

KEEP BRITAIN TIDY UPDATE

OCTOBER 2024



DATES FOR YOUR DIARY



- **Recycling is Good, But We Can Do Better** - November 1 to 30, 2024
- **Great British Spring Clean** - March 21 to April 6, 2025
- **Love Parks** - 25 July to August 3, 2025

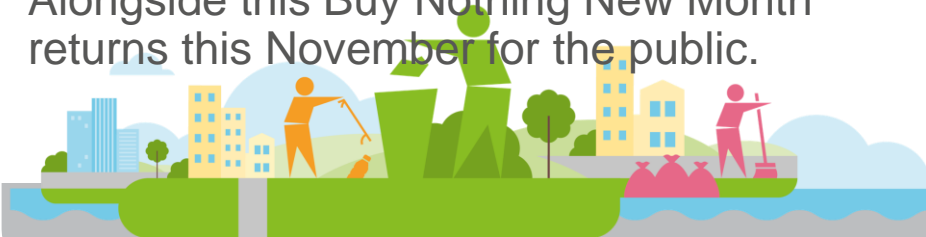


ABOUT RECYCLING IS GOOD BUT WE CAN DO BETTER



- With Black Friday and the run-up to the festive season, November is a time of rampant consumerism, with many making unnecessary impulse purchases that they come to regret.
- We want to move beyond recycling to preventing waste in the first place by reducing the amount of new stuff that we buy, and reusing, repurposing and rehoming things instead of sending them to landfill.
- We will run "Recycling is Good, But We Can Do Better" to help local authorities to support their residents.
- Alongside this Buy Nothing New Month returns this November for the public.

**RECYCLING IS GOOD.
BUT WE CAN DO BETTER...**



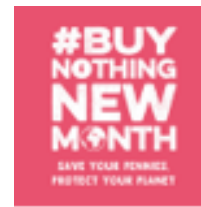
WHY CAN WE 'DO BETTER'?



- Sixty-three per cent of UK adults want to do more to reduce the environmental impacts of items they buy, such as food, clothes, furniture, personal belongings and the resulting packaging, but 32% agree they don't know how to reduce the environmental impacts of these items – this campaign aims to change that.
- Overconsumption drives climate change through increased carbon emissions caused by the transportation and manufacture of goods, and it uses resources like water and raw materials. Many impulse purchases also end up in landfill – sometimes after just one use.
- It's a chance to think about ways we can make sustainable everyday choices to protect the planet.
- It's not just good for the planet. It's an opportunity to save some pennies during the expensive festive period.



WHY CAN WE 'DO BETTER'?



WHAT WE ARE DOING IN NOVEMBER?



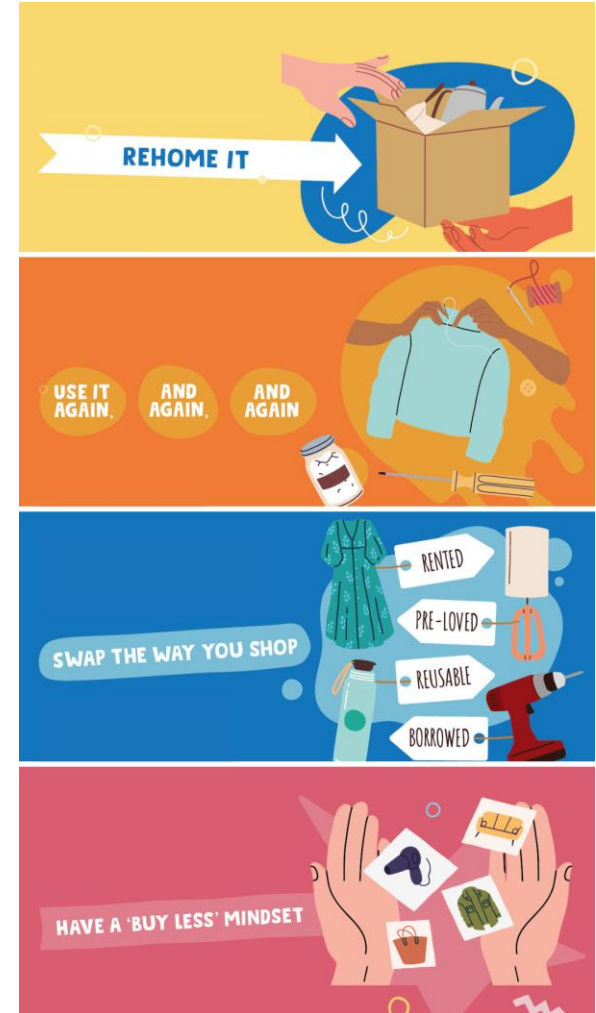
- We'll send weekly emails to all those signed up with tips and case studies along our four weekly themes – to be revealed in a moment!
- We've provided a press release to local government press and publications with an interest in waste and the environment, including podcasts with an environmental interest.
- Earlier this month, we released research to the media revealing the majority of people feel they could reduce the waste they generate but that not enough is being done to help the public prevent waste.
- Following this, we're preparing to send a second press release in November on the public's feelings about Black Friday which in 2020 was linked to the emission of 429,000 metric tons of greenhouse gases through home deliveries alone.



