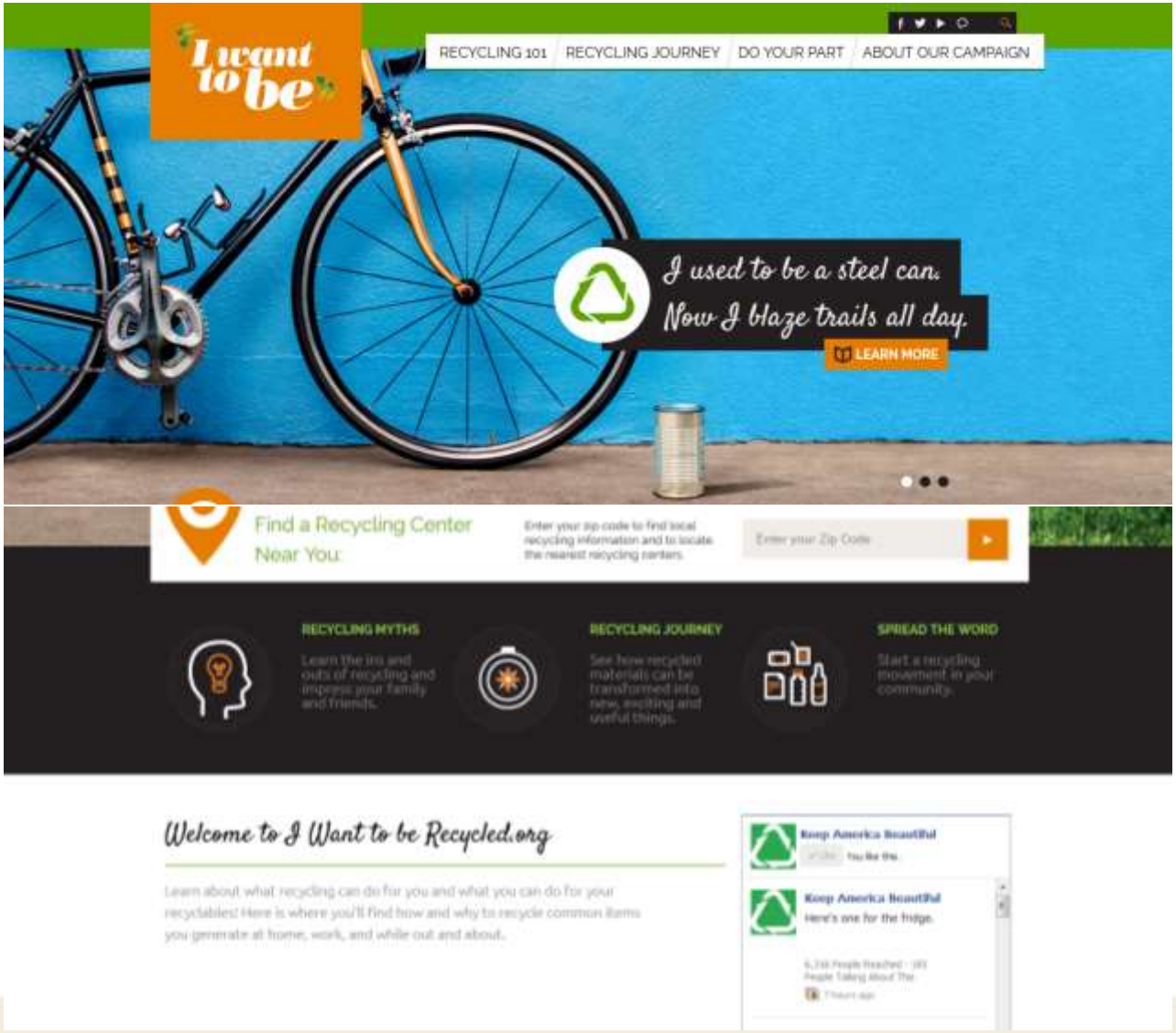
[60 second journey spot]

[30 second journey spot]

[15 second stadium spot]

Out of Home (billboards, bus stations)

Website Home Screen



What you can do to get involved

- **Communicate what "Wants to Be Recycled" in Your Community**
  - Customize, print, and distribute flyers and posters. Include local recycling information
  - Run the print ad in the local newspaper (in donated space) next to your own ad (paid or donated space), with local recycling info.
  - Tailor our sample blog post for your organization's web site
  - Via an e-newsletter tell your community how you're supporting the campaign

What you can do to get involved

- **Activate the Ads Locally: Request "I Want to be Recycled" in your market**
  - Government-owned recycling trucks or bus stops or TV monitors
  - *Please Note: All I Want To Be Recycled creative must be run in donated media.*
- **Show your Support Online**
  - Post a web banner ad and link to IWantToBeRecycled.org
  - Via social media, post recycling facts using #berecycled, share content from KAB accounts, and make the campaign logo your profile picture

Recycling Campaign Behavior Change Evaluation

Objective:

Evaluate impact of recycling campaign on recycling rates

Direct impact of the campaign:

- Receive pre-, during- and post campaign recycling data from local governments
- Identify 10-20 laboratory communities to fol research methodology
- Document and share learning's with the recycling community

Current Sponsors

ALCOA FOUNDATION

Unilever

WM WASTE MANAGEMENT

Nestlé Waters NORTH AMERICA

American Chemistry Council℠

Anheuser-Busch

Our Earth. Our Responsibility.

niagara

Get involved with Keep America Beautiful

- **Recycle-Bowl**
  - Registration open at http://www.recycle-bowl.org/
- **ARD**
  - Registration open at http://americarecyclesday.org/
- **Bin Grant**
  - Look for new bin grant opportunities
- **National Ad Campaign**
  - Check out the “Do Your Part” on: www.iwanttobe.org
  - Be a laboratory community. Help us track behavior change using your monthly data.

KEEP AMERICA BEAUTIFUL

For more info contact: bpulley@kab.org