



INCREASING RECYCLING



Increasing recycling

Recycling collections are now the norm for almost all households in the UK, but around half of the population are not recycling all the materials they could.

Barriers to recycling can be: situational, such as not having the right containers; behavioural, such as being too busy; knowledge, such as not knowing what to put in each container and/or attitudinal, such as not believing there is an environmental benefit.



Keep Britain Tidy specialises in face-to-face engagement campaigns with residents to increase recycling and tackle contamination.

We are experts in delivering successful door-to-door engagement campaigns. Since 2008, we have delivered more than 100 doorstepping campaigns across the country, knocking on over 1.5 million doors and engaging with more than half a million residents.

We also have substantial experience of engaging with residents at community roadshows as well as a strong track record of delivering successful engagement campaigns at household waste and recycling centres.

“It was a pleasure to have another opportunity to work with Keep Britain Tidy. Once again, we experienced excellent project management, proficient problem resolution and successful delivery against tight deadlines. The doorstepping staff were enthusiastic, dedicated staff, coupled with a professional and well-organised project management team.”

**Sarah Williams,
Recycling Manager, Hackney Council**

We've engaged with half a million people about recycling through our campaigns

For further information, please contact **Keep Britain Tidy** at enquiries@keepbritaintidy.org

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