

<b>Who</b>	<b>Message</b>	<b>Tactic</b>
<p><b>Low recyclers (LR)</b>            Motivate &amp; educate, make recycling easy to increase recycling rates</p>	<p>Simple motivating messages            How to recycle            What can and can't be recycled            What happens to recyclables            Highlight common excuses why people do not recycle, and the solution</p>	<p>PR: street rubbish challenge            Recycling bags            Fridge magnets            Wave 105 promotion            App</p>
<p><b>Medium recyclers (MR)</b>            Encourage those already motivated to recycle, to recycle more, and to improve quality i.e. to decrease contamination</p>	<p>More complex message.            Aerosols can now be recycled            Plastic bottles only            Glass to recycling bank            "Please place your recycling clean and loose in the blue lidded bin"            Textiles            No Tetra packs            Other types of recycling - Waste Electrical and Electronic Equipment.</p>	<p>DM pack to mosaic groups (see above)            Press release and sell in to all local print and broadcast media.            Postcard – what to recycle</p>
<p><b>Future recyclers (FR)</b>            Primary &amp; Secondary Schools            'Pester power' (81 schools)</p>	<p>Benefits of recycling            What can and can't be recycled            What happens to recyclables</p>	<p>Cardboard cut-outs of Rat with DVD            Banners for schools – pride            Wave 105 promotion            Schools recycling pack to include:</p> <ul style="list-style-type: none"> <li>• Teachers pack</li> <li>• Letter home to parents with questionnaire</li> <li>• Rat video.</li> </ul>