

Appendix C

MAYOR OF LONDON



LOOK BOOK

MAYOR OF LONDON BRAND GUIDELINES

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OUR BRANDS

We have two public facing brands – **Mayor of London** and **London Assembly**.

The Mayor runs London, and the London Assembly work to hold the Mayor to account.

When we're communicating the work of City Hall we use the Mayor of London logo.

Any material by the London Assembly carries their logo.

MAYOR OF LONDON

LONDON ASSEMBLY



OUR CORE PRINCIPLE

A CITY FOR ALL LONDONERS

The people of London are at the heart of what we do.

We want to appeal to everyone no matter their age, gender, sexual orientation, ethnicity, religion, disability or family make up.

Our work focuses on what matters to every community here.

By doing so, our communications to Londoners are honest and relevant.



OUR BRAND PRINCIPLES

PERSONABLE & RELATABLE

We show a true London that Londoners know and connect with.

Our work is accessible to all. We reflect the city's diversity and openness.

TRUSTWORTHY & HONEST

We are dependable, genuine and honest. We are straightforward and direct, so that Londoners can trust us and believe in what we say and do.

RELEVANT & APPROPRIATE

We talk about things that matter to the lives of the people who live here. Our work supports a narrative and we use case studies of real Londoners.

We speak to Londoners about things that matter to them.

POSITIVE & OPTIMISTIC

We strive to create a positive and united London.

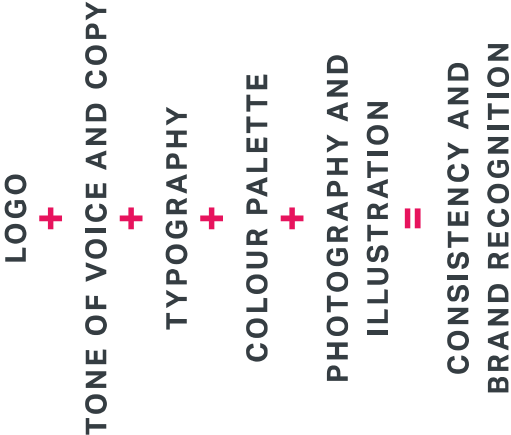
London is exciting and enticing. We encourage active participation to help make London a better place in which to live and work.



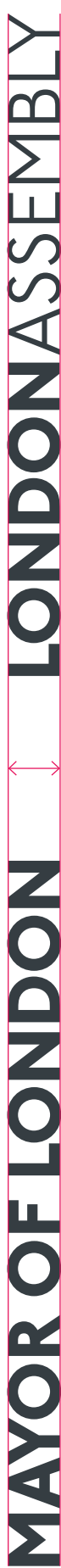
OUR BRAND TOOLS

We want our communications to be striking, engaging and consistent. We want Londoners to know our work when they see it and be inspired to get involved. We use a set of practical tools to ensure we do this.

To find out more about our tone of voice and copy style, see our [editorial guidelines](#).



OUR LOGOS



Only use logos supplied by the Creative team.

All logo requests must be made by City Hall staff. Please complete the logo request [email form](#).

They must not be changed.

All logo use must be approved by the Creative team. Please send draft files before publishing in good time to ensure any necessary changes can be made.



OUR LOGOS

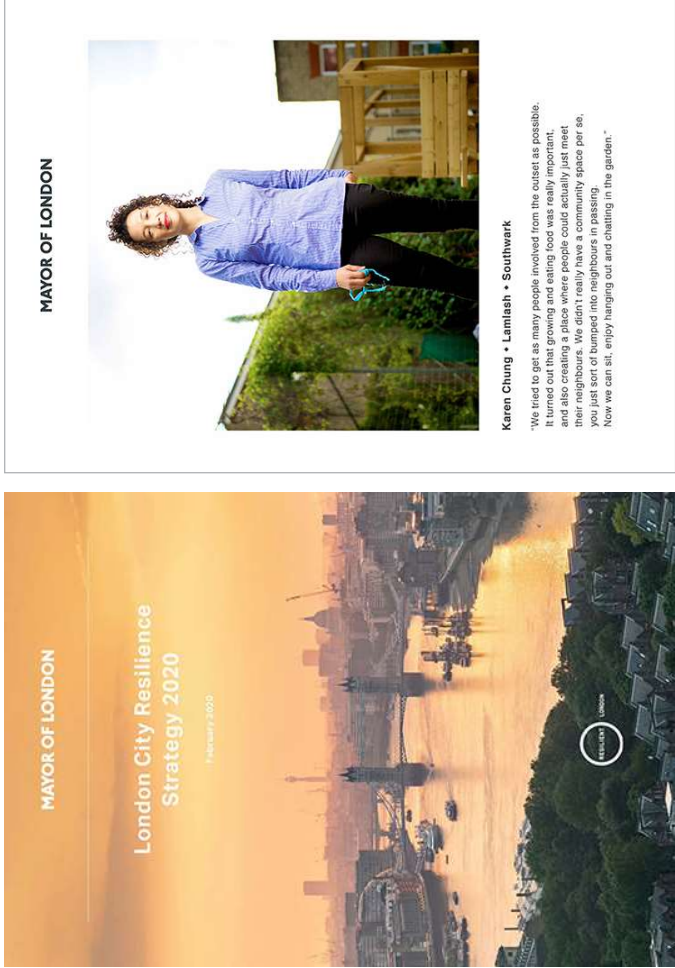
CLEAR SPACE

We position our logo in a band of clear space at the top of our communications*. There is an optional key line to distinguish it from the main content area.

We always make sure the logo is clear and legible within this space.

* There may be certain campaigns or projects where top-level Mayor of London branding does not apply. Mayoral Directors make these decisions.

Logo clear space is calculated as the page height divided by 8



Report

Exhibition board



OUR LOGOS

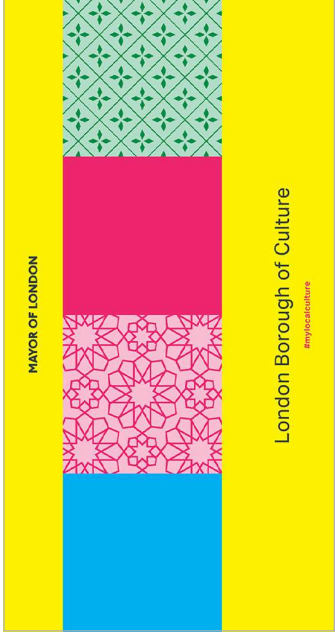
On landscape and square formats a different calculation is used.

We also have templates for some digital formats like PowerPoint presentations and MS Word reports.

Get in touch to see what we have.



Square card



Logo clear space is calculated as the page height divided by 6

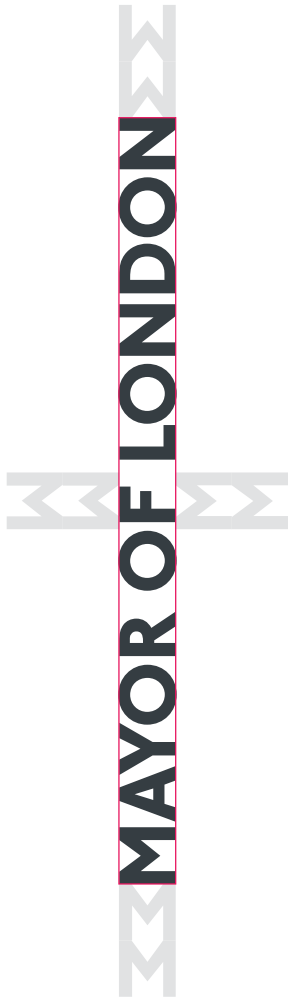
Event holding slide



OUR LOGOS

Minimum clear space

We always ensure the logo is clear and legible. That means having a minimum clear space around the logo - double the height of the 'M'.