RESOURCES - WHAT TO DO INSTEAD OF BUYING NEW?



- **Sign up for your resource pack** containing waste hierarchy poster, social media assets, today's slides, waste video, and waste tracker survey report – exclusive!
- **Tips linked to our weekly themes:**
- **Rehome It** (donate, swap, sell, or otherwise rehome the things we no longer need)
- **Use It Again and Again** (repair things and get creative with upcycling)
- **Swap The Way You Shop** (opt for preloved and charity shop purchases, rent fashion and furniture, borrow from community lending libraries.)
- **Have A 'Buy Less' Mindset** (consider if we need to buy the item at all - resist the lure of online advertising and fast fashion.)



WEEK 1 – REHOME IT



- The first week will be all about encouraging people to rehome the items they no longer want or need.
- We'll talk about how, by rehoming stuff, residents can support good causes by donating to charity shops or community initiatives, make a little money on re-sale apps or at boot sales, or gift something to someone who will truly love it.
- We would encourage councils to highlight any relevant services or residents in your area.
- #LitterHeroes Ambassador Emdad Rahman runs an innovative scheme to rehome books. His bookcycling scheme sees him collect unwanted books and deliver them on a bike to care homes, charities, hostels, hospital wards, and people's doorsteps.



WEEK 2 - USE IT AGAIN, AND AGAIN, AND AGAIN!



- During the second week we will promote how reusing items more than once is a great way to minimise waste and that the 'make do and mend' mentality is a great lesson to carry forward from the generations before us.
- We'll share tips on how to refresh, repair or repurpose – again a great opportunity for authorities to highlight local repair cafes and lending libraries and generate conversations with your residents.
- #LitterHeroes Ambassador and waste upcycler Hannah Beaumont (@meandtheplasticsea) found a beautiful old inkwell during a litter-pick recently and reused it as a tiny vase.



WEEK 3 – SWAP THE WAY YOU SHOP



- This week is all about making simple changes to our shopping habits to help in lowering our carbon footprint, saving the environment, and increasing our sustainability.
- It could mean using refill stores for groceries, or buying second-hand – a chance for authorities to highlight local businesses such as thrift stores.
- #LitterHeroes Ambassador Keith Hunt opened his Our Precious Earth shop after seeing the deluge of plastic waste littering our shores during various beach cleans. Through the shop he helps educate people on the environmental impact of plastics and how we can reduce our own plastic purchases.



WEEK 4 – HAVE A BUY LESS MINDSET



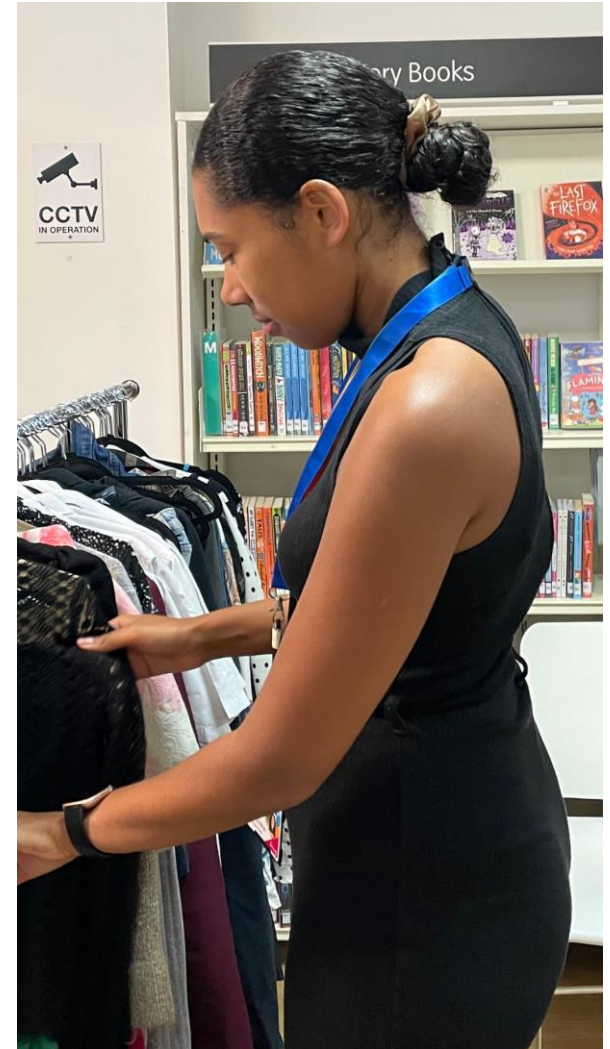
- The end of the campaign coincides with Black Friday and Cyber Monday.
- On our final week we will encourage people to boycott Black Friday in favour of supporting local businesses that promote or contribute to a circular economy – think haberdasheries and tailors for repairs, upcyclers who can help revamp old furniture...
- We will also share tips on how to resist temptation online such as tuning out ultra-targeted advertising, or installing an ad blocker on internet browsers.



