

How do we engage the other people in our neighborhood



# Why is it so hard to engage community members in helping us reduce waste?

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1. We just simply don't like change, and we generally don't like being told what to do.

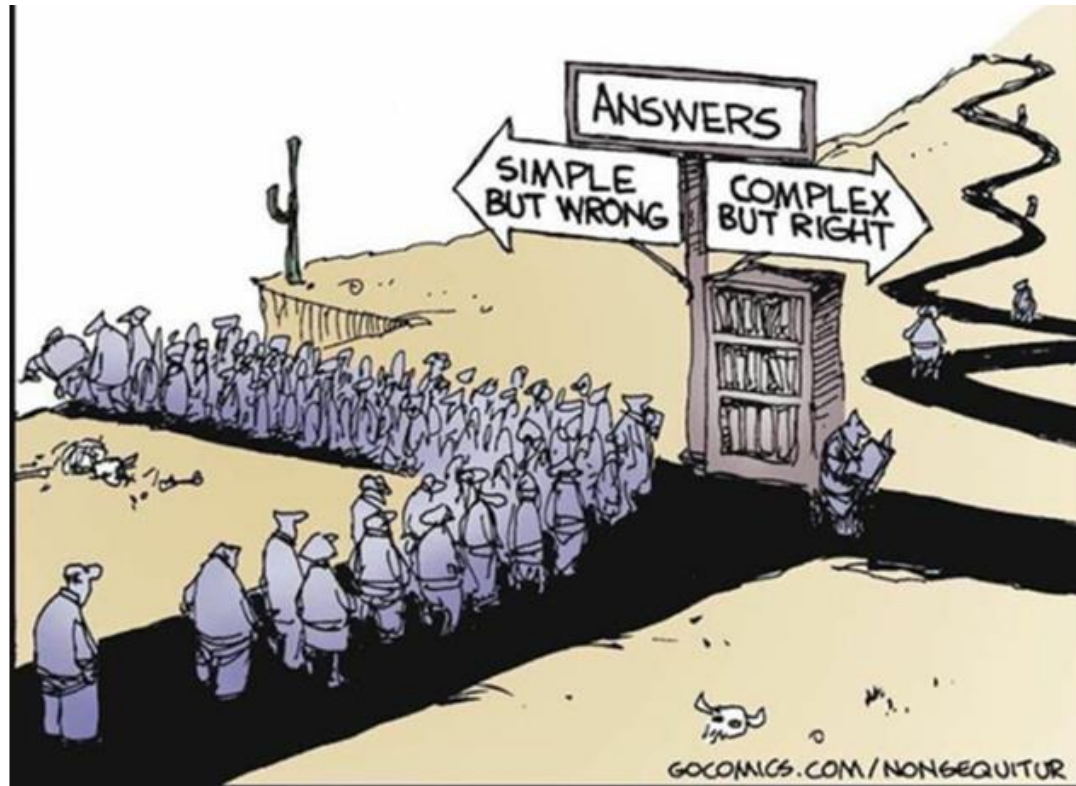
“I'm not stubborn. My way is just better.”

— Maya Banks

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## 2. It's more complicated, and we don't like complicated

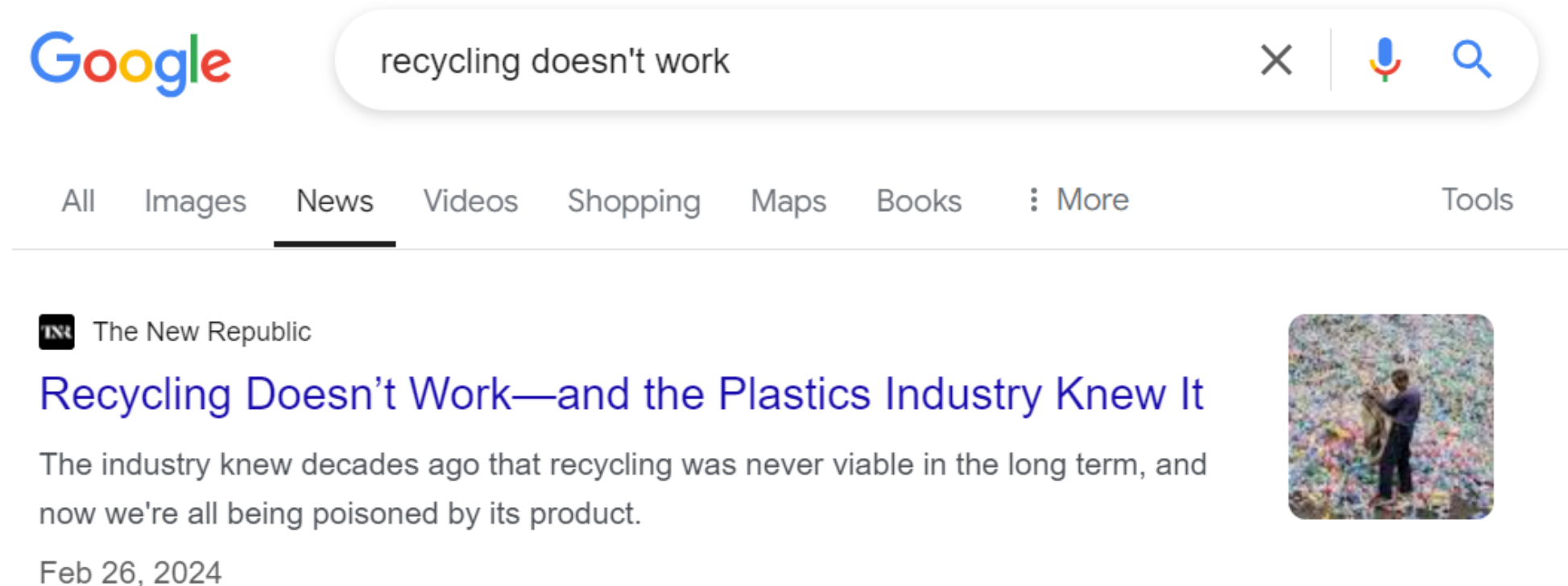
- ✗ *Bury it*
- ✗ *Burn it*
- ✗ *Litter it*
- ✗ *Dump it in the lake*