OUR LOGOS

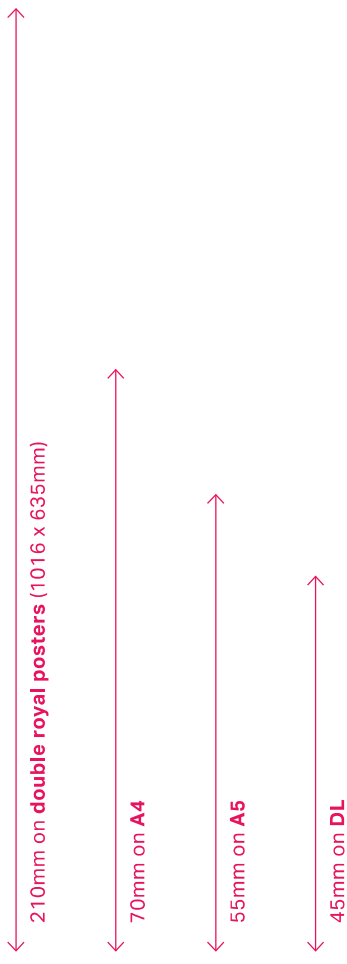
LOGO SIZE

We have fixed logo widths for standard size formats.

When using the London Assembly logo with the Mayor of London logo they should be the same height.

Check the logo is a minimum of 30mm wide in print, 150 pixels wide on screen.

MAYOR OF LONDON



OUR LOGOS

LOGO OPTIONS

Are you using the right logo?

Please get in touch if you're not sure which logo you should use.

MAYOR OF LONDON	SUPPORTED BY MAYOR OF LONDON	COMMISSIONED BY MAYOR OF LONDON
use this logo if the project is owned and managed by us. Communications should use Mayor of London branding	use this logo if we're supporting or funding a project but are not the main funder	use this logo if we have commissioned a special piece of work. This logo should be authorised by the Mayor's office.
if we're working together with an equal or majority funding partner(s) we use this logo but without our brand look and feel*	use this logo if we're giving support in kind like donating event space	
	use this logo if the Mayor is speaking at an event	

*If you're working with an external partner, let us know early so we can advise the best approach.

GREATERLONDONAUTHORITY

We do not use the GLA logo to promote the Mayor's work. We use it on internal materials like contracts, forms, name badges and building signage.



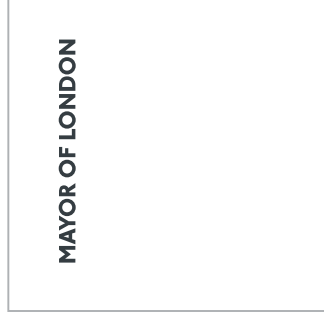
OUR LOGOS

COLOUR OPTIONS

Our logo should be clear and accessible. That means having a strong contrast between logo and background.

We use the primary grey version of our logo on a white or light background.

We use a white version of our logo on dark backgrounds.



Grey on white



White on grey



Grey on light background



White on dark background

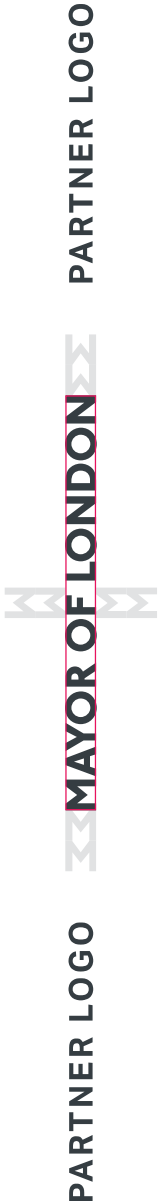


OUR LOGOS

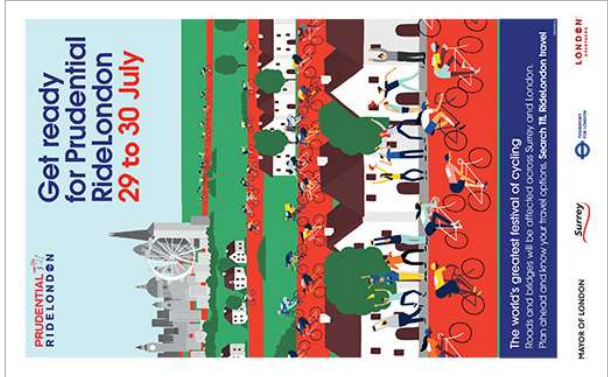
WITH PARTNERS

When we work with partners, our logo must appear in proportion with other logos. We must also ensure there is plenty of clear space around it.

Artwork does not have to appear in the Mayor of London brand, for example, Liberty Festival and Ride London.



Poster



Press advert



OUR LOGOS

SUPPORTED BY

When we support a project or programme, the 'supported by' logo should be used with the usual clear space rules.

Artwork doesn't need to use the Mayor of London brand look and feel.

Any use of the logo must be approved by the Creative team.

Please send draft files (before publishing) in good time to ensure any necessary changes can be made.



Poster

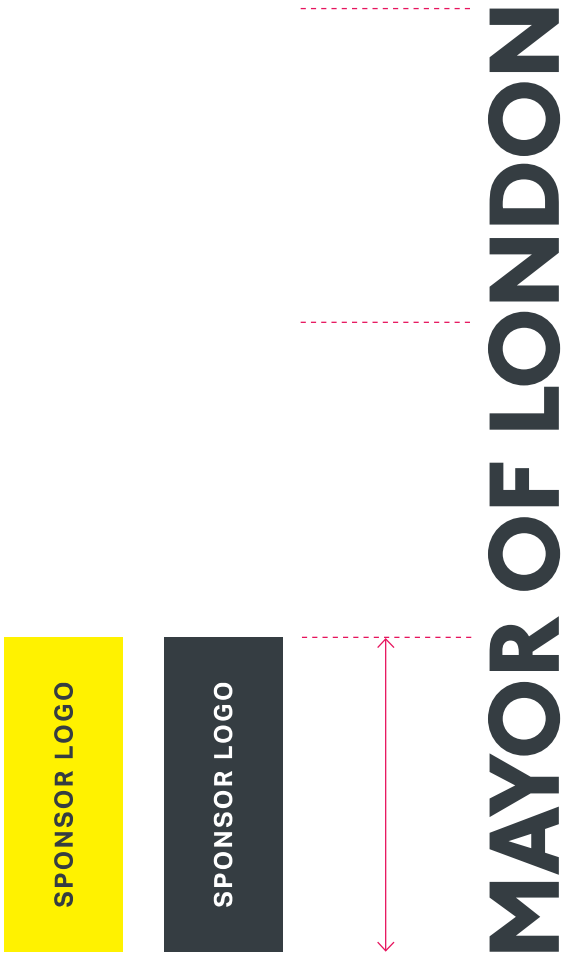


OUR LOGOS

WITH SPONSORS

When we work with sponsors on our printed communications, their logos will appear in primary grey on a light background or white on a dark background.

Sponsor logos should not appear proportionally larger than one third of the size of the Mayor of London logo.



OUR LOGOS

SPONSOR LOGOS IN PRACTICE

Sponsor logos appear at the bottom of the artwork under content.

We align them across their vertical centres.



Poster



OUR COLOUR PALETTE

COLOUR VALUES

We have 12 core colours. We expand our colour range by using tints of 20, 40, 60 and 80 per cent.

The correct colour values for our brand palette are specified here, please use them. It helps ensure our work is consistent.