SIGN UP TODAY



- Head to <https://www.keepbritaintidy.org/get-involved/support-our-campaigns/recycling-is-good-but-we-can-do-better> to sign up. We'll pop the sign up link in the chat, so any authorities that want to take part can sign up now.
- If you're taking part, we'd love to hear your stories on social media such as a local toy swap centre, lending library, or something a local resident has upcycled or repurposed.
- Remember to tag us at **@KeepBritainTidy** and use the words 'Recycling is Good' with the hashtag **#ButWeCanDoBetter**



Waste Prevention Tracker Survey Report 2024



THE WASTE PREVENTION TRACKER SURVEY



The Waste Prevention Tracker Survey, developed by Keep Britain Tidy, aims to identify:

- The public's engagement in waste prevention behaviours.
- Their motivations and barriers for participation.
- Public attitudes towards reducing waste and consumption.
- Public awareness of waste prevention services and tools.
- Track changes in attitudes and engagement in waste prevention over time.

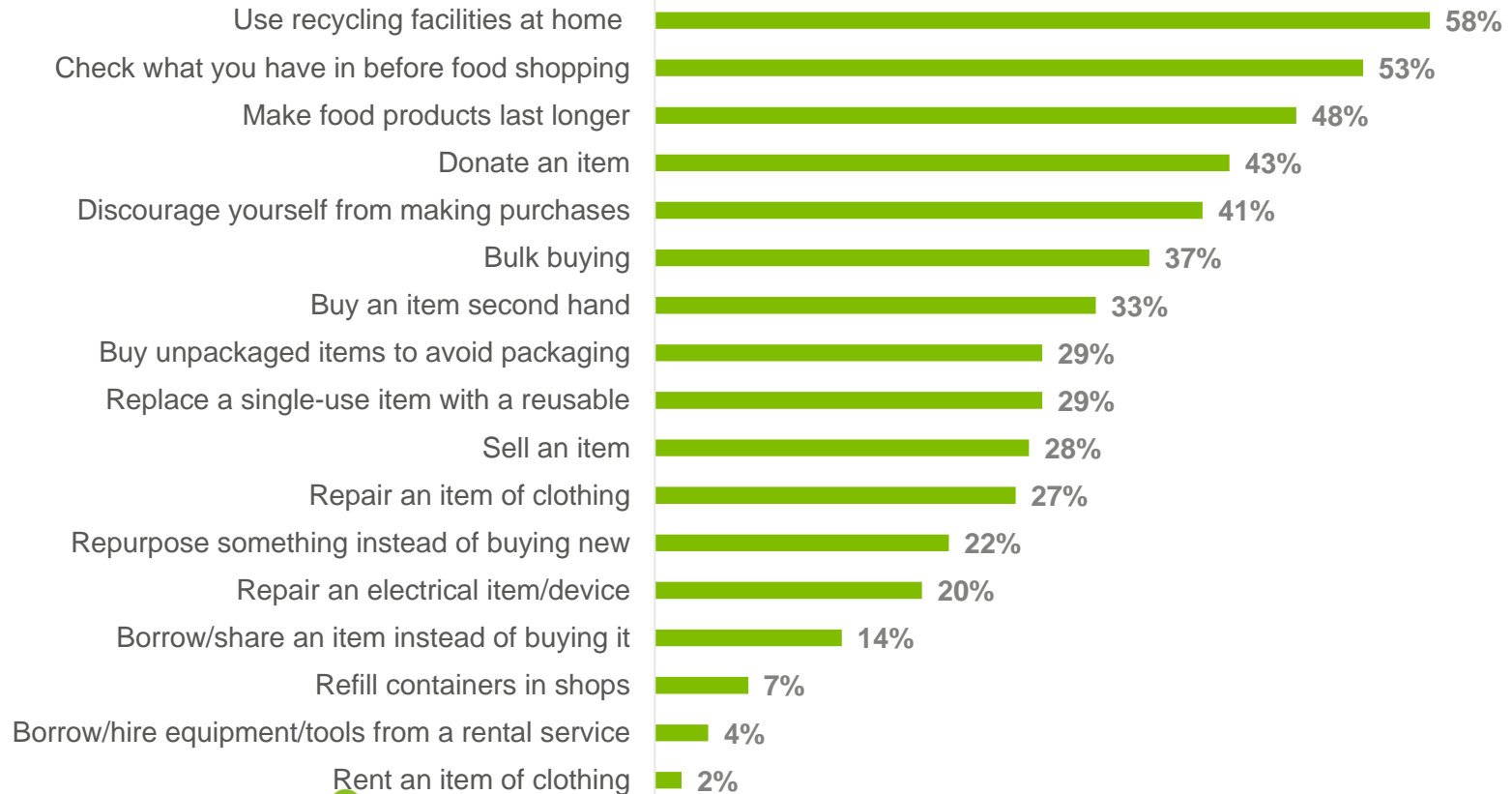
The Waste Prevention Tracker Survey was conducted in February 2024 and the results are representative of the UK adult population. Our 2022 'Shifting the Public's Focus from Recycling to Waste Prevention Research is a first-year baseline of where the UK public are at with waste prevention, allowing for comparisons to be made to the Waste Prevention Tracker results 15 months on.



