

Every Can Counts Retail Whitepaper Phase One

2014



Behavioural change communication programmes in the retail sector:

Every Can Counts and its retail partners

Introduction:

Every Can Counts

Every Can Counts is a unique partnership between the European drink can manufacturers and the recycling industry. It aims to enable and encourage people to recycle the drinks cans they use outside the home; whether it be at work, at college, at an event or whilst out and about.

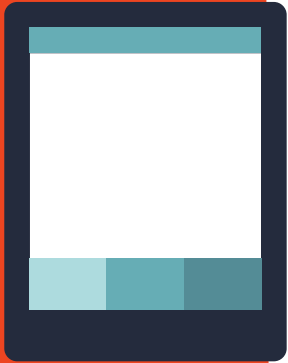
Introducing recycling in your organisation is an effective and visible way to make a positive difference: It demonstrates to employees, clients or customers and suppliers that you are a responsible business, prepared to invest in the future, and committed to sustainability.

As an added bonus, businesses that invest in an effective recycling programme typically find that what's good for the environment is also good for the bottom line.

New UK waste regulations coming into effect on 1st January 2015 will also push shopping centres to do more. The amendment to the EU Waste Framework Directive will mean businesses are required to separate recyclable material (paper, plastic, metal and glass) from other waste, to improve the quality and quantity of recycling across the UK. Again this is something Every Can Counts can support with.

In the last five years, Every Can Counts has helped over 1,700 organisations set up drinks can recycling in over 4,000 locations across the UK. With over 10,000 branded collection points in workplaces, shopping centres, hospitals and also at outdoor events, more people than ever before have access to our award winning recycling programme.





Executive Summary

This report provides an analysis and evaluation of current Every Can Counts programme users in the retail sector. The retail industry already accounts for a significant percentage of Every Can Counts collection points, these are mostly for staff but with so many shopping destinations around the UK there is an enormous opportunity to influence the wider population about recycling. With retail staff and shoppers combined there is a captive audience of millions in retail outlets every day. Every Can Counts is a perfect fit for retailers because it addresses consumer and staff recycling under the same campaign and messaging.

Launching this research activity enabled us to understand how the Every Can Counts programme is helping shopping centres achieve sustainability objectives and engage both staff and customers, so that we can tailor our future support and campaigns to expand the reach and impact of what we do in the sector.

Methods of analysis in this phase included a telephone survey with key waste management professionals and analysis of can recycling and waste statistics provided by the centres. Results show that since introducing Every Can Counts branded materials there has been a positive impact on recycling behaviour and attitudes towards recycling amongst staff and customers.

The report also reveals how decision makers are approaching key recycling initiatives in shopping centres and provides insight into their targets and the key drivers on environmental waste management.

Many of the respondents highlighted that these attitudes were shaped over a 3 to 5 year period and that generally, centres launched the programme to their retail outlets first before adopting a consumer facing approach.

“The facilities and support we have received from Every Can Counts have enabled us to develop a successful strategy and make great strides towards our targets.”

**Dan Pickard, Centre Director,
Willow Place & Corby Town
Centre**



Every Can Counts: Behavioural change – ‘we can teach an old dog new tricks’

Humans are inherently habitual creatures and while we may claim to be open to change, making permanent alterations to our daily routine is a big ask for anyone. Behavioural Change communication strategies have long played a role in teasing people into a more positive way of living, especially when it comes to topics that some may deem ‘new-fangled’ or ‘modern’.

Behavioural Change Communication means taking a positive and supportive approach to delivering the information and resources people need in order to make the changes required. So rather than laying down a list of rules and the subsequent consequences of not obeying, we’re given the chance to learn in a way that we can relate to, and given the much needed equipment and directions to achieve a goal that we are all happy with.

The shift towards more sustainable living is one area that can often be met with resistance, when people can’t relate their daily actions to cumulative results – especially when these are felt on a global scale. Let’s face it, ‘recycle more

or the penguin gets it’ (a real campaign slogan used by a Council to encourage recycling) whilst designed to shock and thereby encourage positive behaviour change, is more likely to either confuse, mystify or make the problem seem too impossible for one person to have an impact on – and probably all of the above!