	PURPLE C54 M76 Y0 K0 R174 G74 B198 P 2592 #AE4AC6
	DARK BLUE C100 M5 Y0 K47 R0 G87 B125 P 308 #00577D
	BLUE C83 M46 Y0 K0 R0 G122 B204 P Process Blue #007ACC
	CYAN C100 M0 Y0 K0 R0 G174 B239 P Process Cyan #00AEEF
	GREEN C100 M0 Y100 K0 R0 G135 B67 P Bright Green #008743
	YELLOW C0 M0 Y100 K0 R255 G242 B0 P Process Yellow #FFFF200
	MUSTARD C10 M40 Y100 K0 R220 G160 B0 P 124 #DCA000
	ORANGE C0 M70 Y100 K0 R233 G88 B20 P 164 #E85713
	RED C0 M100 Y100 K0 R235 G0 B27 P Red 032 #EB001B
	PINK C0 M95 Y35 K0 R231 G19 B93 P 213 #E7135D
	DARK PINK C20 M100 Y35 K30 R158 G0 B89 P 228 #9E0059
	GREY C25 M10 Y10 K85 R54 G62 B66 P 432 #353D42



ACCESSIBILITY

ACCESSIBILITY REGULATIONS

The GLA is committed to making our websites and applications accessible, in accordance with the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018.

All development work (and all materials to be published online) must as a minimum meet the [Web Content Accessibility Guidelines \(WCAG\) version 2.1](#) to AA standard.

W3C Recommendation		W3C
Web Content Accessibility Guidelines (WCAG) 2.1		
W3C Recommendation 05 June 2018		
This version: https://www.w3.org/TR/2018/REC-WCAG21-20180605/		
Latest published version: https://www.w3.org/TR/WCAG21/		
Latest editor's draft: https://w3c.github.io/wcag21/guidelines/		
Implementation report: https://www.w3.org/WAI/WCAG21/implementation-report/		
Previous version: https://www.w3.org/TR/2018/PR-WCAG21-20180424/		
Previous Recommendation: https://www.w3.org/TR/2008/REC-WCAG20-20081211/		
Editors: Andrew Kishall (Adobe) Joshua O'Connor (Invited Expert, InterAccess) Alistair Campbell (Nomenata) Michael Cooper (W3C)		
WCAG 2.0 Editors (until December 2008): Ben Caldwell (Trace R&D Center, University of Wisconsin-Madison) Loretta Guarino Reid (Google, Inc.) Gregg Vanderheiden (Trace R&D Center, University of Wisconsin-Madison) Wendy Chisholm (W3C) John Statin (Accessibility Institute, University of Texas at Austin) Jason White (University of Melbourne)		
Please check the errata for any errors or issues reported since publication.		
See also translations .		
This document is also available in non-normative formats, available from Alternate Versions of Web Content Accessibility Guidelines 2.1.		

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0.5	Comparison with WCAG 2.0
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ACCESSIBILITY

ACCESSIBLE PDFS

An accessible PDF is a PDF document that can be read and accessed by people with disabilities, primarily for the vision-impaired that may use assistive technology to read the file through text-to-speech or a Braille printout. A PDF document is considered accessible only if it meets a set of accessibility guidelines.

PDFs to be published on our websites must be accessible. Here are some of the things to consider when creating an accessible PDF:

- Ensure the document is exported in single page format, i.e. not spreads
- Tag the document so that every item is appropriately labelled
- Check the logical reading order
- Use accessible colour combinations
- Include alt copy for all images
- Make sure all text is legible and sized appropriately, including references / footnotes.

Further guidance on creating accessible PDFs can be found [here](#).



ACCESSIBILITY

ACCESSIBLE COLOUR COMBINATIONS

The colour combinations opposite meet these accessibility standards. Please ensure that no other colour combinations are being used.

For work that is not MoL branded please ensure you are checking colour contrasts using [this tool](#).

Pink + White	Pink + Black	Yellow + Black	Dark Pink + White	Dark Pink + Yellow
Green + White	Green + Black	Orange + Black	Dark Blue + White	Dark Blue + Yellow
Red + White	Red + Black	Mustard + Black	Grey + White	Grey + Yellow
Purple + White	Purple + Black	Cyan + Black	Black + White	Grey + Mustard
Blue + White	Blue + Black			



OUR FONTS

IN PRINT

We always use Aktiv Grotesk. For titles and large type we usually use bold weight. For body copy we use regular weight.

When commissioning design work externally please ensure they have bought a licence to use the font software. It is illegal for us to transfer, send or make a copy.

For legibility, our minimum type size is 12pt with 15pt leading. This is based on the Royal National Institute of Blind People (RNIB) 'See it Right' guidance.

When Aktiv Grotesk is not available, use Arial – our online font – in the regular weight for body copy and in bold for titles and larger type.

Aktiv Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#£?

Why, Sir, you find no man, at all intellectual, who is willing to leave London. When a man is tired of London, he is tired of life; for there is in London all that life can afford.



OUR FONTS

ONLINE

We use Arial bold for titles, headlines and larger type, and regular for body copy. On digital media we aim to use 18pt size or above.

See also our [website guidelines](#).

Arial

ABCDEFGHIJKLM
abcdefghijklmnopqr
1234567890!#£?

Why, Sir, you find no man, at all intellectual, who is willing to leave London. When a man is tired of London, he is tired of life; for there is in London all that life can afford.



OUR FONTS

STYLING TEXT

We centre or left align titles in capitals or sentence case.

TITLE HEADING

We always use **Aktiv Grotesk Bold** set in caps with +100 letter spacing. We set the leading at the same point size as the text. The example shown here is 22pt with 22pt leading.

TITLE HEADING

SUB HEADING

This is an example of sub heading.

We use **Aktiv Grotesk Bold** with +35pt letter spacing and ranged left.

BODY COPY

This is an example of body copy.
This is an example of body copy.
This is an example of body copy.

We use Aktiv Grotesk Regular with +35pt letter spacing. The example shown here is our minimum size of 12pt with 15pt leading.



TONE OF VOICE

Our tone of voice defines who we are - it's the words we want people to use when they describe the work of the Mayor of London.

Our messages are simple and easy to understand with no jargon. We get to the point immediately.

Personable and relatable

We are friendly and use plain English. We want all of London's communities to understand what we do. That way people can relate to us.

Trustworthy and honest
We are dependable and keep our promises. You can always trust what we say.

Relevant and appropriate
We focus on things that are important to the lives of Londoners. We ensure our tone suits the message being given.

Positive and optimistic
We are optimistic for London. We encourage Londoners to get involved in decisions that affect them.

How we speak changes to meet the needs of a particular audience, channel or circumstance. But our voice is the same.

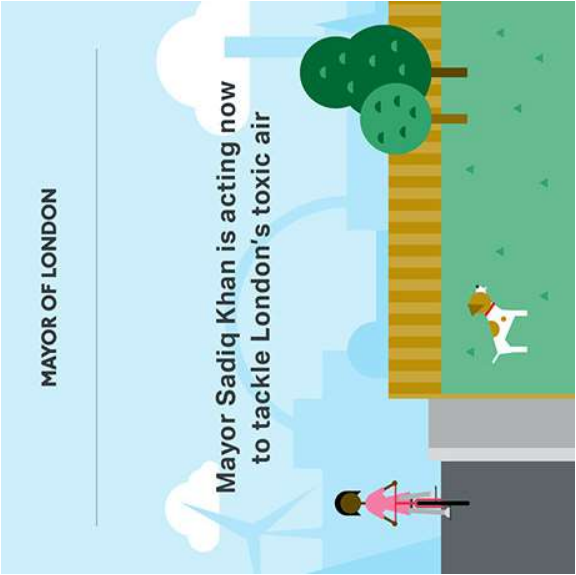
Find out more in our [editorial guidelines](#).