WHERE'S THE PUBLIC AT WITH WASTE PREVENTION?



Which of the following do you do regularly or as much as possible?



WHAT WE'VE LEARNT



- 94% of people had engaged in at least one waste prevention behaviour in the past 12 months, an increase from 91% in 2022
- Reduce behaviours i.e. buying in bulk to avoid excessive packaging appear to be more commonly practiced than reuse behaviours i.e refilling containers in stores
- Behaviours related to preventing food waste were observed to have the highest engagement
- Renting Clothing (2%), hiring tools (4%), and using refill shops or services (7%) were the least commonly engaged in behaviours
- Women and over 55s are more likely to engage in most waste prevention behaviours. Women are predominantly responsible for most of household waste prevention, leading in engagement in all measured behaviours except repairing electrical items
- We have not seen an increase in the proportions of people regularly engaging in waste prevention behaviours in the 15 months between the surveys.

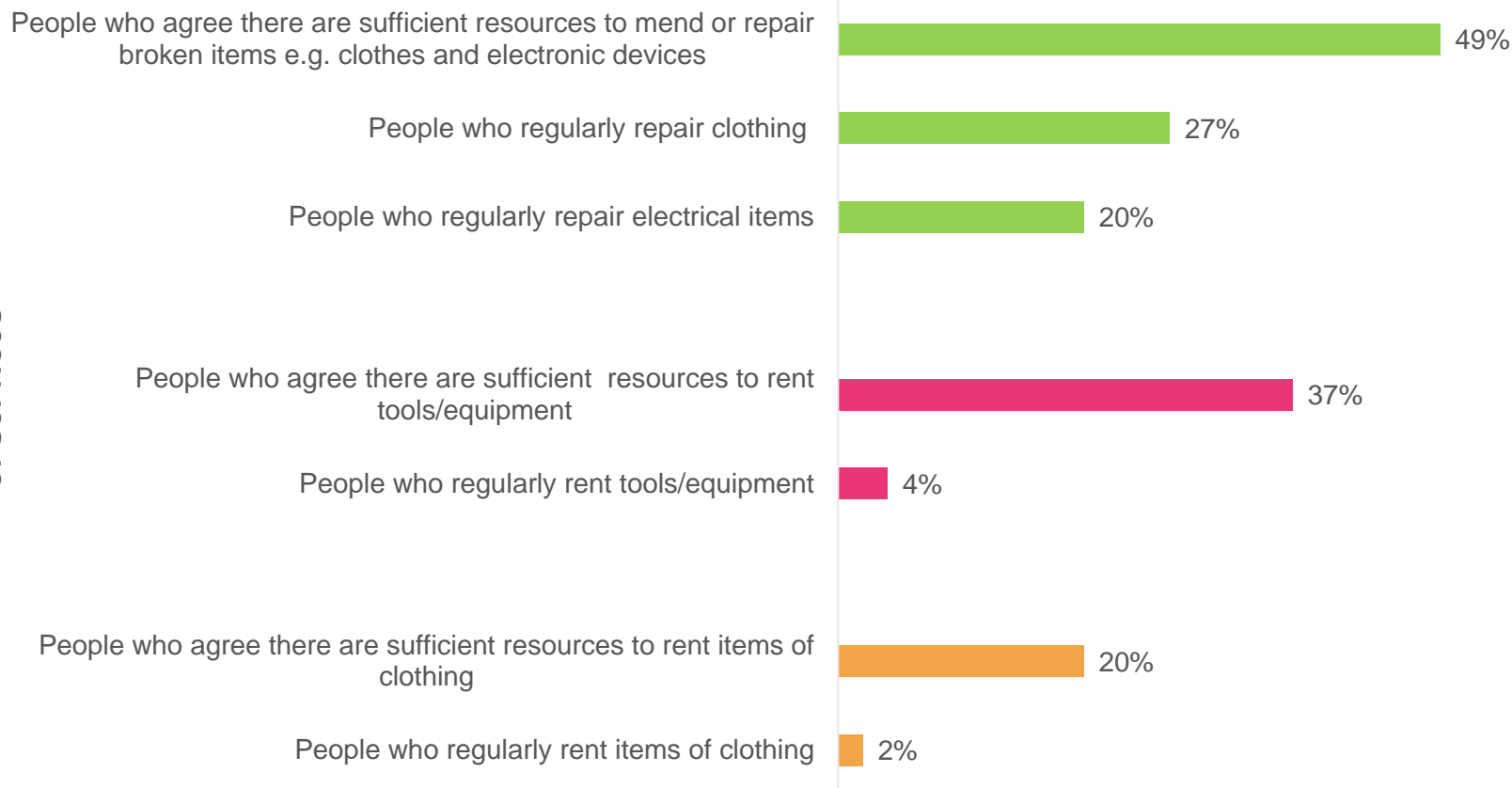


GAP BETWEEN AWARENESS AND ENGAGEMENT



Usage and perceived availability
of services

Proportion of UK adults



BARRIERS AND MOTIVATIONS TO ENGAGEMENT IN WASTE PREVENTION



26% do not know how to access products and services that can help them reduce waste.

45% agree that choosing services and products that reduce waste is too expensive.

29% agree that using services and products that reduce waste takes too much time.

82% indicated that they mend clothing in order to save money, up from 80% in 2022.

40% said they repair electrical devices to reduce their impact on the environment, down from 50% in 2022.



RECOMMENDATIONS



1. More investment, signposting and promotion of local waste prevention initiatives is crucial to help drive change.

2. Further explore how specific barriers to waste prevention can be removed.

3. We need better and consistent communications around waste prevention.