Behavioural Change Communications programmes in the environmental sector have made some impressive strides towards supporting individuals, businesses and wider communities in making the small changes that can make a big difference, now and into the future.

For the last five years, the Every Can Counts team has been assisting organisations big and small to change their habits for the better. We are firm believers that you can’t just put a green bin in the office and expect people to instantly appreciate why it’s there, and what they should put in it.

From the NHS and universities and colleges to shopping centres and city councils, our friendly,

low-cost approach to helping employers educate their teams about the financial and environmental benefits of recycling their drinks cans has had some very positive results. Although our focus is on communications and engagement we also actively assist these organisations to overcome any recycling obstacles they might face, providing bins, bags and posters and helping find recycling service providers to make it as easy as possible.

The Every Can Counts approach helps staff and customers concentrate on dropping their cans into the recycling box or bin. Free materials help to promote, engage and reassure people that when they recycle they are making a positive step, and; that it only takes a small effort to make a big difference. The programme works alongside or as part of an existing scheme but can also work as a stand-alone system.



An illustration on the left side of the page features a green can with a white label, tilted as if being poured into a brown paper shopping bag. Below it is a green shopping bag. A dashed green line runs horizontally across the page, separating the header from the main content.

Every Can Counts

Methodology

Telephone interviews were conducted in April and May 2014.

The respondents

The survey was responded to by six environmental and waste management professionals operating in the retail sector, the majority of which had been working in the sector for over 10 years. Five of the six respondents have established Every Can Counts programmes for retail tenants and/or in public areas. One respondent is in the process of setting up Every Can Counts for tenants.

We would like to thank our contributors:

Doreen Hutton

Environmental Services Manager
intu Trafford Centre, Manchester (introducing
Every Can Counts to tenants in Autumn 2014)

Martin McAtee

Facilities Manager
Thistles Shopping Centre, Stirling (Joined Every
Can Counts in October 2013)

Neil Grice

Operations Manager
Freshney Place, Grimsby (Joined Every Can Counts
in November 2013)

Jason Buckley

Environmental Services Manager
thecentre:mk, Milton Keynes (Joined Every Can
Counts in June 2013)

Dan Pickard

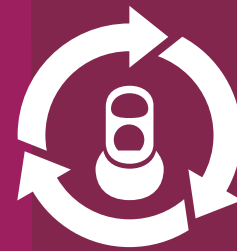
Centre Director
Willow Place & Corby Town Centre (Joined Every
Can Counts in June 2010)

Jean Sharples

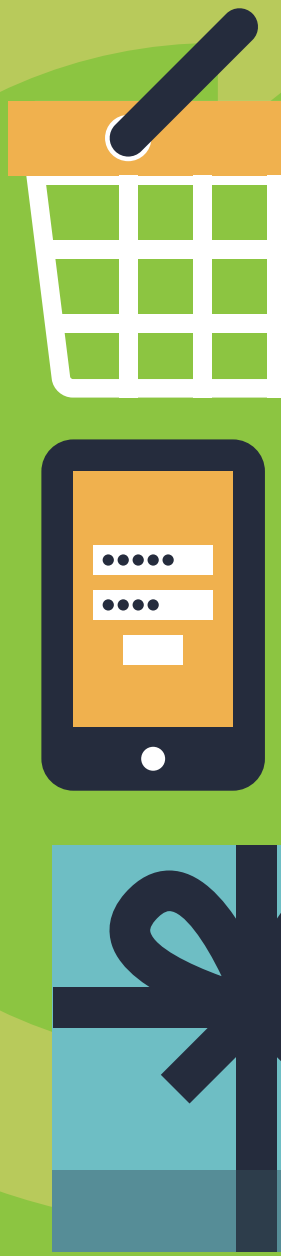
Atlantic Village, Bideford (Devon) (Joined Every
Can Counts in November 2012)

