

London Recycles insights 2020

Questions & answers on the brief:

1. Are you able to provide any information, even just headlines, around the recycling segmentation that has been developed to help shape our sampling structure?

The segmentation we use – owned by WRAP – is about recycling behaviours and pro-environment, pro-social attitudes and values. It is a psychographic segmentation so is not built around standard demographics. There are 6 segments, as follows:

- 1 – ‘What’s in it for me?’ - outgoing, extrovert; consumerist & cynical; fatalistic
- 2 – ‘Nice & neighbourly’ - practical, unfussy; locally focused; straightforward & conventional
- 3 – ‘Conscientious community’ - balanced & with integrity; reflective, responsible and locally active
- 4 – ‘Rule abiders’ - careful & considered; respectful, with small horizons
- 5 – ‘Global ideals’ – confident; principled & idealistic; responsible
- 6 – ‘Indifferent’ – followers; conventional conformists; detached

In central London – at least the more urban boroughs with higher density housing, lower levels of home ownership and lower recycling rates – we have significantly higher proportions of segments 1 and 6, who are also the worst recyclers and highest contaminators of their recycling when compared to the other segments. These two segments tend to include higher proportions of 18-34-year olds.

2. You state in the timings that the research phase should begin 8th May. Is this a fixed date or would you be happy for any primary research to start earlier within the timeline?

Research should be *complete* by 8th May, so will need to start some weeks earlier.

3. The brief mentions that motivation remains an elusive factor *despite two of the project’s behavioural interventions designed specifically to address that factor*. Could you clarify what these interventions have been?

The project in question is our recent flats recycling project, where we tested a range of approaches to improve residents’ recycling behaviours. We looked at knowledge, ease and motivation as needs that must be met in order to get people to recycle more / effectively. Two interventions that were developed and piloted on 12 housing estates were:

- Emotive signage – large photographic signs with emotive messaging on, asking residents to consider their families’ future and think about whether they could have recycled more next time they throw stuff away. These were located by the rubbish bins on the estates;
- Tenant pack – we wanted to change the messenger and create a ‘social contract’ with residents around recycling, by co-creating a tenants’ pack with the landlord, Peabody, talking to residents about what it means to be a Peabody tenant and what’s expected of them in terms of recycling. The pack included pads and pencils with simple tips and messaging about recycling and its benefits.

- 4. You have identified challenges of sampling within the budget in your brief and it may be that certain audiences / living situations are prioritised in this research. Is there any data on what audiences within the 18-34 target are most / least likely to recycle?**

Please refer to the answer above about segmentation; our target segments 1 and 6 are the hardest to reach but also the most prevalent audiences in our target boroughs (which are, on the whole, inner London boroughs with high percentages of flats, higher levels of deprivation and lower levels of home ownership). People living in flats are a priority audience more generally.

- 5. In the timings, you have stated 8th May for the 'Research Phase'. Could you clarify what is meant by this? Are we expected to have begun or finished fieldwork by this date?**

Research should be completed by 8th May in order for reporting and debrief to be complete by the end of the month.

- 6. What are you looking to see that's different in this research than what's been identified and highlighted in the 2016 study?**

We are looking for a specific motivational 'lever' to press in order to make the act of recycling as vital a part of people's everyday lives as breathing or eating – something they feel compelled to do in any circumstance. We feel that the ITT is thorough and detailed in this respect.

- 7. How representative are you looking for this research to be? Are there priority demographics? Boroughs? Etc.**

See above for detail about priority audiences and boroughs. There are 16 priority target boroughs, and they tend to be the more urban, built-up ones. Target audiences are based on a psychographic, not a demographic, segmentation; but tend to be younger. Media targeting for the London Recycles campaign tends to focus on 18-44-year olds (but often the younger end of that).

- 8. Do you have an idea of how visual you would like the research to be in terms of what's collected and what's presented?**

We would like the research to be collected and presented in as clear, compelling and visual a way as possible, but it must also contain enough detail to be authoritative. It would be helpful to have a slide deck as part of the deliverables so that the findings can be presented on to a range of networks and stakeholders.

- 9. You make it clear that you are looking for insights which do not simply repeat those you have gathered in the past but build on – and go beyond – what you know already. And there's already some interesting looking research in this area including the key studies you've listed. I wondered whether you could comment on the things that you particularly like or are perhaps less happy with in these key studies?**

The studies that we cite have all provided us with excellent insights that we have been able to act on, particularly around how to build knowledge and make it easier for people to recycle. However we have found in our most recent behavioural project (flats recycling) that there is still something missing – a compelling reason for people to feel urgency and motivation to recycle, no matter what their circumstances. The effort required to recycle in particular situations often over-rides otherwise good intentions and motivations – but we need to find a way to flip that.

10. Linked to this, I wondered if you could share some of your experience around what you see as the key challenges faced by researchers in understanding motivations in this area and with this audience.

People often claim to be highly motivated to recycle and yet we know from previous ethnography that their behaviour often contradicts those claims – even with committed recyclers, whose behaviour can be inconsistent depending on circumstances. People tend to claim to behave the way that they feel we want them to behave; and this is why we have, in the past, found ways not to alert respondents to the fact that we’re researching specifically recycling behaviours.

11. We would like to check that you are only interested in research which is wide in breadth in terms of the respondent types covered i.e. that you’re not interested in research which looks into particular sub-groups or situations, while necessarily excluding others.

We are primarily interested in 18-44-year olds living in dense urban settings. See earlier responses about segmentation and boroughs.

12. You have a lot of research objectives in this brief. What is your priority?

See above on motivation and finding a way of making people’s motivation to recycle more powerful than their situational barriers.

13. Global vs. local motivations – what’s your priority?

We just need to find one or two powerful motivational levers; we don’t mind if they’re global or local, as long as they work.

14. Is there anything you particularly do or don’t want to see in a response?

We would like responses to be clear and to the point and would prefer not to have to read pages of dense text. In terms of methodologies, we remain to be convinced of the value of focus groups.

15. Do you have a picture of your ideal supplier?

No. We work with a wide range of research suppliers and consider every tendering process as a fresh opportunity to gather insights in as effective a way as possible. We work with small and large consultancies with a wide range of specialisms and follow public sector procurement guidelines to ensure the process is transparent and objective at all times.

16. Do you envisage this being a fully qualitative piece of work, or are you seeking a quantitative element as well?

We have not specified this in the brief, so in theory are willing to consider all responses and recommendations. However we do not need quantitative analysis to influence other stakeholders to use the insights; they will primarily inform our own campaign and intervention development. So a fully qualitative approach could meet our objectives in this instance.

17. For any qualitative elements, would you be open to online as well as face-to-face methods? For example, we feel there could be scope to do some upfront online focus groups or forums to get a broad range of respondents involved.

We’re willing to consider any kind of methodology you feel will deliver actionable insights within the timeframe and the budget. As research experts, you should tell us what you think will work best to meet our objectives.