



Case Studies 2021

Behaviour Change Campaigns

mobius



Recognition of the powerful role Behaviour Change Communications plays in society has grown exponentially over the past 25 years. A look back over this time shows our projects almost exclusively focused upon recycling; campaigns to encourage people to recycle more, recycle right, waste less, reuse more and so on. But today, we find our expertise being applied to a broader range of societal and environmental issues.

Regardless of the theme, the same principals apply – solid strategy aligned with services and policy, engaging content with meticulously planned implementation.

This collection of case studies draws from a selection of projects we delivered in 2021.

I hope that you find them of interest.

Stephen Bates
#thewastecommunicator

01. HOW WE GOT PEOPLE TO **OPTIMISE THE SPACE IN THEIR RUBBISH BIN.** 02. HOW WE HELPED **TACKLE THE GLOBAL PLASTIC POLLUTION CRISIS.** 03. HOW WE HELPED TO **BOOST ORGANIC RECYCLING.** 04. HOW WE HELPED A NATION **EMBRACE THE CIRCULAR ECONOMY.** 05. HOW WE TACKLED **FLY TIPPING.** 06. HOW WE'RE **INCREASING PLASTIC AND GLASS RECYCLING,** ADDRESSING **ILLEGAL BEGGING** AND SUPPORTING **INNOVATION IN BIODEGRADABLE PACKAGING.**

HOW WE GOT PEOPLE TO OPTIMISE THE SPACE IN THEIR RUBBISH BIN.

Get them to recycle more and waste less.

The provision of wheeled bins for rubbish would, you would think, be welcomed with open arms. And, thanks to the supporting communications provided by Mobius, that was indeed the case for the vast majority of Redbridge residents in 2021. But, as the new service was rolled out across the whole borough, quite a few people reported struggling with what they believed to be restricted residual waste capacity and overly harsh rules of use.

Studies showed that the root cause of this was high levels of otherwise recyclable material going in the rubbish bin and an excess of food waste.

To address this, we created a programme of intervention communications. Centred around social media, this comprised a series of static posts along with videos including a short film that showed two sides of the same character – one wasteful, much to the disdain of his put-upon partner – and one; wonderful, buying only what he needs and preparing food with perfect portions.

The campaign resulted in near elimination of the problem with a 13% drop in residual waste and a 4% rise in recycling.

Client: London Borough of Redbridge
 Project: New Residual Waste Service Support

- Services:
- Strategy
 - Concept and design
 - Copy-writing
 - Photography
 - Videography
 - Print and distribution
 - Social media campaign

“We were delighted with this campaign. It resonated perfectly and achieved what it set out to do.”

Tracy Scott
 Neighbourhood Street Scene Manager. London Borough of Redbridge



02

HOW WE HELPED TACKLE THE GLOBAL PLASTIC POLLUTION CRISIS.

Giving visibility to those institutions best placed to implement positive change.

In 2019, UNEP, under the Basel Convention, inaugurated the Plastic Waste Partnership; a platform that enables the galvanisation of governments, businesses, civil society, academia and NGOs around the world to develop ideas on how to address the problem and then transition those ideas into tangible, meaningful actions.

With development of the partnership halted in 2020 due to Covid, 2021 saw things fully mobilise. A priority action was the development of a comprehensive communication strategy; something that Mobius was appointed to provide.

The nature of any partnership is that all partners be given the opportunity to contribute to the development of the institution of which they are part. By the time we started this task, there were over 250 of them with whom we needed to engage.

From a series of workshops and brainstorming sessions emerged the insight we needed to craft a comprehensive communication strategy and brand identity that will help to give the Plastic Waste Partnership the visibility in needs on the global stage to achieve positive change.

Client: United Nations
Beneficiary: Basel Convention

Services:

- Institutional research
- Working groups
- Strategy development
- Brand strategy
- Graphic design
- Capacity Building

“This goes beyond a communication strategy. It has helped to define who we are and the vital role we all play in tackling the issue of plastic pollution.”

Susan Wingfield
Secretariat of the Basel, Rotterdam, and Stockholm Conventions



HOW WE HELPED TO BOOST ORGANIC RECYCLING.

Fostering public support for the infrastructure development required.

Envar Compositing is one of the UK's largest producers of quality certified soil conditioners, processing 300,000 tonnes of organic waste from municipal and commercial collections at its site in Cambridgeshire. They're a progressive, forward-thinking company which led them to commit to the introduction of Dry Anaerobic Digestion (Dry AD) technology to increase efficiency.

Brand new to the UK, Dry AD accelerates the processes, increases capacity and introduces the opportunity to treat new waste streams - in Envar's case, clinical waste.

Plans drawn up and a £25m investment ready to go. Just one thing stands in their way; local people.

Turning to Mobius to help, we developed a programme of public consultation communications comprising an information pack, website, online survey and overview video. Distribution was meticulously planned to coincide with key public meetings and PR.

The response was magnificent generating widespread support for the plans from local people enabling Envar to progress to the next stages of development with added confidence.