ILLUSTRATION

Illustration is an important tool of our brand. It should support a narrative to help inform and inspire our audience. It should only be used where appropriate, and should be:

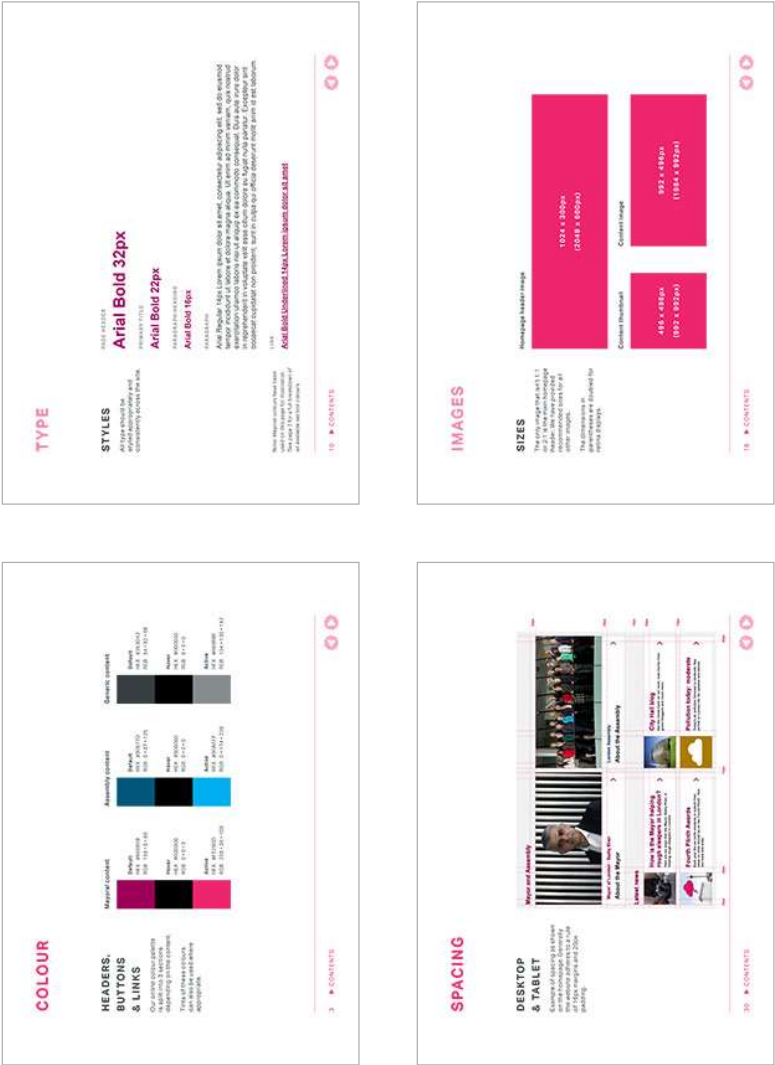
- straightforward
- striking
- bold
- colourful
- relatable
- fun



WEBSITE

We have a set of website guidelines, that describes how our brand should appear online.

Find out more in our [website guidelines](#).



PRINTED MATERIAL

SUPPLIERS

All print quote requests must go through our print management company CDS.

When printing multiple items for a single project or programme like posters and leaflets for an event use the same supplier to ensure consistency.

Contact Joe Tosney, our account handler at CDS, before you start:

joseph.tosney@cds.co.uk
0113 399 4143

PRODUCTION

Please use the PDF/x-1a: 2001 setting when exporting artwork as a PDF for print. The artwork should also include crop marks and bleed.

Request file copies when obtaining quotes. As a standard, it is usually five file copies for print items.

We print on standard stock for regular or popular items. See the next page for guidelines.



PRINTED MATERIAL

STOCK & WEIGHTS

Stock: Revive 100 Offset uncoated	
TfL Tube poster	250 gsm
DL leaflet	350 gsm
Square postcard	350 gsm
Mini poster	150 gsm
Certificates	300gsm
Report cover	300 gsm
Report insides	120gsm

PAPER SIZES

TfL Tube poster	635mm x 1016mm
DL leaflet	99mm x 210mm
Mini poster	297mm x 475mm
Square card	148mm x 148mm
A5 card/booklet	148mm x 210mm
A6 card	105mm x 148mm
A4 booklet	210mm x 297mm
B5 report	176mm x 250mm

More information on paper sizes [here](#).

SPINE

Use the following formula to calculate the size of a document spine (in mm):

No. of pages	x	weight of paper
2		1000



PHOTOGRAPHY

Photography is an important part of our visual communications.

We want our communications to reflect what matters to all of London's communities.

Photography supports our messages and is:

- real / honest
- human / emotional
- diverse
- inspiring
- colourful
- engaging
- informative



PHOTOGRAPHY

VETTING

We vet all photography to ensure our brand principles are maintained. We show real Londoners in real everyday situations.

You should never use images from the previous administration (pre May 2016) such as the 'new bus for London'.

The photos we use should reflect a recognisable, real and diverse London.



PHOTOGRAPHY

OUR BRAND PRINCIPLES IN PRACTICE

Personable and relatable



Relevant and appropriate



Positive and optimistic



PHOTOGRAPHY

Human and emotional



Real and active



Reflects diversity



PHOTOGRAPHY

BEST IMAGES OF THE MAYOR

Photos of the Mayor should be active and engaging. He should be shown interacting in real and relatable environments.

Approved photography can be repeated across media. However, it should not be used in different policy areas or campaigns.

Note: When you photograph the Mayor, make sure his staff and any known/ political figures are out of the shot.



