

# Audience insight brief

What will motivate 18-34-year olds to recycle?

Ref: 2019-20-22-LR2020

## 1. Introduction

This document is an invitation to submit a proposal to the London Waste and Recycling Board (LWARB) to undertake research and deliver insights into our primary target audience for the London Recycles campaign: 18-34-year olds.

The work will be awarded as a fixed-price project subject to the terms and conditions of contract agreed by LWARB and the Contractor.

## 2. Background on LWARB and London Recycles

### **LWARB:**

The London Waste and Recycling Board is a partnership of the Mayor of London and the London boroughs to improve waste and resource management. The city's economic and environmental future depends on a transition to a low-carbon circular economy, and LWARB works to ensure that London's businesses, local government and communities thrive by helping them make the very best use of resources and materials.

### **London Recycles:**

London Recycles is London's campaign to help residents recycle more effectively, no matter where they are in the capital. It is delivered through the Resource London programme, which helps London's waste authorities achieve recycling targets set by the Mayor of London and national government.

The campaign was re-launched under the name 'Recycle for London' in November 2015 following a hiatus of two and a half years and has grown significantly in budget and reach since then. The last three years of activity has been under the brand of 'London Recycles' as part of a strategy to normalise recycling in all our campaign messaging. Our 3-year campaign, 'One bin is rubbish', has focused on tackling one of the major obstacles to recycling in the home of many young Londoners, namely the lack of a second bin in the home to collect and store their recycling.

Appendix 1 shows current campaign messaging and some top-line evaluation results from the past two years. Further evaluation will be conducted on the third and final year of 'One bin is rubbish' in April 2020 and reported back by the end of May.

### 3. The brief

Several insights studies and research projects have been carried out in London over the past five years, all of which have informed both consumer campaign activity and real-world behavioural interventions to help Londoners recycle more effectively. The most notable of these are the London Recycles 'One bin is rubbish' campaign; and our recently concluded 2-year project aimed at helping residents in purpose-built flats recycle more.

Research and project evaluation repeatedly tell us that young people (defined primarily as 18-34-year olds) are the least effective recyclers in the city. Ethnographic research conducted in 2018 has additionally shown us that there are three factors which must be addressed if people are to recycle effectively: knowledge, ease and motivation.

The flats project appears to have provided some practical solutions to tackle **ease** and has gone some considerable way to tackle **knowledge**. However **motivation** is a much harder nut to crack, and despite two of the project's behavioural interventions designed specifically to address that factor, remains an elusive target – particularly with this younger audience.

This brief then is for insights which do not simply repeat those we have gathered in the past but builds on – and goes beyond – what we know already, to suggest motivational levers we can pull to encourage more people to make the effort to recycle. The gap between people's stated motivations and intentions and their actual behaviours remains stubbornly wide and is clearly not bridged by information and systems alone.

### 4. Recycling and climate change

LWARB works to reduce waste and increase recycling, but the 'why' of waste reduction and recycling relates to climate change: the extraction of raw materials, production and distribution of food and goods, consumption and use of those goods and their ultimate disposal – in landfill or by being incinerated – all contribute to climate change. A recent report by the Ellen MacArthur Foundation shows that 45% of global CO<sub>2e</sub> emissions arise from the management of land and the production of goods (in particular the production of cement, steel, plastic and aluminium).

Apart from reducing consumption generally, recycling is one of a range of actions that citizens can take to reduce their environmental impact; and it is in this context that we are hoping to determine why motivation to recycle appears low, despite widespread awareness of the climate emergency.

### 5. Research objectives

- To provide new insights into what motivates young Londoners to act on climate change, and what behaviours in particular they are committed to in the name of climate change mitigation
- To provide insights into whether, and how, young Londoners connect climate change and recycling and why they may not be motivated to recycle as much as they can from home and 'on the go'
- To establish whether living in London is a factor in people's motivations to recycle, and what aspects of life in the capital affect them

- To understand more about the gap between young people’s stated commitment to sustainability and their evidenced lower levels of recycling than other age groups
- To investigate whether strong global motivation around climate change is affected by the complexity of the ‘local’ recycling task – this should cover both dry recycling (i.e. plastics, glass, paper, card, tins and cans etc.) and food recycling
- To identify motivational ‘levers’ which may bring climate impacts closer to home when considering how to dispose of everyday items
- To suggest possible messaging approaches and behavioural interventions which may make young Londoners more motivated to make the effort to recycle

