Appendix 1

Lincolnshire JMWMS Education and Engagement-related actions

Ref	Action	Objectives Supported	Key Dates	KPI/ Targets	Expected Outcome/Update
1.04	Assessment of the public information and education campaign required to support effective implementation of a revised/harmonised Mixed Dry Recycling mix.		End September/ early Oct 2018 for sticker campaign to go on all bins across Lincolnshire to address the main contaminants.	Satisfaction with waste/recycling services by council - targets to be continuous improvement on base line performance. Recycling and composting rate by council- target to be agreed, but to reach a minimum of 50% by 2020. To be revised periodically to meet national targets. To aid the recycling rate this is key marketing if the Mixed Dry Recycling mix changes. Improved recycling rate, satisfaction levels across the County remain high with residents and the message is clear.	Improved awareness of what can/cannot be recycled, so as to align with the strategy document and agreement on a new Mixed Dry Recycling mix. Greater participation in recycling/composting schemes. Improving satisfaction with Council services. Lincolnshire Waste Partnership agreed short term that stickers should be produced for across the County saying NO to the main contaminants. A communications campaign to go alongside the sticker end Sept to tie in with National Recycling week.

Ref	Action	Objectives Supported	Key Dates	KPI/ Targets	Expected Outcome/Update
1.08	To tackle contamination in our current recycling stream, between now and when the Mixed Dry Recycling contract is re-let in 2020, develop an effective, simple public communication campaign.		End Sept 2018 all bins in the County to have a sticker on the recycling bin to try and reduce contamination.	To aid the recycling rate by targeting the contamination. The levels of contamination to be monitored monthly to see if there is a decrease following the sticker campaign. Communications plan required around this as also need to join up the message that is being delivered locally and Nationally.	Improved recycling rate, satisfaction levels across the County remain high with residents and the message is clear through communications campaign. Reduction to the 27% contamination rate.

Ref	Action	Objectives Supported	Key Dates	KPI/ Targets	Expected Outcome/Update
1.09	Secure expert input from: • Waste and Resources Action Programme (WRAP) • Communications teams		Procurement underway, consultants appointed end of August 2018. Inception meeting 5th September 2018. Project timeline amended to final report late 2018.	Further develop the Baseline to include predicted waste growth over 5 and 10 years.	An assessment of the impact of the two stream collection methodology (separate paper/separate food) against the baseline and in 5 and 10 years could this be three stream i.e. Food, Paper / card and Cardboard and others (plastic bottles, glass containers etc). An assessment of the impacts of alternative 'two-tier' cost sharing options on the member authorities of the Lincolnshire Waste Partnership. A high-level assessment of the options available to the Waste Disposal Authority for the provision of residual treatment / disposal facilities over and above those provided by the North Hykeham Energy from Waste facility. A high-level assessment of the service delivery options available to the Waste Disposal Authority with a view to maximising the financial benefit that can be accrued from alternative disposal technologies (e.g anaerobic digestion of separately collected food waste) for an agreed range of household waste streams.

Ref	Action	Objectives Supported	Key Dates	KPI/ Targets	Expected Outcome/Update
5.01	Evaluate the current information around carbon footprint		Sept 2018	Once the baseline has been established this the Officer Working Group can then look at targeting reduction and a communication plan.	Outcomes of the consultation was that this needs to be a priority of the Strategy therefore an understanding of the baseline and targeting reducing this is key.

Appendix 2

Education actions

	Need	Activity	Outcome
Comms Strategy	Identify the best partners to help deliver key messages	Identify key contacts and engage through e.g. via workshops, meetings etc	Positive engagement and willingness to share key messages
	Education campaigns	Identify key messages and methods for communicating them	Clear messages conveyed to target audiences
	Link messages to National Campaigns	Make National Campaigns Lincolnshire relevant such as Big Cleans, Recycling week.	National press around events reaches a wider audience but targeting Lincolnshire to ensure audiences reached ad information relevant.
Integration	Engagement with schools (nursery, primary and senior)	Facilitate the delivery of waste / recycling aspects of the national curriculum- promoting the Energy from Waste facility and its contribution for costs for travel. Target something to go out to all school children via letters/email links.	Local
	Information for new home owners	Production of a 'welcome pack' containing info for new home owners	Clear information regarding waste and recycling collections and facilities to those who may be new to an area
Channels of Communication	Production of campaign materials	Identify and produce campaign materials that will be the most effective in delivering key strategy messages	Messages that are delivered in a way that most suit their target audiences
	Better understanding of behaviours	Training leading to the production of materials that advocate positive reinforcement of ideas and indirect suggestions.	Production of campaigns that advocate increased awareness of personal responsibility by the public
Keep Messages Simple	Production of clear messages	Consideration of the most simple, clear and to the point way of communicating each message (e.g. polymers, waste hierarchy etc)	Messages that are more impactful and easily understood when received

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	Education campaigns	Identify key messages and methods for communicating them	Clear messages conveyed to target audiences
	Link messages to National Campaigns	Make National Campaigns Lincolnshire relevant such as Big Cleans, Recycling week.	National press around events reaches a wider audience but targeting Lincolnshire to ensure audiences reached ad information relevant.
Coordinating Media / Communications	What other comms sources are there locally?	Identify potential sources of local media relevant to the strategy.	Advocating local business responsibilities. Promoting the circular economy.
	Waste Awards	Recognise, promote and celebrate positive actions regarding local waste, recycling and reuse of resources.	Celebrate and promote the actions of the award winners.
Resources	Sponsorship	Identify possible sponsors to help fund education and promotion campaigns	Funding resource for campaign materials
	'Recruitment' of specialist officers / teachers	Identify teams / colleagues that can help in delivering messages Identify shared goals / outcomes	Messages delivered to a wider variety of diverse audiences

Public Engagement actions

	Need	Activity	Outcome
Reflection Measurement	Use workplaces to communicate	Identify partners and major employers. Develop package of messages	Understanding of messages by employees
	Feedback	Obtain feedback from customers as a way to measure performance	Feedback (and feedback loops; 'you said, we did') developed.
	Undertake an engagement plan	Develop an engagement plan	Engagement plan produced
	Getting messages where they have the most influence	Produce a comms workplan	Limited resources focussed in the desired areas

How	Choosing the methods of engagement	Consider engagement methods to include within the comms strategy	Engagement plan produced and implemented
Who - Stakeholders	Target Groups	Identify (segment) the stakeholder communities we work to engage Identify best approach to reach target segment	Market segmentation of customers
What	Define the messages we want to convey	Messages – what information we wish to obtain to / from each stakeholder	Key themes

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