



The Oakdale Neighborhood Recycling Campaign

Promoting Recycling Using
Community-Based Social Marketing



Community-Based Social Marketing

Step 1: Identify Barriers and Motivations

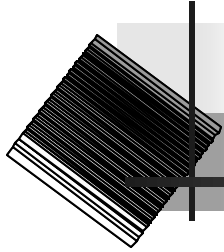
Step 2: Design Program to Overcome Barriers
and Strengthen Motivations

Step 3: Pilot Program, Revise if Necessary



Motivations For Recycling

- ✍ Belief That Recycling Makes a Difference
- ✍ Peer Pressure
- ✍ Environmental Concern
- ✍ Financial Motive



Barriers To Recycling

 Lack of Knowledge

 Perception of Inconvenience

- Lack of Time for Recycling

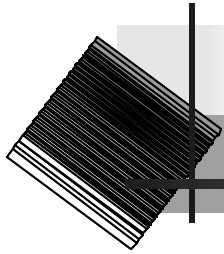
- Lack of Space to Store Recyclables

 Laziness (Lack of Motivation)



Objective 1: Increase Knowledge; Decrease Perceived Inconvenience

- ✍️ Send Recycling Volunteers Door-to-Door to:
 - Answer Questions about How, What, Why
 - Ask People What Makes Recycling Most Difficult for Them
 - Provide Information and Options to Overcome These Barriers
 - Check to Make Sure People Aren't Making Recycling Harder Than It Is



Effective Communication

- ✍ If possible, use personal contact to deliver your message

- ✍ All persuasion begins with capturing attention
 - Personally Relevant
 - Vivid
 - Concrete