## 6. Existing research

As mentioned above, we are not lacking in insights and behaviour-based research. The key reports and studies that inform our current work include:

- 2016 – ‘Getting young Londoners to recycle’ – a qualitative (followed by quantitative) study with young people living in rented accommodation, using some ethnographic research methodology.
- 2017 – WRAP’s recycling segmentation – detailed psychographic segmentation of UK citizens based on their values, attitudes and claimed environmental behaviours.
- 2018 – [‘Recycling in real life’](#) – an ethnographic study with residents of purpose-built flats across a number of London boroughs.
- 2020 – [‘Making recycling work for people in flats’](#) – the final report from the flats project and pilots run in collaboration with Peabody.
- Annual – WRAP’s recycling tracker, showing claimed behaviour against a wide range of recycling and waste factors; a boosted sample is surveyed every year in London.
- Current research (report due imminently) – recycling in holiday lets in London.

The first of these is available on request to all interested bidders; the second will be made available to the winning bidder but is the intellectual property of WRAP; and the third and fourth can be found on the Resource London website (Resource London is one of LWARB’s delivery programmes). WRAP’s recycling tracker results from the last three years will also be made available to the winning bidder, as will the holiday lets research once complete.

## 7. Audience considerations

18-34-year olds have been identified as a priority in London because they are consistently shown in trackers and other research to be recycling less and contaminating more than other age groups. This was reinforced recently by our flats project evaluation results, where a clear link was seen between lower rates of improvement in recycling rates on an estate during the life of the project, and the proportion of 15-34-year olds who were known to be resident on that estate.<sup>1</sup>

Additional considerations relating to age include:

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<sup>1</sup> the 15-34-year-old grouping reflects the way in which data is recorded by the housing association

- Young people move more often, particularly if they rent their home (and young people are more likely to rent than those in older segments). High levels of transience mean that people are often moving home across borough borders – boroughs in which new recycling systems and behaviours need to be learned;
- A greater proportion of 18-34-year olds rent privately in the capital than any other age group – in 2014 around 50% of private renters in the UK were aged 16-34 – and there is a strong proven link between home ownership and higher levels of recycling;
- In many studies younger audiences express a greater concern for the environment but this concern is clearly not translating into effective recycling behaviours.

## 8. Your response

### Research methodology:

It is essential that this research gives us new insights not contained in the research base mentioned above. This means focusing on motivation, rather than knowledge or ease. Please propose a methodology which can get ‘under the skin’ of young people’s motivations to act (or otherwise), not just in the area of recycling but in other areas of their lives which may shine a light on relevant and related environmental behaviours.

Your response should propose an appropriate methodology to meet the objectives and outcomes set out in section 4. The methodology should be able to capture evidence and analyse results in such a way that we can develop both messaging and behavioural interventions based on that analysis. Please outline:

- The specific methods and tools to be used;
- How data and evidence will be captured;
- Reference to any evidence base, frameworks or theoretical perspectives that your approach draws from;
- A description of the limitations of the methodology you propose;
- If the approach relies on apps or similar technology, please describe how this element will work and how it will generate reliable evidence.

### Sampling and recruitment:

We would like to engage participants for the research who fall within the 18-34-year old range, including audiences from a broad cross-section of London’s communities and across a range of inner and outer London boroughs. Socio-economic range as well as ethnic diversity need to be considered in the approach as London has such a diverse population.

We envisage that the research will be undertaken at least in part in-home with residents. Please propose an approach to sampling and recruitment which includes:

- The number of participants that can be achieved for the budget allocated to this research;
- The cost per additional participant that would apply if the sample size was to be increased and any dependencies which would affect that price. Please show this as a separate item and do not include it in your budget for the work;
- How your method would achieve a balanced sample reflecting the target audience across London boroughs, housing type and situation (e.g. homeowners vs. renters,

- flat dwellers vs. houses, shared housing vs. living alone or in couples/as family units, students vs. those living at home/with parents);
- How you would address possible recruitment issues relating to social inclusion, for example arising from residents' personal circumstances, ethnicity, language barriers or access to ICT; and
  - How you would manage any health and safety risks, either for participants or researchers, as well as informed consent and data protection for participants.