12 shopping centres
with a reach of
over

110 million
shoppers &
13,937
staff



**every[®]
can
counts**





Key findings

- All respondents have been working with current recycling facilities for two or more years.
- The locations surveyed all currently recycle 80% or more of their waste.
- 100% of the respondents who are currently using the programme said Every Can Counts has been a key driver for helping to educate staff and tenants on the importance of recycling.
- No respondents faced severe barriers to implementing recycling programmes, although there has been resistance at times from some retail tenants (which has eased over time).
- All respondents are continuously looking to improve recycling facilities and infrastructure with some looking to become cost neutral.
- All respondents have long term objectives for what they are doing and feel like they are on the road to achieving them.
- All respondents have seen a steady increase in recycling in terms of tonnage.
- Respondents encourage staff to recycle daily but schemes for rewarding staff and recycling pioneers vary.
- Some respondents have specific environmental awareness events but there isn't always a comprehensive programme of events for staff or customers.
- Many respondents feel recycling has now become second nature to staff thanks to a well-established programme being in place for a number of years.



Feelings towards current recycling programme and facilities

All respondents with an established Every Can Counts programme in place (83% of the sample) felt they now have a strong strategy to meet recycling needs and persuade more staff, tenants and visitors to participate in recycling. The only centre who claimed they weren't happy with the strength of their recycling programme, had not introduced Every Can Counts to their business when interviewed.

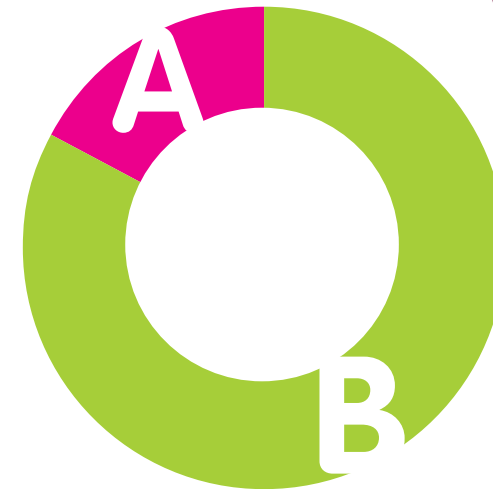
Over the course of all six interviews, each participant detailed how their centre's recycling programme had developed over recent years; all saying there have been significant improvements in facilities, attitudes of both staff and employees, and performance against

targets. Of the five centres that currently use the programme, all explained that Every Can Counts had played a significant role in driving their recycling strategy forward.