- ✓ Design it smarter in the first place
- ✓ Repair it
- ✓ Reuse it
- ✓ Recycle it
- ✓ Recover nutrients from it
- ✓ Recover the energy embedded in it
- ✓ ...

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3. When we're already not liking change, and we're finding something complicated, we're also suspicious and we tend to believe everything we hear that reinforce our suspicions.



The image shows a Google search interface. The search bar contains the text "recycling doesn't work". Below the search bar, the "News" tab is selected. The first search result is from "The New Republic" with the headline "Recycling Doesn't Work—and the Plastics Industry Knew It". The snippet below the headline reads: "The industry knew decades ago that recycling was never viable in the long term, and now we're all being poisoned by its product." The date "Feb 26, 2024" is displayed below the snippet. To the right of the text is a small image of a person standing in a large pile of colorful plastic waste.

Google

recycling doesn't work

All Images **News** Videos Shopping Maps Books : More Tools

**TNR** The New Republic

**Recycling Doesn't Work—and the Plastics Industry Knew It**

The industry knew decades ago that recycling was never viable in the long term, and now we're all being poisoned by its product.

Feb 26, 2024

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4. We're all different and unique and we don't all see, listen or understand things in the same way



# Why is it so hard to engage community members in helping us reduce waste?

## Table Discussion:

1. Do the 4 general things we just discussed (people don't like change, people don't like complicated, people are suspicious, people are different) impact your efforts to get community members and the public to buy into your programs. Share your thoughts and some examples from your experience.
2. From your own experience, are there other major factors that make it hard to engage community members in reducing and properly managing waste?
3. What are the biggest issues and challenges you face in engaging your community members in participating in recycling and/or properly manage waste?

# Why is it so hard to engage community members in helping us reduce waste?

## Table Discussion:


1. What do you think of the 3 general reasons just presented (people don't like change, people don't like complicated, people are suspicious). Do you see these things playing out in your community?
2. From your own experience, are there other major factors that make it hard to engage community members in reducing and properly managing waste?
3. What are the biggest issues and challenges you face in engaging your community members in participating in recycling and/or properly manage waste?

# We know that basics work! If you're not doing these, add them to your plans

1. Clear and simple instructions (printed)
2. Clear and well-placed signs
3. Human interaction and verbal instructions
4. Consistency and repetition
5. Clear and regular expressions of vision and support from leadership
6. Transparency and honesty
7. Community sharing events and other opportunities for listening and dialogue

Any others come to mind?

# 7 Steps to More Effective P&E Campaigns

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1. What topic/issue do you want to address?
  2. What is your objective and what does success look like?
  3. Who is your audience?
  4. Shaping the message: images and text
  5. What tactical tools will you use?
  6. What media channels will you use and why?
  7. How will you measure results?

Write a mini strategic plan using these 7 headings.

# Let's go deeper on the motivations...

As % of British Columbia population



**Waste Not, Want Not**  
**22%**



**Shop, Style & Social**  
**20%**



**Eco-Trends**  
**20%**



**Healthy Life & Planet**  
**14%**



**Rugged Independence**  
**10%**



**Practical Traditions**  
**7%**



**Work Hard, Live Large**  
**7%**



# Working groups

- 1 Groups consist of community members.

Interested members of industry may be included periodically pending group approval.
- 2 Groups consist of the most interested or affected parties.

May also include curious members. These individuals tend to stay if they deem their voice as heard and believe the group will make a change.
- 3 Meet regularly to discuss plans.

Frequency is flexible and determined by the project stage. For example, more frequent at the beginning and end stages with less activity in the middle. Normal, does not reflect a lack of commitment.
- 4 Respectful and Safe Space.

Differing opinions may bring about strains in relationships. It is important that these environments remain respectful.



# Why is it so hard to engage community members in helping us reduce waste?

## Table Discussion:

1. In your experience, what have you found to be the best tools and tactics for engaging your community members in recycling and/or properly managing waste?
2. What are the top 3 most important messages we need to reinforce to all members of the public about recycling, waste reduction and proper waste management?
3. What is the best idea or suggestion your group would like to share