4. Harness public frustrations and concerns around waste.

5. Strengthen the link people make between consumption and climate.



NEXT STEPS



- We aim to repeat the Waste Prevention Tracker Survey every two years to monitor changes in waste prevention engagement and identify emerging trends in the public's attitude towards waste and consumption.

WASTE PREVENTION TRACKER REPORT 2024

Keep Britain Tidy's Waste Prevention Tracker Survey provides a thorough understanding of public engagement in waste prevention behaviours, as well as attitudes, motivations and barriers towards reducing waste and consumption in the UK.

Conducted by YouGov in February 2024, using a representative sample of the UK public, the Survey offers a valuable comparison to Keep Britain Tidy's 2022 baseline study **"Shifting the Public's Focus from Recycling to Waste Prevention: How do we move people up the waste hierarchy?"**, revealing shifts in public engagement over a 15-month period. The Waste Prevention Tracker Survey aims to identify if any waste prevention behaviours can be classified as an "established norm" comparable with recycling, as defined by WRAP.

Results show that UK adults engage in a wide range of waste prevention activities. Behaviours related to food waste prevention have the highest engagement with reduce behaviours being more commonly practised than reuse behaviours.

However, we have not seen progress on widespread engagement in waste prevention since the survey was first conducted in 2022 and conclude that none of the investigated waste prevention behaviours have reached the status of an "established norm". The Survey explores the barriers to widespread waste prevention including lack of awareness, perceived accessibility and costs of waste prevention services as well as an underlying misunderstanding of waste. We uncovered that although most of the UK

LEARN MORE

UPCOMING WEBINAR	+
PREVIOUS RESEARCH	+
UNDERSTANDING WASTE PREVENTION	+
BUY NOTHING NEW MONTH	+





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