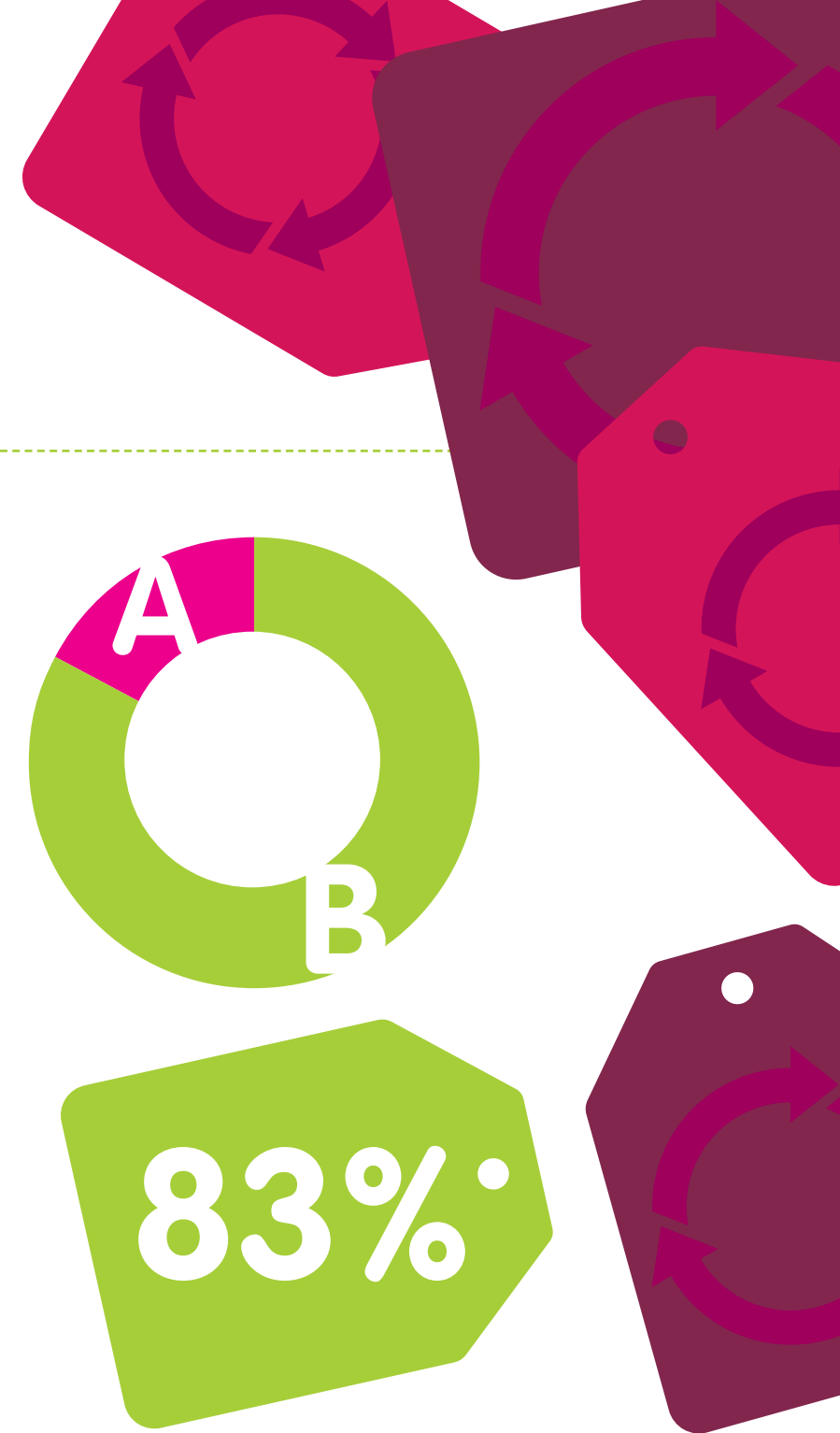
Each centre had seen improvement in relation to the amount of waste that was now being recycled, and all had seen volumes increase over the last 3 years.

A) I don't feel that we have enough facilities or a strong enough programme or

B) I feel we have a strong programme in place to meet recycling needs?



83%



The ultimate goal – achieving and maintaining 100% diversion from landfill

Most participants we spoke to said the ultimate goal for their recycling strategy was to achieve 100% diversion from landfill for all centre waste. Two centres, who have established Every Can Counts programmes, have already reached this target but state that is only half the battle and maintaining this performance is a bigger goal.

Those working towards this target raised some of the challenges to date:

Martin McAtee (Thistles Shopping Centre) said: “We are now achieving 100% diversion from landfill, which is our main goal and we are very pleased to have met this target. Unfortunately, the hard work doesn’t stop there, we have to keep striving to meet this target every month, but at least we have the facilities in place to do so.”

Jason Buckley (thecentre:mk) said: “I will personally be developing and refining a strategy for improving our recycling facilities every year, and we are always looking to make progress. The original goal was to achieve zero waste to landfill, and we have hit this now. My ultimate goal is to make our recycling programme become cost neutral. I want the recycling we do here to actually pay for my general waste collection cost. That’s what I’m striving to do.

We see the way to it, but it will be a couple of years until we get there.”

Jean Sharples (Operations Manager, Atlantic Village) said: “In 2013 Atlantic Village achieved an 80% recycling rate at the centre by recycling cardboard, polythene, coat hangers, paper, plastics, wooden pallets, metals, including drinks cans, food waste and coffee grounds, even customer returned and damaged stock items. From 2014 we have added polystyrene to our recycling waste system. We aim to achieve 100% diversion from landfill in 2015 as part of our ongoing efforts.”

Neil Grice (Freshney Place), added: “Our aims for our recycling programme are simple: We want to maximise everything we do to improve both our environmental impact and to reap financial rewards. As a result we are constantly striving to improve our facilities and not only are we driving recycling heavily, we are also actively encourage the reuse of materials – particularly cardboard boxes – as this prevents the need for certain materials having to even become waste and go through the entire recycling process, which ultimately, is even more environmentally friendly and efficient.”