New cycling lanes, Westminster, Environment



Brent housing development visit, Housing



PHOTOGRAPHY



Cleaner Air for London Greenpeace event, Environment



London Living Wage Alchemy Coffee, Economy



Air quality event, Waltham Forest, Environment



PHOTOGRAPHY



London Living Rent, Housing



Cleaner Air launch in Putney, Environment



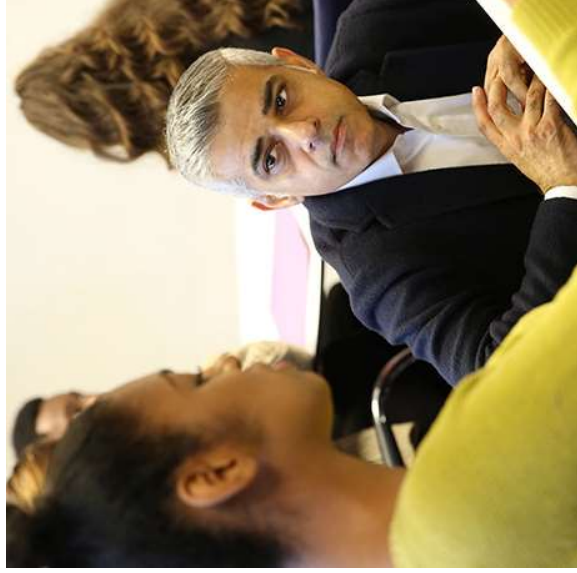
London Fashion Week, Culture



PHOTOGRAPHY



Met Police patrol, Policing



Safer London Plan launch, Policing



March 4 Women event, Community and equality

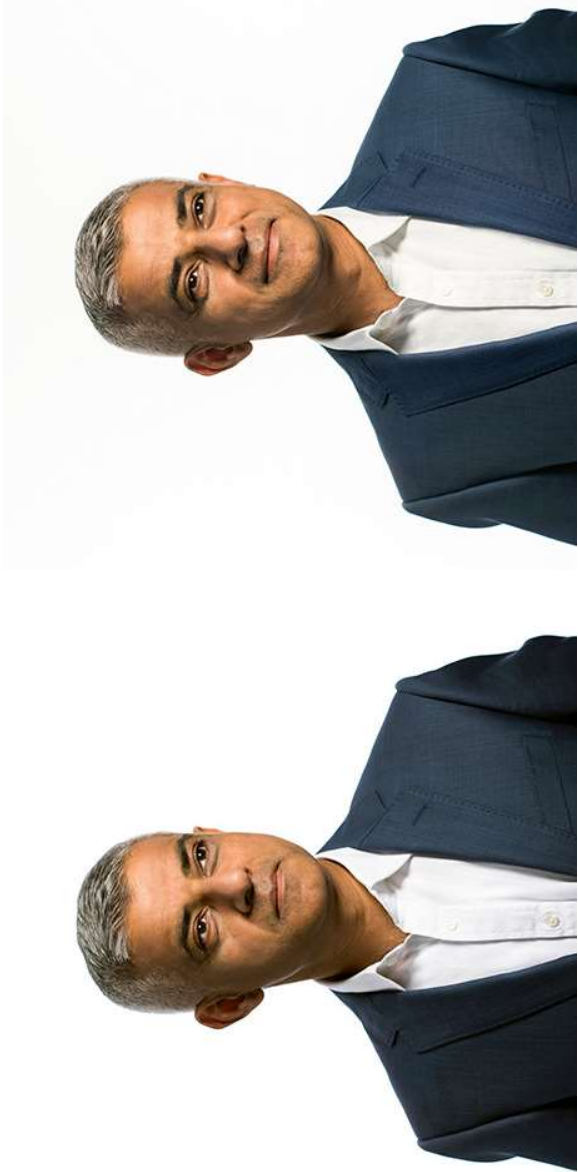


PHOTOGRAPHY

BEST IMAGES OF THE MAYOR FOR FOREWORDS



PHOTOGRAPHY



PHOTOGRAPHY

CASE STUDIES

We use case studies to inspire people to get involved in our work.

We show real people interacting with their surroundings. Images should be active and engaging, They should tell a story. They shouldn't be posed. We should show a true, diverse London that Londoners can relate to.



PHOTOGRAPHY

EVENTS

We capture the moment. Our images strike a chord with Londoners and bring back happy memories.

To fully document the event, we use different perspectives:

- set the scene
- feature a human element
- real / natural
- diverse
- active



PHOTOGRAPHY

LOCATION

We use photographs of the whole of London, from the centre to the outskirts. Places should be recognisable. They should reflect London’s diverse communities. Location photography should be relevant. It must support the story.

Note: Avoid scenes without people.



PHOTOGRAPHY

WEBSITE

Portraits used on London.gov.uk should be professionally taken on a white background. Subjects should be well lit with a relaxed, positive expression.

Standard london.gov.uk image dimensions are 1:1 and 2:1.

Email headings should be 560 x 280px.

When cropping images for web please ensure the focus of the image is framed clearly within the space.



PHOTOGRAPHY

DO NOT USE
PHOTOS THAT:

Look staged and set up



Are for PR purposes



Are political



PHOTOGRAPHY

Are dull or inappropriate



Doesn't represent real Londoners

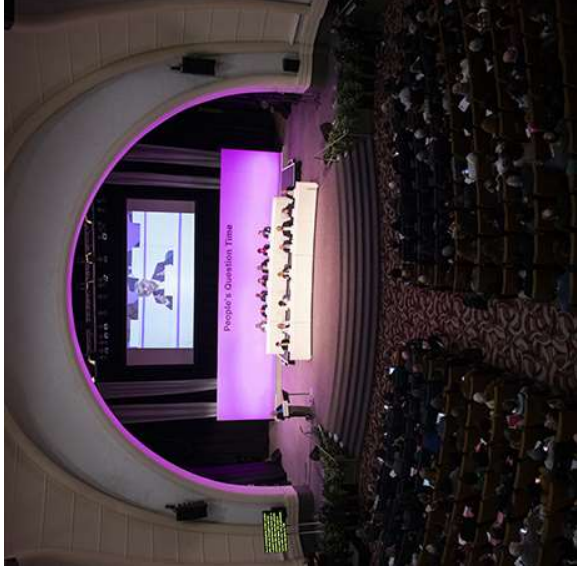


PHOTOGRAPHY

SOCIAL MEDIA SHOT LIST

When the Mayor goes to an event or gives a speech, we often need preferred shots for social media. These include:

- Wide shot of him on stage, sometimes with other attendees
- Wide shot from behind the Mayor, looking into crowd
- Mid shot from both left and right side
- Close up of just the Mayor, from different perspectives if possible
- Showing audience diversity and their reaction.



Wide shot on stage, sometimes with other attendees



Wide shot from behind the Mayor looking into crowd



PHOTOGRAPHY



Close up of the Mayor from different perspectives



PHOTOGRAPHY



Audience – showing diversity and their reaction



PHOTOGRAPHY

CONSENT FORMS

Where an individual or group are the focus in a photograph you need them to sign a consent form.

This should be done before the shoot. Forms are on our intranet.

Please follow the relevant link:

[Adult consent form 18+](#)

[Child consent form under 18](#)



PHOTOGRAPHY

SUMMARY

- Take natural, interactive (not staged) shots. Use flash only if necessary
- Always make sure that Mayor's office staff are out of shot
- Post production - always leave images uncropped. This allows more scope.
- Ensure all images submitted are tagged with title, photographer's name, date, description, attendees and location (include borough).
- Ensure diversity in images – encourage participation if needed.



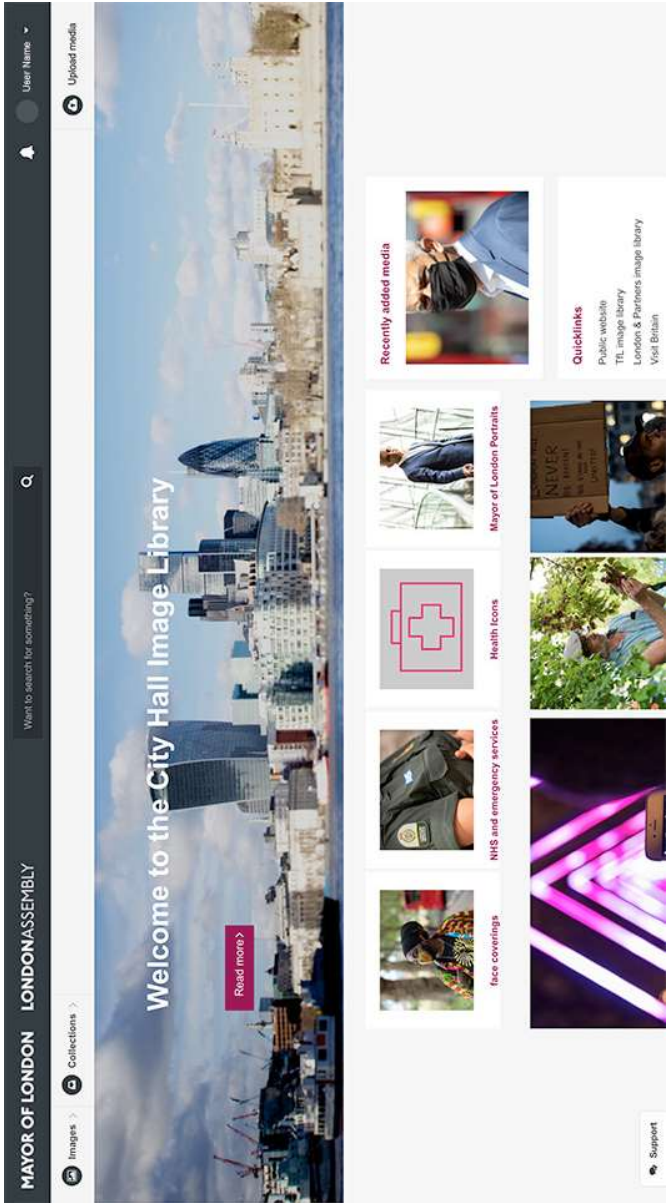
PHOTOGRAPHY

CITY HALL IMAGE LIBRARY

You'll find a collection of images relating to the Mayor and London Assembly's work at images.london.gov.uk

You can use these photos to support policy web pages, presentations and reports.