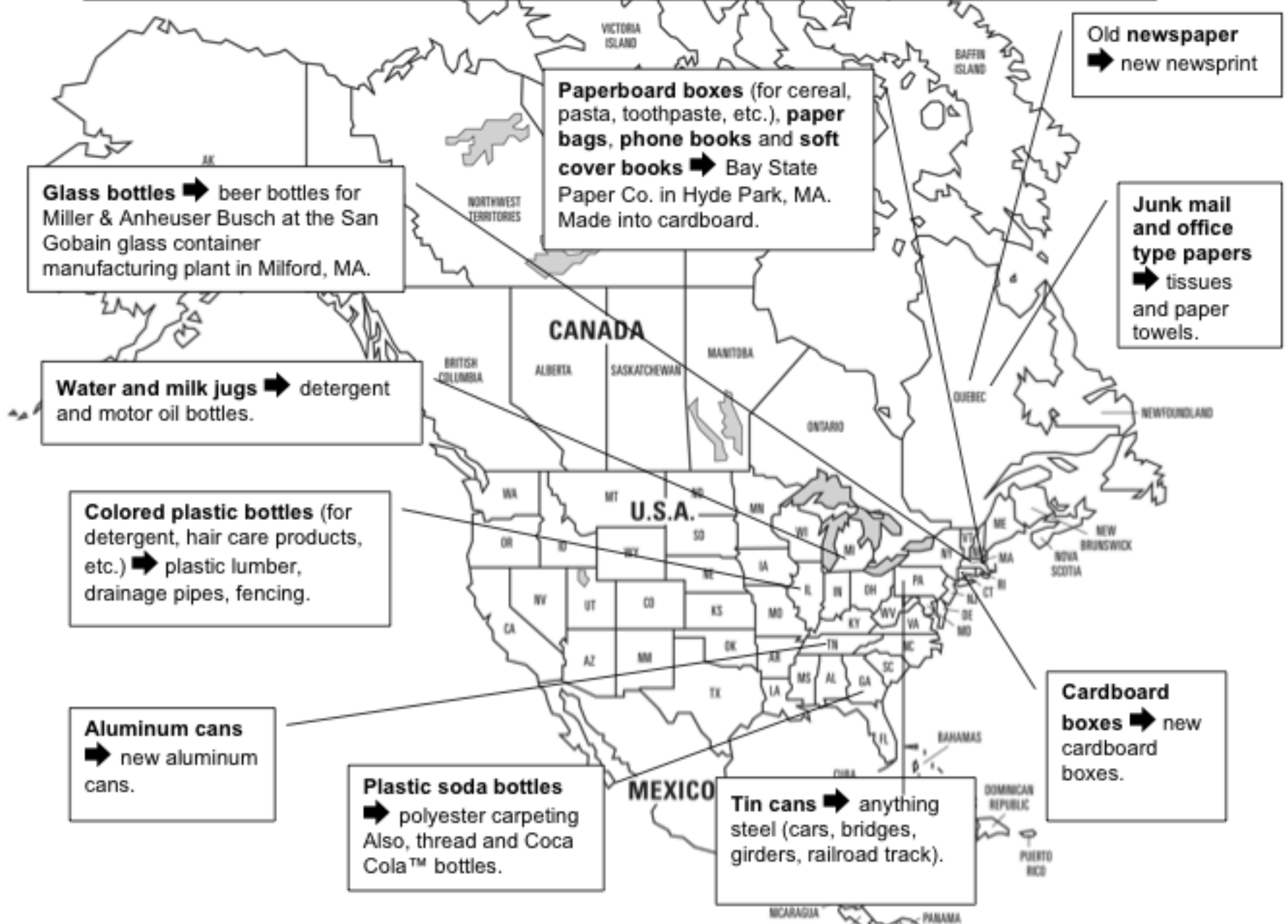


Objective 2: Help People Understand That Recycling Makes A Difference

- ✍ Show Photos Taken at the Recycling Facility
- ✍ Show People a Map Displaying Where Dedham's Recyclables go for Remanufacturing
- ✍ Describe What Dedham's Recyclables Get Made Into

QuickTime™ and a
TIFF (LZW) decompressor
are needed to see this picture.

Dedham's Recyclables: Where They Go; What They're Made Into





Objective 2: Help People Understand That Recycling Makes A Difference (con't.)

- ✍ Provide a Concrete Benefit for the Neighborhood if a Recycling Goal is Met
- ✍ Provide Feedback on Progress Towards Goal



Objective 3: Increase Motivation

- ✍ Ask People for a Signed Commitment
- ✍ Ask for Permission to Publicize the Names of Those Who Pledge



Yes! My household will help save the Town money, protect the environment and earn three trees for the Oakdale School grounds by recycling the following items:

- Junk Mail
- Paperboard Boxes (cereal, toothpaste boxes, etc)
- Phone books & soft cover books
- Magazines and Catalogs
- Newspapers
- Cardboard boxes (flattened & cut to 20"x20") (no pizza boxes, please)
- I will continue to recycle all of the above items.
- White and colored paper
- Plastic containers #3 thru #7 (no plastic bags, please)
- Plastic containers #1 & #2 (no plastic bags, please)
- Aluminum trays and foil
- Metal cans
- Glass bottles & jars (clear & colored)
- I'll add the checked items to my current recycling.

Would you like your name printed in the Dedham Times with others who have made this pledge? Y:___ N:___

If yes, please print your name as you would like it to appear: _____

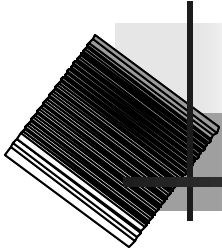
Name

Signature



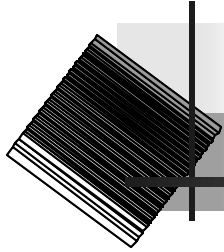
Objective 3: Increase Motivation (con't.)

- ✍ Mention Cost Savings for Town as Ongoing Reward
- ✍ Ask for Verbal Commitment to Continue Recycling Once Campaign is Over



Pilot Results

During 3-Month Campaign Period	17% Increase in Recyclables Tonnage
During 7 1/2 Month Follow-Up Period	10.5% Increase in Recyclables Tonnage

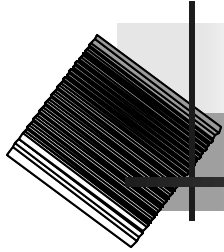


Resources

www.cbsm.com

www.toolsofchange.com

www.acetiassociates.com



Questions?

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