



Development of a New Campaign to Prevent Contamination from Nappies

Helping you reduce contamination

Recent research conducted by Keep Britain Tidy in partnership with nine authorities across England, has identified that there is genuine confusion amongst the public about whether or not disposable nappies are recyclable. This is leading to people putting nappies into their recycling.

"I would only put clean nappies in the recycling if my baby has grown out of that size and I do not need them anymore. I assume if unused, these would be recyclable"
(Krystal, Braintree)

I put nappies into the recycling bin as they appear to be made from paper, plastic and materials all of which I feel are recyclable. If soiled, I do remove the waste for hygiene purposes"
(Troy, Great Yarmouth)

"I did actually think nappies could be recycled"
(Samantha, Leicestershire)¹

We believe that there is value in the central professional development of a new single campaign message and visual which is tested with parents and other users of nappies to ensure that it is well understood and motivates people to dispose of their nappies in the residual waste. For example, understanding what imagery is most appealing, what wording should be used and what design elicits the most positive response.

As part of this work, we also propose conducting a national survey to quantify the number of people who believe that nappies are recyclable which we believe will help us to gain media interest in the topic and further raise awareness of this important issue.

We then plan to communicate with local, national and trade media about the scale of the problem, the campaign and the insights that led to it.

We have calculated the total costs of this work and if we have five partners interested, the cost per partner would be £4,820. If we get more partners, the cost per partner will be reduced.

¹ *Inside the Head of the Contaminator*, Keep Britain Tidy, 2020

This is the first ever project of this kind and each partnering local authority will get:

- Participation in the development of the campaign alongside other partnering local authorities and Keep Britain Tidy
- A professionally designed and tested suite of digital campaign assets with their council logos for use in their area plus artwork to print campaign materials, such as leaflets and posters, as they choose (we have not budgeted for print costs)
- A campaign toolkit to run the campaign in their area including sample tweets, suggested approaches to community engagement, a communications plan etc.
- A joint press release with Keep Britain Tidy to any local media they would like to target
- Named, if desired, in Keep Britain Tidy's national and trade media communications about the campaign and insights leading to it
- Named, if desired, in a minimum of three award submissions for the work in 2021. These are to be confirmed depending on award timelines but likely to include:
 - o National Recycling Awards
 - o Local Government Chronical Awards (Environmental Services)
 - o Awards of Excellence in Recycling and Waste Management

Please note that after six months, we intend to make the general campaign materials available to wider members of the Keep Britain Tidy Network.

This work is a critical part of our Contamination Reduction Programme and if we are unable to secure enough partners, we will then look at alternative ways of securing the funding required.

If you are interested in becoming a partner in this project, please get in touch with Lizzie Kenyon, Director – Centre for Social Innovation (lizzie.kenyon@keepbritaintidy.org) by **Friday 30 October**.