To access the library, get in touch with caroline.teo@london.gov.uk



TEMPLATES

We use templates for things we produce on a regular basis like social media cards, conference / event branding and publications.

This helps us to be consistent and speeds up the process.



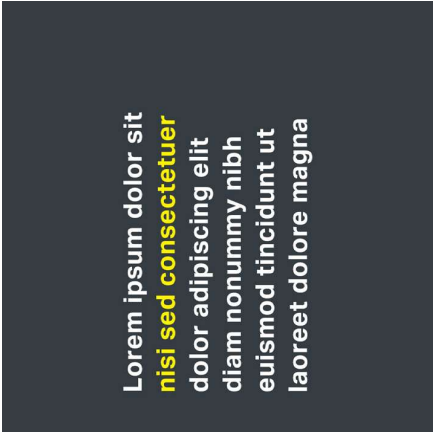
TEMPLATES

SOCIAL MEDIA

We have a set of social media templates for posting statements, stats/facts and for marking or celebrating events.

The templates are in a number of colours and formatted for use on Twitter, Facebook and Instagram, including for stories.

We are working on a new set of templates that we will publish later this year.



TEMPLATES

VIDEO START/END FRAMES

CENTRE PANEL

Start frame:

Event/video title appears on solid colour panel.

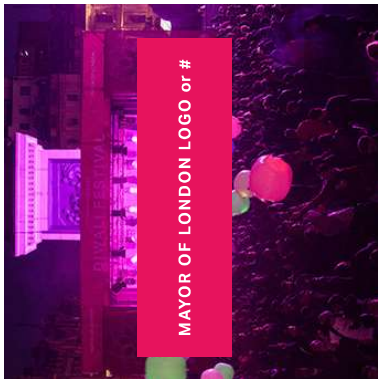
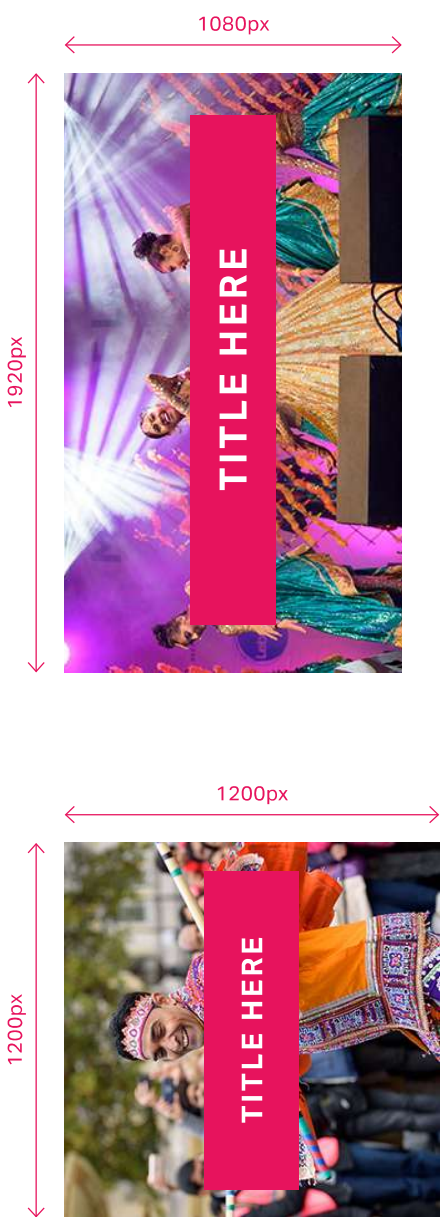
Panel 85% wide, 25% height of square
Panel centred over footage.
Text centred in panel.

Minimum type size 37.5 pt.

Font: Aktiv Grotesk Bold, 100 tracking

End frame:

or Mayor of London logo on solid colour panel.



TEMPLATES

BASE PANEL

Start frame:

Event/video title appears on solid colour panel 1/3 of the height of the tile at the bottom.

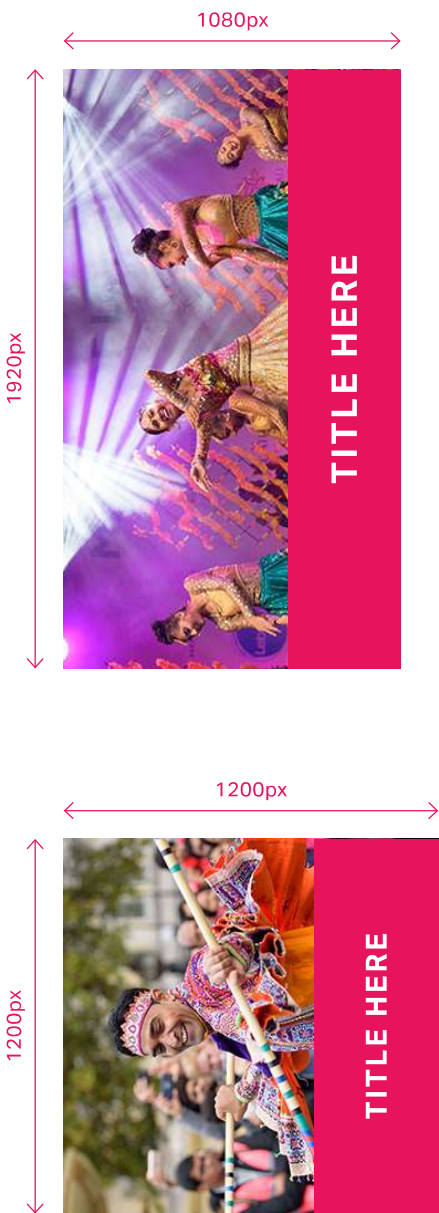
Text centred in panel.

Minimum type size 37.5 pt.

Font: Aktiv Grotesk Bold, 100 tracking

End frame:

or Mayor of London logo on solid colour panel.



TEMPLATES

BLACK TILE

Start frame:

Event/video title appears on solid black tile.

Text centred in panel.