“For me, it’s all about becoming cost neutral – I want my recycling programme and overall waste management strategy to save my business money. That’s the future of sustainable business”

Jason Buckley, thecentre:mk



Breaking down recycling barriers with retail tenants

One area of concern that was raised by respondents was the attitude of some retailer tenants towards recycling. There is a feeling amongst some that recycling is a distraction, when all focus must be on turnover and profit; particularly with the retail sector still having a challenging time post-recession. Our participants explained that to overcome this resistance the recycling system needs to be uncomplicated and communication with tenants needs to be carefully planned to ensure they know what to do, how and why they are doing it:

Martin McAtee (Thistles Shopping Centre) said: "Although there has been some resistance to the enhanced recycling requirements that we're pushing to our retailers. Most have been happy to oblige and have accepted the need to take action. Only a handful of tenants have been slow to adjust to the changes but we're continuing to work with them every day and educate them on the importance of recycling not just for the centre but for their individual business as well."

Jason Buckley (thecentre:mk) explained: "We do have various procedures that we go through in terms of filtering messages to our retail tenants, but it is very difficult to actually enforce recycling upon them. Trying to get that message out and monitor what all of them are doing would require a lot of time investment.

"First and foremost we try to raise awareness to our centre staff and let things filter down from there."

Centre staff have now embraced the recycling challenge at the centre: MK in Milton Keynes but it wasn't an instant hit. Jason, added: "It certainly wasn't an overnight success; it's taken a number of years to get to where we are now. It took probably the best part of 10 – 12 years to get here, but now it's certainly become second nature."

Doreen Hutton (intu Trafford Centre) added: "Education of retailers was a bit of hard work. Their focus tends towards selling, not recycling. It is now compulsory for them to recycle correctly. It took some patience to get this across, but it's working well now.

"We intend to use Every Can Counts to help us embed recycling behaviour better throughout the centre."

Neil Grice (Freshney Place) said: "I'm pleased to say that we haven't experienced major barriers. Some tenants have suggested their staff rooms are too small to accommodate recycling facilities but we have overcome this minor point.

"A number of the larger retailers in Freshney Place do things a little bit differently as they have their own recycling centres that handle their waste. So although they're not working in the same way as the majority of us in the centre, they are still recycling heavily and are very much behind the programme."





Implementing the Every Can Counts programme

Every Can Counts has been adapted in different ways from centre to centre to suit specific needs, with a variety of resources being utilised. Our programme managers have helped develop local marketing plans for each and we support centres with branded posters, stickers and other promotional materials, as well as can collection boxes and can crushers. We've also helped create profile-raising events for both staff and customers.

All participants stated that joining the Every Can Counts programme has been extremely positive and has helped them raise awareness of their recycling provisions significantly:

Jason Buckley added: "The first thing that we did when we joined the Every Can Counts programme was create a recycling promotion week. Now every year we promote the recycling facilities and look for inside management teams to come up with something for customers and staff to engage with. Every Can Counts is perfect for doing this, and really helps to grab people's attention and get people interested in recycling."

Dan Pickard (Willow Place & Corby Town Centre) said: "Although we have provided recycling facilities in the town for ten years now, before the Every Can Counts programme was introduced there was no recycling strategy in place. The facilities and support we have received from Every Can Counts have enabled us to develop a successful strategy and make great strides towards our targets. We now have teams working to collect recyclable waste and empty the bins. Our local collection partner makes a big difference to the operation too."

Martin McAtee said: "Working with Every Can Counts has made a huge difference to our recycling activity. I don't think they could have done much more to support us. Our contact in Scotland often goes way above and beyond what he needs to be doing. We have over 90 retailers and he came in and brought each and every one of the can recycling bins to every shop, which I just thought was exceptional."

Neil Grice explained: "In the past we've had some challenges with the consumer recycling drive. When we've provided segregated collection points for different waste, they haven't been used properly. People have thrown banana skins or crisp packets in the paper recycling bins for example – not

maliciously, just because they're in a rush and didn't realise it wasn't just a normal bin.