### **Analysis and reporting:**

Analysis and reporting should focus on providing implications primarily for campaign messaging and secondarily for behavioural interventions, including 'hidden' motivational barriers to address in communications. Please include your approach and costings for this final phase of the work, covering:

- A presentation of the findings of the research in detail, including a high degree of analytical interpretation and well-developed insight that reflects the objective of this research;
- Production of a final slide deck of the methodology and findings, with supporting notes, conclusions and implications, which is suitable for sharing with creative agencies and behaviour change consultancies;
- Final report of no more than 20 pages including executive summary, to be publication-ready;
- Up to three rounds of comments on the final slide deck and report; and
- Provision of data collected during the research, in a format to be agreed with the Contractor depending on the research approach selected. Please describe what data you will make available.

Please also provide additional costs for creating a short (max. 3 minute) film of the findings as an option, over and above the main project costs.

## **9. Budget**

A budget of **£30k plus VAT** has been set aside for this work. Please indicate how achievable a robust set of insights is, based on this budget, providing a cost for the research approach that you feel will best deliver against our objectives as well as a cost for extending it beyond to additional samples, should they be required.

Note that creative materials will not be tested as part of this project. It is intended to provide initial insight into the audience to support later creative development. Should creatives be required for your research approach please note this in your response.

Costs should include those for:

- Attending a project inception meeting
- Working with LWARB to develop appropriate recruitment criteria, topic guides and other collateral needed
- Any fees or incentives for participants in the research
- Reviewing existing studies and research into relevant audiences, to incorporate learnings into the approach
- Weekly catch-up calls with the project team at LWARB

- Mid-project 2-hour workshop to review progress and adapt approach if necessary
- A face-to-face presentation of key findings, insights and recommendations for next steps to the project team
- Creation of a final 20-page report for publication online
- Production of a final slide deck, accompanied by comprehensive and insightful slide notes as well as any raw data collected as part of the research
- VAT (please specify this clearly in your costings)

## 10. Evaluation criteria

All tender submissions will be assessed based on the methodology proposed, the project cost, the authority of the allocated personnel and the ability to meet the tight timescales of the brief, according to the following breakdown:

Evaluation criteria	Weighting
Methodology proposed, covering: <ul style="list-style-type: none"> <li>- Approach to generating original qualitative insight</li> <li>- Approach to sampling and recruitment of participants</li> <li>- How evidence will be collated and analysed</li> <li>- Reporting and presentation of results</li> </ul>	40%
Price	20%
Understanding of the project objectives and requirements, including examples of previous similar work undertaken	15%
Project management approach	10%
Experience of allocated personnel, their skills and technical capability	15%

## 11. Timetable

The target timetable for this process is as follows:

Activity	Completed by
Brief sent out by LWARB	14 <sup>th</sup> Feb
Questions relating to the brief received	25 <sup>th</sup> Feb
Q&A document published on LWARB website & Contracts Finder	17:00 on 28 <sup>th</sup> Feb
Proposals submitted to LWARB	17:00 on 4 <sup>th</sup> March
Supplier contract awarded	13 <sup>th</sup> March
Inception meeting	16 <sup>th</sup> March
Research phase	8 <sup>th</sup> May
Report back and presentation of results	29 <sup>th</sup> May

It is vital that the work is completed by the end of May as the intention is for it to be shared during our annual Circular Economy Week (1<sup>st</sup> – 5<sup>th</sup> June) and inform the strategy and creative phase of a new London-wide campaign, due to go live in early autumn 2020.

## **12. Application procedure**

Please provide a written proposal for the work, confirming that you are able to meet the deadlines outlined above. Your submission should be no longer than 8 pages including details of your proposed team but may have an additional appendix showing case studies of similar projects.

Please submit your proposal by 17:00 on 4<sup>th</sup> March 2020, by email to [info@lwarb.gov.uk](mailto:info@lwarb.gov.uk)

If you wish to ask any questions relating to this tender, please email Ali Moore at [ali.moore@lwarb.gov.uk](mailto:ali.moore@lwarb.gov.uk)

## **13. Acceptance of bids**

In issuing this invitation to bid, LWARB is not bound to accept the lowest or any bid and reserves the right to accept the whole or any specified part of the bid unless the bidder expressly stipulates otherwise.

LWARB will not enter into discussion with non-selected potential suppliers or justify its decision. Potential suppliers are deemed to have accepted these conditions by the act of submitting their quote. The selected preferred supplier cannot assume they have been granted the contract until a formal contract is signed.

All tender submissions must remain valid for a minimum period of 90 days following the deadline for receipt of tender submissions.