

2017 Recycling Week Challenge



RECYCLING WEEK
6-12 NOVEMBER 2017

PROCUREMENT
Monday

WASTE-FREE
Tuesday

REUSEABLE
WEDNESDAY

RINSE & CLEAN
Thursday

REFLECTION
Friday

Spring
WEEKEND

INTRODUCTION

Waste minimisation is a critical part of sustainability. The purpose of the 2017 Recycling Week Challenge is to provide an incentive for businesses and schools to make a concerted effort to reduce waste and learn about recycling while having fun.

The challenge will remind participants that they can make differences on an individual and team level. It provides an opportunity for employees to engage with recycling practices and encourages team building, increased communications and positive behaviour change around waste. The Challenge can also be used as a great way to kick start new sustainability initiatives and create positive 'brand' PR.

All businesses and schools manage their waste slightly differently therefore the finer details of how the challenge works will need to be assessed on a case by case basis. The Reclaim Sustainability Advisor can assist you with this.

The 2017 Recycling Week Challenge can also be used as a form of competition, either between different departments or different floors within an organisation or between different organisations.

As a result of interest raised during Recycling Week last year, we are keen to promote a concept of inter-organisation challenges where PR is generated by the organisations involved that benefits each party and the general theme of Recycling Week.

At the end of the week Reclaim will quantify the collective diversion (at a pro rata/headcount basis) of landfill tonnages from all participants. All organisations involved in the challenge could release a joint and/or separate PR stating the total reduction to landfill achieved.

All participants in the Challenge will also go into the draw to win a waste audit valued at \$2,500.

To register for the 2017 Recycling Week Challenge please contact the Reclaim Sustainability Advisor, Peter Ralph at peterr@reclaim.co.nz.

APPOINT A CHAMPION

The Recycling Week Challenge is not overly complicated however, it does require some thought and planning. The first step to taking part in the challenge is appointing a dedicated Challenge champion. This person will be responsible for coordinating the challenge. The sustainability manager or someone who is passionate about sustainability would make the perfect Challenge champion.

Ideally, the Challenge champion will be supported by a team. Many organisations already have an established environmental committee or a green team. They can assist the champion to coordinate the challenge and also encourage the staff and students to engage with the Challenge and take part.

Given that the Challenge is centred around capturing and measuring your waste, we also recommend that someone familiar with the cleaning and waste systems, such as the facilities or office manager, is consulted with. It is quite likely that your cleaners will be heavily involved with the challenge, therefore they will also need to be consulted.



HOW IT WORKS

The basic four step process of the Recycling Week Challenge is:

- 1 Qualify normal waste - Weigh all waste going to landfill from a certain area (e.g. department, floor, building), from Monday – Thursday, the week before Recycling Week. This is not to be communicated to staff.
- 2 Communication - On the Friday before Recycling Week and on the Monday of Recycling Week, communicate to staff that your business or school is taking part in the Recycling Week Challenge.
- 3 Engagement - Encourage all staff make a conscious effort to reduce waste to landfill as much as possible during Recycling Week.
- 4 Achievement - Weigh all waste going to landfill from the same area (as in 1 above) from Monday – Thursday of Recycling Week. Compare daily results of waste measured from the week prior.

Exactly what waste is measured, how it is captured and what the dedicated areas are, must be assessed on a case by case basis. Therefore, there are no hard and fast rules as to how the Challenge is implemented at your business or school. The Reclaim Sustainability Advisor can work with you to ensure a smooth and successful roll-out of the Challenge. Factors specific to your organisation that need to be considered are:

- **Where are you going to measure the waste from?** The whole building, an entire floor or just a certain department within a floor? Whatever you decide, you must be able to consistently measure all of the daily waste coming from that area, and that area only. For instance, if you want to measure waste from a certain department within a floor, it may be relatively easy to measure the waste coming from that area, however people from that area may also be using a kitchen bin that people from outside that area are also using. You must also ensure that it is only the waste that is being measured, not the recycling as well.
- **Who is going to measure the waste?** Usually this will be the cleaners. Cleaning staff can change day to day therefore it is essential that your cleaning manager is aware of the Challenge and communicates the necessary information to the entire cleaning team involved with your organisation.
- **When is the waste going to be measured?** Are all of the waste bins in the participating areas emptied daily? Ideally this would be the case to enable daily comparisons during Recycling Week. If this isn't happening at your business or school, perhaps the cleaners could do this just over the competition period.
- **How is the waste going to be measured?** We recommend using fishing scales. We can recommend the [Kathmandu Electronic Fishing Scales](#) as they are easy to use and weigh to increments of 10g. They can be purchased online or in store.
- **How will the results be recorded?** Whoever is weighing the waste will also need to record the weights. If the cleaners are going to weigh the waste, they will need to complete a recording sheet which can be provided by Reclaim on request. The Challenge champion is then required to upload the results to Reclaim each morning. Results will be calculated by Reclaim on a total reduction in weight, percentage reduction in weight, average reduction in weight per person basis.



COMMUNICATION

Communication is a critical part of ensuring an effective Recycling Week Challenge. The right message needs to be communicated at the right time.

We recommend communicating that your business or school will be taking part in Recycling Week 1-2 weeks before Recycling Week. However, the Challenge relies on not changing habits in the first week, therefore the Challenge will not be mentioned in that general Recycling Week communication.

Staff will be informed of the Challenge on the Friday before Recycling Week. This will then be reinforced throughout Recycling Week by daily communication detailing not only the theme of the day as part of Recycling Week, but also your Challenge results. Reclaim will calculate your results on a daily basis and will incorporate these into your tailored email and intranet content. You can choose to display your results in any of the following forms:

- Total reduction in weight
- Percentage reduction in weight
- Average reduction in weight per person

What channels of communication you use is up to you however we recommend utilising as many as possible such as:

- Emails
- Intranet material
- Physical posters
- Digital posters e.g. display screens, screen savers etc.
- Stickers

Generic Recycling week material will be provided by the Reclaim Sustainability Advisor for companies committing to their involvement and advising Reclaim prior to 1st October 2017.

The Challenge champion and supporting staff can also increase engagement with general Challenge discussion around the office.

The total reduction in waste from all of the participants, will be displayed on the recycle.co.nz website and associated social media accounts on the Friday of Recycling Week.

We encourage all participants to generate press releases describing the challenge, what your specific business or school is doing to reduce waste and leverage this for improved public/stakeholder brand relationships.

COMPETITION

The Recycling Week Challenge has the potential to be used as an inter-department/ floor competition or an inter-organisation competition. An element of friendly competition helps to increase engagement. It creates a talking point amongst staff and can help to gain the interest of staff who, without the competitive aspect, may not be so interested in sustainability initiatives. Re-useable coffee cups with Recycling Week graphics will be available for purchase as prizes for winning teams.

If your business or school is interested in using the Challenge as an inter-organisation competition please let the Reclaim Sustainability Advisor know. Your organisation will be paired with a suitable organisation or group of organisations. Participants competing against one another will have to agree on the release of the results e.g. to make them publically available or not.



BENEFITS OF THE CHALLENGE

The challenge will remind staff that they can make differences on an individual and team level. It provides an opportunity for employees to be engaged in recycling practices and encourages team building, increased communications and positive behaviour change around waste. The challenge aims to inspire changes to a business or school that can be sustained.

Sustained reductions in waste will have a positive impact on the wider environment, your organisations environmental reporting and can potentially reduce operating costs.

The challenge is also a great way to kick-start new initiatives e.g. if you are wanting to remove at desk bins, you can use this challenge as a way to kick start this and then accurately show what kind of difference that can make.

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