"As a result we've held back on pushing our recycling programme directly to shoppers. Instead, we ensure our waste collectors carry out second stage recycling, which means they sort the waste and segregate recyclables when they collect it.

"However, since joining Every Can Counts, we have made the decision, with their support, to promote recycling to consumers directly again, initially with beverage cans. Every Can Counts is providing communication materials like posters and more importantly a set of can crushers, which we are confident will make can recycling more obvious and appealing to shoppers."

Jean Sharples concluded: "Every Can Counts is a fantastic programme, we would recommend it not just to others in the retail sector, but to all businesses. Their branded materials, knowledge and support have significantly enhanced our recycling strategy and education process."



Creating recycling champions

At Every Can Counts we believe that having someone, or a team, to motivate and enthuse others about recycling from within is key to successful implementation and growth of the programme.

A number of the centres surveyed spoke about initiatives they had implemented to help the recycling cause. Some centres had recruited volunteers from their staff to spread the message and lead by example, others were incentivising those taking the initiative with rewards.

Jason Buckley told us: "We actively encourage our staff to recycle. We have bins and posters, and we add bespoke articles in our news updates about it too. We produce a recycling pack which goes out annually to them along with waste guidelines, and we find that a number of the team really get behind the whole recycling ethos and drive others to do the same."

Daniel Pickard touched on the incentive scheme Willow Place & Town Centre has developed to encourage new ideas around recycling: "If any of

our team comes up with an initiative that saves the company money over a 12 month period they will get a 10% commission of the savings. It's generous, because that way, it really makes staff think about the possibilities."

Martin McAtee said: "Our janitors here are the pioneers, the maintenance team whose job it is to have on the ground management of the recycling. They encourage the retailers to recycle and keep an eye on them. They play a very encouraging role and have shown real passion for recycling since it became part of their role."

Doreen Hutton said: "We have created the Bright Ideas Awards and the Bright Ideas Scheme is part of this. This includes a 'Green Idea' category. We collect entries from staff who come up with environmentally friendly solutions and initiatives and judge them. If they're suitable for the centre we will use them. Each year we award a Green Idea Champion based on this, which is all part of a big awards ceremony."



Making Every Can Counts in Scotland

In January 2014, the Scottish Government introduced regulations for all businesses north of the border, requiring them to present key recyclable materials for separate collection. These regulations have already made a huge impact on the attitudes and actions of Scottish businesses and adoption has been impressive.

In advance of these regulations, in 2013 we secured additional funding for Scotland, which has seen Every Can Counts promoted as a means of helping businesses achieve compliance with the regulations.

We recently conducted a separate piece of research to establish the effectiveness of the Scottish waste regulations and discovered that awareness of the new regulations has increased significantly since 2013. To read more about this survey visit www.everycancounts/scotland.

We have also run recycling 'on the go' trials with can crushers installed at a number of locations, including the Thistles Shopping Centre in Stirling.

Martin McAtee, Facilities Manager at The Thistles, welcomes the regulations, and explained his workplace have made some big changes as a result of the legislation: "There were a lot of systems we needed to update to in preparation. We basically redesigned the way we process waste here to ensure we were not only meeting but exceeding current legislation – the results have been very positive indeed."

- **The Waste (Scotland) Regulations will help Scotland become one of the most resource efficient nations in Europe.**
- **The regulations aim to ensure a minimum level of service is on offer to households and businesses across Scotland and signal the end of landfilling biodegradable municipal waste in Scotland.**





Conclusions

Phase one of our research has provided a number of enlightening talking points and on the whole painted a hugely positive picture of recycling in UK shopping centres, where the Every Can Counts programme has been implemented.

Of all the respondents we spoke to, recycling was high on their agenda and with the help of the Every Can Counts programme they had all made major progress over the last five years

Although each centre has a range of facilities as well as differing initiatives and approaches to promoting recycling and stakeholder engagement, all were extremely passionate about the cause and determined to achieve, and exceed, their recycling objectives.

