

| Who | Message | Tactic |
|---|--|---|
| <p>Low recyclers (LR) Motivate & 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>Medium recyclers (MR) 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>Future recyclers (FR) Primary & 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"> • Teachers pack • Letter home to parents with questionnaire • Rat video. |