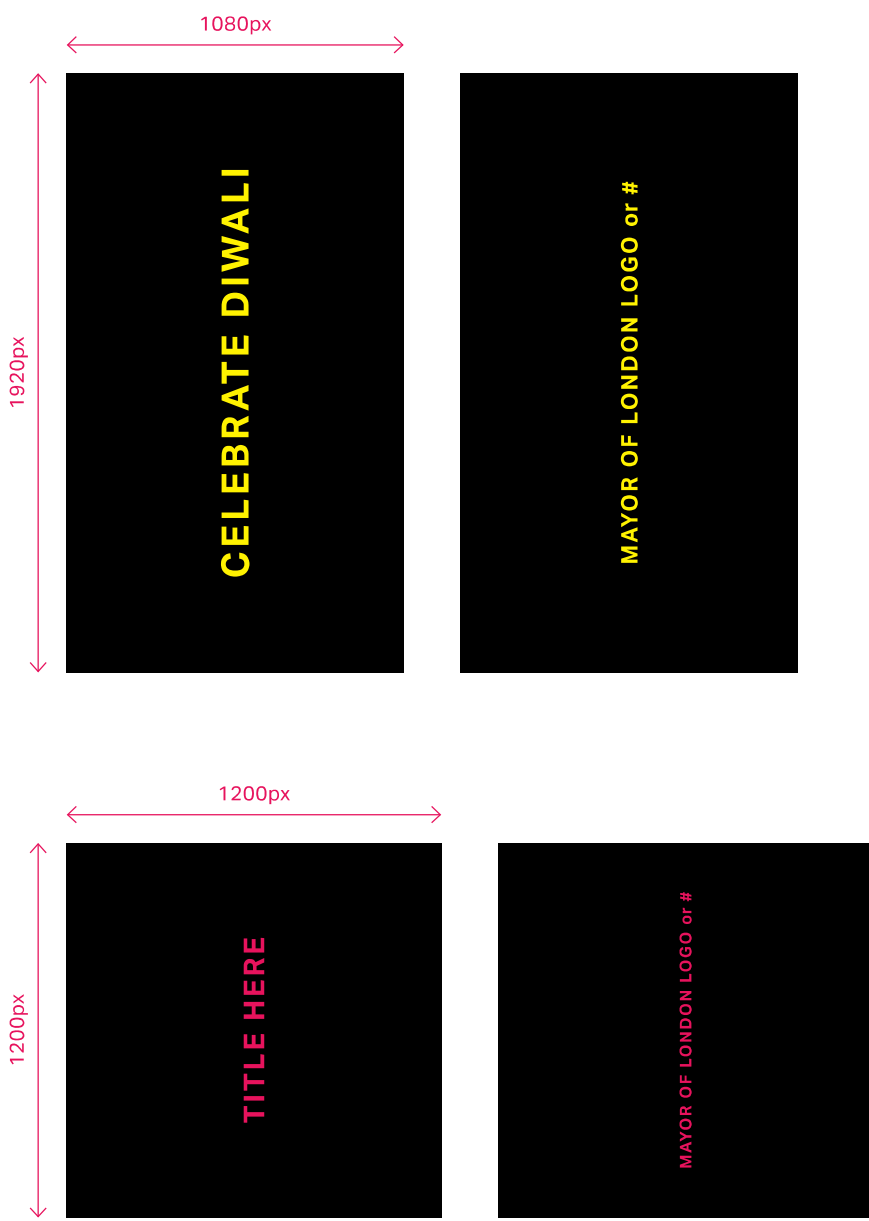
Minimum type size 37.5 pt.

Bold colour: pink or yellow.

Font: Aktiv Grotesk Bold, 100 tracking

End frame:

or Mayor of London logo on solid panel.



TEMPLATES

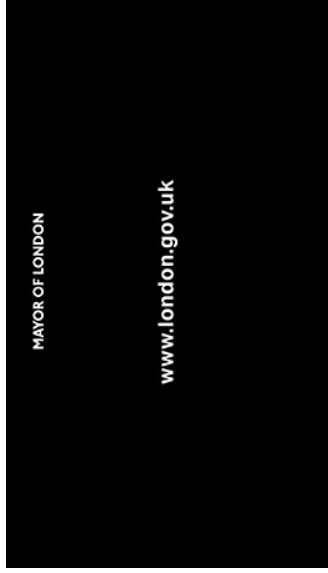
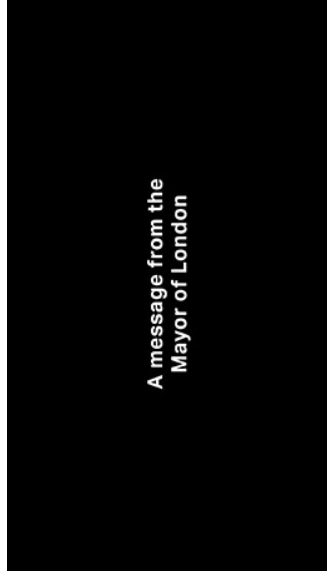
STATEMENT VIDEO FRAMES

All centred text on black background.

Start frame – MoL logo

Message frame – text

End frame – MoL top level URL



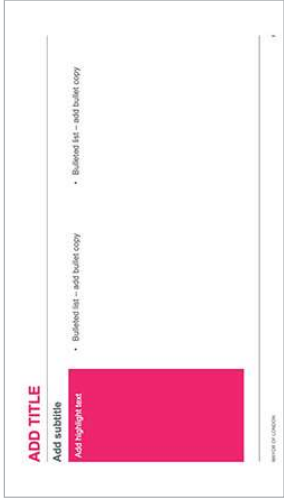
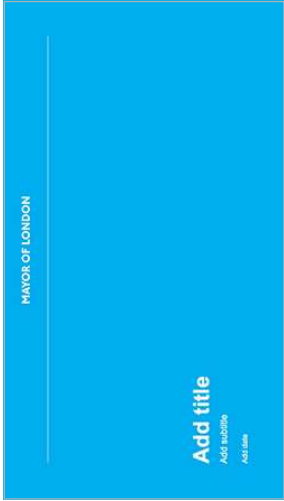
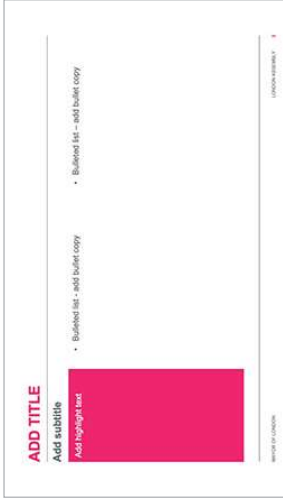
TEMPLATES

PRESENTATION TEMPLATES (4:3)

Powerpoint templates for internal and external presentations can be downloaded from our [intranet page](#).

Use the co-branded template for internal presentations.

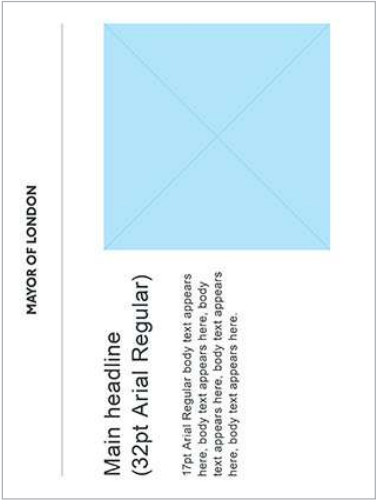
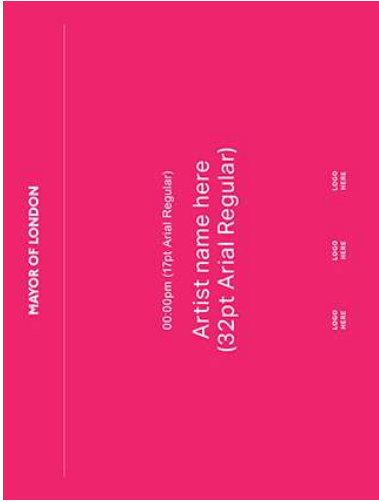
Please use the Mayor of London or London Assembly template for external presentations.



TEMPLATES

EVENT SLIDES (4:3)

- The text size varies depending on the length of the event title.
- Additional supporting logos should appear at the bottom of the content.
- Each logo should be approximately one third of the width of the Mayor of London logo.



