

Be a GREAT Sort!

Behaviour change campaign

Campaign guidelines
September 2023

Be a **GREAT** Sort!



Background

The WasteSorted behaviour change campaign, titled 'Be a GREAT sort', is part of a strategic approach by the Department of Water and Environmental Regulation (DWER) to support consistent messaging on waste avoidance, resource recovery and appropriate waste disposal behaviours.

The WasteSorted behaviour change campaign was developed using an evidence-based approach, including research and stakeholder consultation, to identify and address problematic waste behaviours. The campaign aims to reframe waste as a problem that we can solve, promote high-level waste sorting behaviours and normalise the concept that landfill is the last resort.



Target audience

Our audience is broadly aged 25-75, and fairly evenly distributed. A gender split at 50:50 is usual for such a large audience.

Department data shows that **females 30-45** are more likely to be responsible for sorting waste within the home^.

Whilst the campaign will be targeted to a diverse audience, changing the sorting behaviours within this group offers the greatest potential to reduce waste to landfill.

^Waste Sorted Campaign Targets and Testing by Demographics, Colin Ashton-Graham, 2020.



Campaign strategy and key messages

Campaign aims

The campaign aims to reduce the volume of waste going to landfill in WA via a behaviour change strategy that:

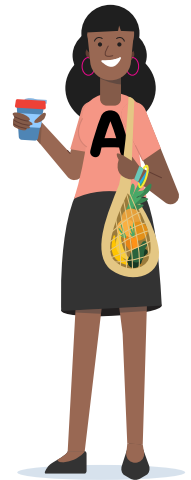
- **Appeals** to a sense of contribution and reframes to less-in-landfill through the key message 'Be a GREAT Sort, landfill is the last resort'.
- **Interrupts** thinking by asking for non-bin actions, making 'Gifting, Recycling, Earth-cycling, Avoiding and Taking to drop-offs (GREAT)' the tangible steps.
- **Prompts** simple messages on how to sort waste by replacing long lists of waste items with intuitive concepts such as 'Recycle only these 5: Cans, Paper, Glass jars/bottles, Cardboard, Plastic containers/bottles' and 'Clean Compost' and 'Take batteries, e-waste and chemicals to special drop-off points'.
- **Rewards** by highlighting the positive outcomes such as 'cans become cars, plastic bottles become beanies, glass jars become road base'.



The specific behavioural outcomes are intended to be:

- Sorting waste into Gifting, Recycling, Earth-cycling, Avoiding and Taking to drop-off points.
- Combining other shopping trips with donations of usable clothing, toys and household goods to charity shops.
- Combining specialist shopping with drop-offs of batteries, e-waste, globes etc.
- Making a special trip to the tip with chemicals, paints, scrap metal.
- Putting 'just the 5' into the kerbside recycling bin.
- Avoiding excess packaging, disposables (like coffee cups and single use plastics), wasted food, cheap goods that don't last and fast fashion clothing.

The campaign also needs to moderate any 'rebound behaviours' such as dumping unusable clothing at charity stores or 'wish-cycling' things that cannot be recycled through the kerbside system (e.g. batteries).



The creative approach

Many households treat their bins as a solution to all waste problems.

The campaign “Be a GREAT sort. Treat landfill as the last resort” aims to reframe the general waste bin as the last option for disposing of waste. This was shown to be effective during the campaign testing.

The GREAT acronym was developed as a memory device to prompt recall of the five priority behaviours targeted in the campaign.

By assigning each of these letters to a different character, we were able to show that waste is a matter of both individual and community responsibility.

The age, gender and cultural diversity of the characters make the campaign very inclusive with broad appeal for all audiences. The characters are relatable, helping to normalise the solutions to avoiding waste.

GREAT characters

Meet the stars of the campaign on the next page.

Why characters?

Positive and inclusive.

Normative role modelling.

It’s both a community and an individual action.

Tone of voice

Confident and caring.

Clear and simple.

Making a difference.

Vibrant and energetic.

Normative language

When writing for the campaign, it’s important that we position all the waste sorting actions as the mainstream norm and avoid presenting WasteSorted as a new movement or cause.

WasteSorted concepts should always be shown as a selection of achievable actions and realistic outcomes. We need to frame all WasteSorted actions and ideas as being done by many people, businesses and local governments.





Meet 'G'

He's all about finding new homes for things that are too good for landfill. He gifts stuff to charity shops, friends and neighbours.

He sells things online and he's a member of his neighbourhood 'Buy Nothing' social media group.



Meet 'R'

She's savvy. She knows you only recycle these 5 items in the recycling bin - cans, paper, cardboard, and glass and plastic bottles and containers.

She makes sure cardboard is flattened and containers go in lids off and rinsed.



Meet 'E'

E knows that food scraps and garden waste can be earth-cycled to make great compost.

He has a compost bin at home to feed his own garden and he uses his lime-green lidded food organics and garden organics (FOGO) bin.



Meet 'A'

A knows the best way to reduce your waste is to avoid it in the first place!

She says no to disposable cups, unnecessary plastic wrapping and plastic bags! She also sticks to her shopping list to avoid buying more food than she needs.



Meet 'T'

T knows that waste is not just about the bins at home and always remembers to crate up items and take them to special drop-off points.

She takes hazardous household waste to her local depot, and makes some small change by taking her refundable drink containers to 'Containers for Change' Refund Points for a 10 cent refund.



PANTONE
284

C	54
M	13
Y	0
K	0

R	131
G	182
B	235

#83b6eb



PANTONE
123

C	0
M	25
Y	86
K	0

R	255
G	197
B	65

#ffc541

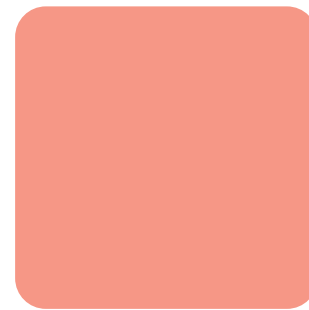


PANTONE
3265

C	72
M	0
Y	37
K	0

R	106
G	197
B	184

#6ac5b8



PANTONE
486

C	0
M	52
Y	39
K	0

R	246
G	150
B	133

#f69685



PANTONE
7677

C	61
M	71
Y	0
K	0

R	112
G	95
B	169

#705fa9

VAG Rundschrift

The VAG Rundschrift D font can be activated by accessing Adobe Fonts from the Adobe Creative Cloud desktop application.

If you do not have access to the Adobe Creative Cloud desktop application, you may purchase and download the VAG Rundschrift D font here:

<https://www.myfonts.com/fonts/urw/vag-rundschrift>

VAG Rundschrift D Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*

VAG Rundschrift D Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*

Stakeholder opportunities to use the campaign

The WasteSorted behaviour change materials are available for use by local governments, regional councils and other stakeholders. The assets can be downloaded at lga.wastesorted.wa.gov.au/GREATSort.

Some stakeholders may wish to co-brand assets or use elements of the campaign, such as the characters, to deliver their own waste avoidance messages. Should alteration of creative assets be required, please contact the department.

For assistance using this guide or to discuss opportunities to use elements of the Be a GREAT Sort campaign, please call the Department of Water and Environmental Regulation on **(08) 6364 6979** or email info@wastesorted.wa.gov.au.



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