Whether it be helping to make the activity more eye catching thanks to our colourful branding on collection bins and posters, raising awareness by running events, or investing in resources such as can crushers, the Every Can Counts programme is clearly having a significant effect on improving

awareness of, and participation in, recycling. The Corporate Social Responsibility (CSR) agenda becomes more prominent every year, and shopping centres have a huge responsibility to promote sustainable action on two counts:

- They are major employers and have a duty to provide a positive influence to their staff and their tenants' staff.
- Hundreds of thousands or even millions of consumers pass through their doors every year who create waste and so must ensure this is dealt with responsibly.

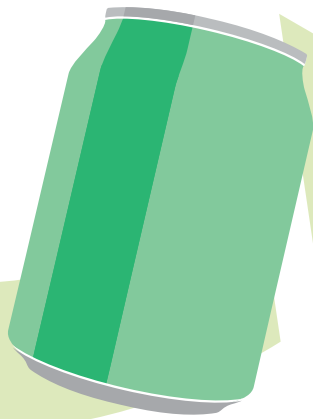
The Every Can Counts programme has been created specifically to encourage people to recycle their cans at work or 'on the go' and so is helping these businesses achieve their waste management and CSR objectives. However, both this report and many of our findings from other sectors demonstrate that the programme has a very positive influence beyond drinks cans, with our recycling messages having a positive impact

on staff and customer engagement as well as on collections of other recyclable materials. The clear brand messaging and call to action is helping retail businesses communicate to both staff and customers (where relevant) in an engaging and appealing way.

Phase 2 of our retail report will see Every Can Counts conduct quantitative research in shopping centres, surveying retail staff and shoppers alike about their recycling habits, views and ideas. This will enable us to have a 360° view of how recycling programmes are delivered and received, thus establishing how we can help refine how shopping centres and retailers develop their recycling strategy.

If you would like to find out how Every Can Counts can help support your business's recycling strategy, contact everycancounts@alupro.org.uk or call 01527 597757.

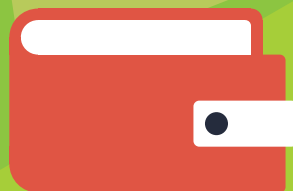
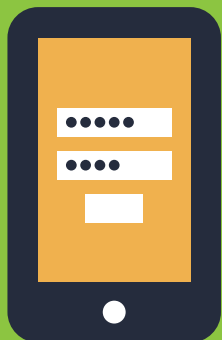




APPENDIX 1: Every Can Counts – retail partner research questions

1. Out of the below statements, which do you think best summarises how you feel about your current recycling facilities within the shopping centre best:
 - a. I don't feel like we have enough facilities or a strong enough programme to meet the recycling needs of the shopping centre
 - b. I feel like we have a strong programme in place to meet recycling needs and persuade more people, staff or customers to participate
2. What recycling provisions do you have in the centre?
3. Is it a streamed programme e.g. paper/ mixed/ general waste?
4. How long have you had the facilities for?
5. Did you face any barriers when setting the programme up?
6. What were the key drivers behind setting up the programme?
7. Who is responsible for making decisions around recycling?
8. Who collects your recycling?
9. How often do you look to develop your recycling facilities?
10. What has triggered the thinking if so?
11. Are you looking to develop your recycling facilities or programme in the near future? If so, how?
12. Do you promote your recycling facilities to customers and staff, or both?
13. If so how do you promote them? What promotional message work best with staff/ customers? Has using Every Can Counts helped? Would you like to do more? If so, what would you do?
14. Does recycling form a key part of your CSR strategy? Can we see a copy of your CSR strategy?
15. Do you know how much in tonnage you recycle in a year? Has this increased?
16. How important is recycling to you personally?
17. Have your attitudes changed since adopting a programme at the shopping centre?
18. Do you have any staff who encourage recycling as part of their job role?
19. Do you have any voluntary recycling champions?
20. Have you noticed more enthusiasm from staff over the course of your recycling scheme?
21. Would you consider rewarding staff who pioneer recycling in the future?
22. How do you/would you reward them?
23. What more could ECC do to help you promote and encourage staff/customers/ both to recycle more?
24. A quick statement to finish – in your professional opinion how important is recycling in a shopping centre?





CAN-PACK UK



Novelis