Client: Envar Composting
Project: Regeneration Woodhurst

Services:

- Concept and strategy
- Graphic design
- Print and distribution
- Video
- Website
- Online survey

“This is the most meaningful pre-application public engagement exercise that I have seen.”

Helen Wass
Development Management Officer
(Strategic & Specialist Applications)
Cambridgeshire County Council



04

HOW WE HELPED A NATION EMBRACE THE CIRCULAR ECONOMY.

Help them communicate intent.

Each year, Albania produces approximately 1 million tonnes of household waste. Less than 20% of this gets recycled.

As part of its process towards EU integration, Albania is working to align its environmental standards to those of the EU. The country recently adopted its first National Waste Management Strategy and has developed a roadmap towards integrating the principles of the circular economy and extended producer responsibility. This includes adjustment to existing waste management services and the introduction of new services.

To support this transition, Mobius were appointed to develop a National Waste Communications Strategy and Programme.

We created a national brand identity for application supporting three principal behaviours; recycling, composting and littering allowing for regional variation. A suite of communication assets were created including adverts, leaflets and videos, along with implementation plans.

Capacity for good public communication (not just behaviour change communication) is limited in Albania so providing a plug-and-play resource for municipalities to help them roll out new services allowed for the application of expert support without the need for a hands-on approach.



Client: GIZ via GFA Consulting / RWA Group Ltd
Beneficiary: Albanian Ministry of Tourism and Environment

Services:

- Institutional research
- Behaviour Change Strategy
- Communication and Brand Strategy
- Implementation planning
- Capacity building
- Graphic design
- Video
- Social media programme

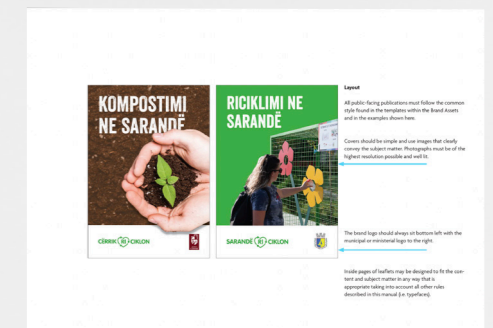
“This approach will make a significant, positive contribution to national waste sector reform”

Eduart Cani
Deputy Team Leader
GFA Consulting

SHQIPËRIA RI CIKLON



Implemented by
giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



HOW WE TACKLED FLY TIPPING.

For a start, we don't call it fly tipping.

Sure, we all know what it means. Or do we? The briefest of research shows it to be a uniquely British phrase used nowhere else in the world. So, when you look at richly multi-cultural places like Newham assumption of understanding cannot be guaranteed. Every other nation on earth uses the phrase 'Illegal Dumping' and when you think about it, this describes what it is far better and with greater impact.

This was the approach we took on a campaign in 2020 for the London Borough of Redbridge. So when the London Borough of Newham tasked us with helping them tackle the problem there, this was first approach we took - redefining the term of art; positioning Illegal Dumping as the primary headline.

The campaign had two aims. One was to raise awareness amongst residents that the council were pro-actively clamping down on those who dump waste. The other was to dissuade those inclined to dump waste not to.

Using a mix of high-profile outdoor advertising supported by an extensive social media programme, the campaign rolled out just before Christmas with a full launch scheduled for early 2022.

Client: London Borough of Newham

Project: Illegal Dumping

Services:

- Behaviour Change Strategy
- Implementation planning
- Graphic design
- Copy-writing
- Photography
- Video
- Social media programme
- Advertising

“The campaign looks really good, genuinely impressed”

Beau Stanford-Francis
Director of Public Realm
London Borough of Newham

Newham London





More from 2021.

(Top left, clockwise) Working via **GiZ**, we developed a comprehensive behaviour change campaign supporting the up-scaling of plastic recycling in **Kampala**, Uganda underpinned with capacity building. For the **London Borough of Redbridge**, we developed a campaign that raised awareness of non-genuine begging on the Borough's streets. **Suffolk County Council** appointed Mobius to develop a county-wide campaign aimed at boosting use of glass recycling banks. **Countrystyle Recycling** commissioned Mobius to produce a short film about their biodegradable container collection pilot in Cambridge. Mobius were awarded a place on the **Essex County Council** framework for communication providers in 2021 and delivered numerous projects including a Vaccination Volunteer Awareness programme. And we developed a multi-national behaviour change campaign for the **Eastern Caribbean** that encouraged the avoidance of pollutants reaching landfills.

To view the films referenced in this document please [click here.](#)

The Mobius Agency exists to change things for the better, for good. We're a communications agency. We use strategy, creativity and compelling content to shift understanding, attitudes and behaviours to improve society and protect our environment.

Our expertise is drawn from over 25 years of front-line practice delivered from street to cabinet levels, campaigns and projects delivered for over 160 UK local authorities, waste partnerships and regional government as well as projects in over 30 countries.

Let's change something for the better together, today.

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