TEMPLATES

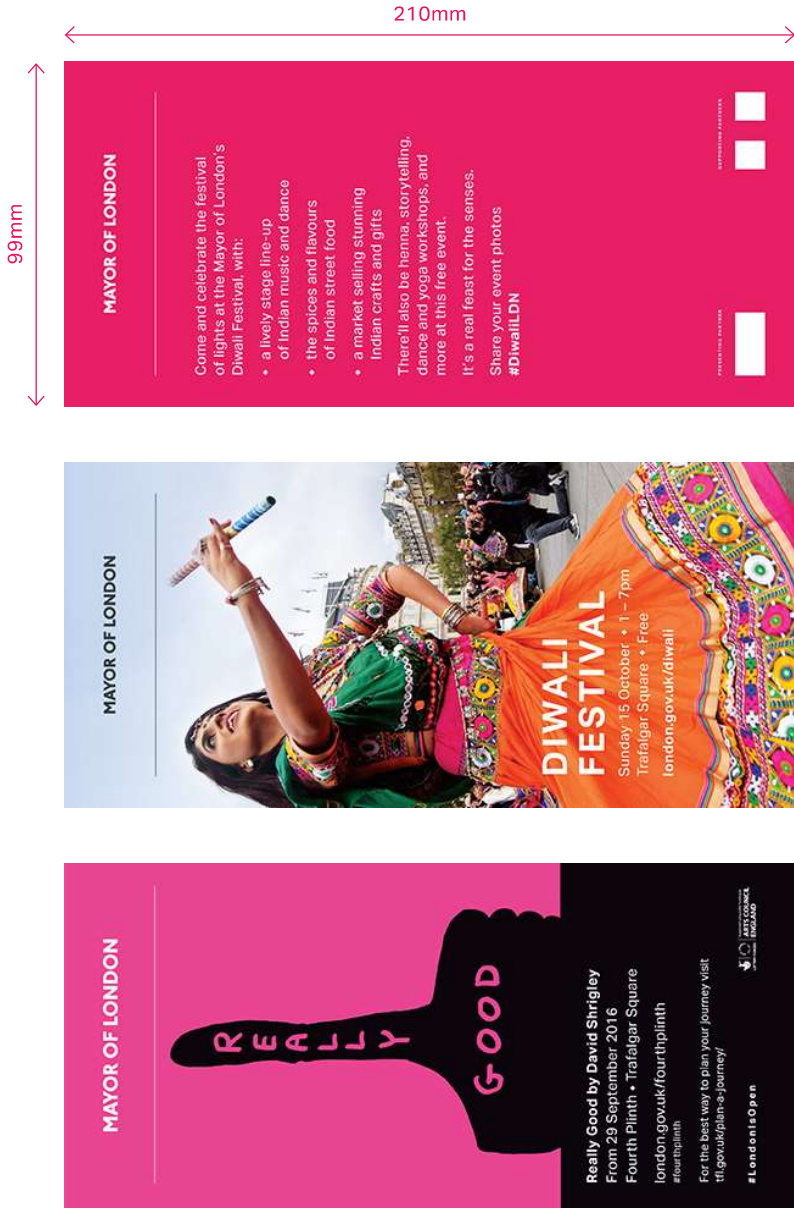
DL LEAFLETS

FRONT

- Mol logo top level branding
- Cover artwork can be photography or illustration based
- Header can be capitals or sentence case, in bold or in regular weight
- Short subheader in regular weight
- Hashtag and/or url
- Text centre or left aligned.
Ensure text is legible

BACK

- Main body text left aligned or centred (max 60 words)
- Supporter logos should be a third of the width of the mol logo aligned to the bottom left or centred



TEMPLATES

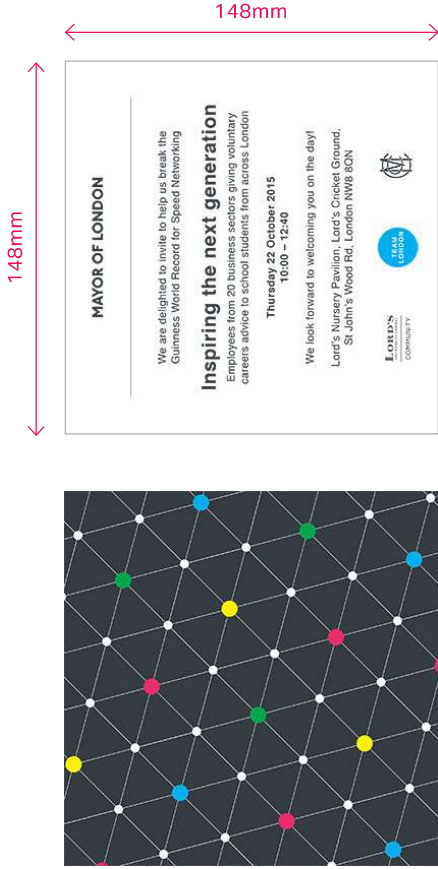
SQUARE LEAFLETS AND POSTCARDS

FRONT

- full bleed photography or illustration

BACK

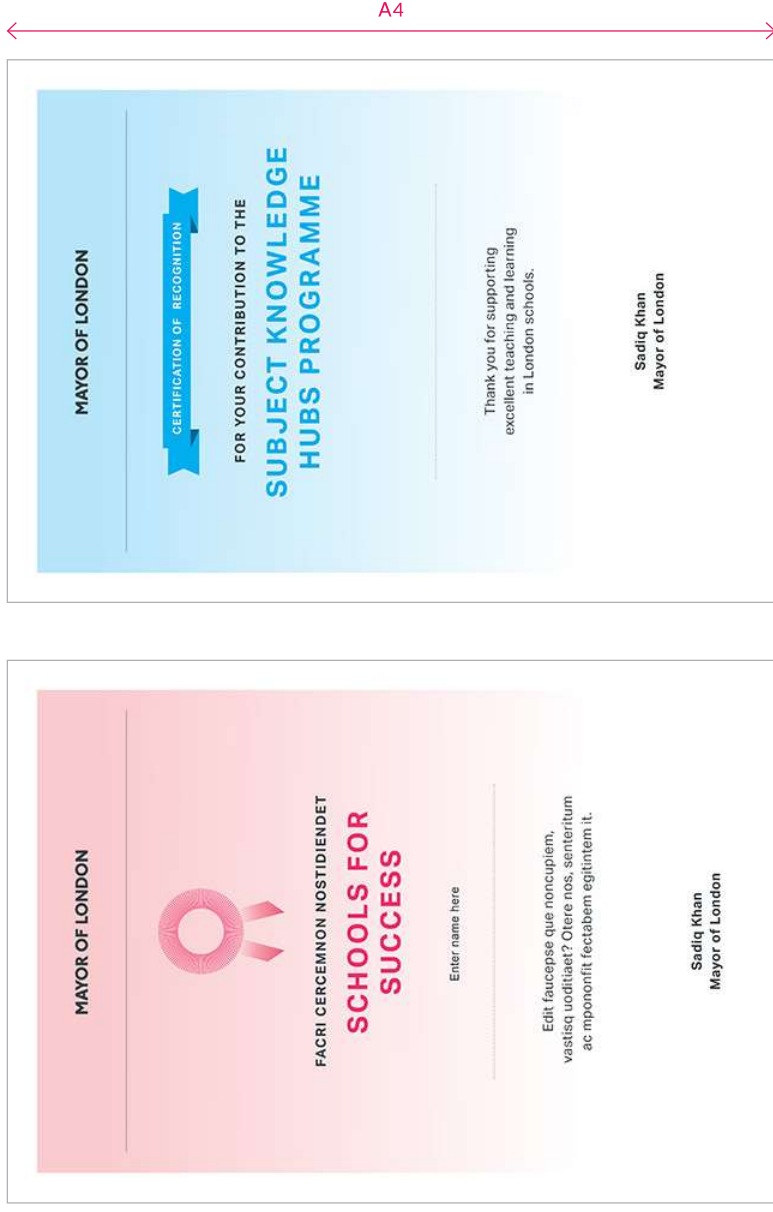
- MoL logo top level branding
- header can be capitals or sentence case, in bold or in regular weight
- short sub header in regular weight
- hashtag and/or URL
- main body text left aligned or centred (max 60 words)
- supporter logos should be a third of the width of the MoL logo and aligned to the bottom left or centre.



TEMPLATES

CERTIFICATES

- MoL logo top level branding
- white or light tint background
- header can be capitals or sentence case, in bold
- short subheading in bold or in regular weight
- dotted line for recipient's name (optional)
- name, title, and digital signature
- text can be left aligned or centred
- supporter logos should be a third of the width of the MoL logo aligned to the bottom left or centre
- to get printed copies use TfL reprographics

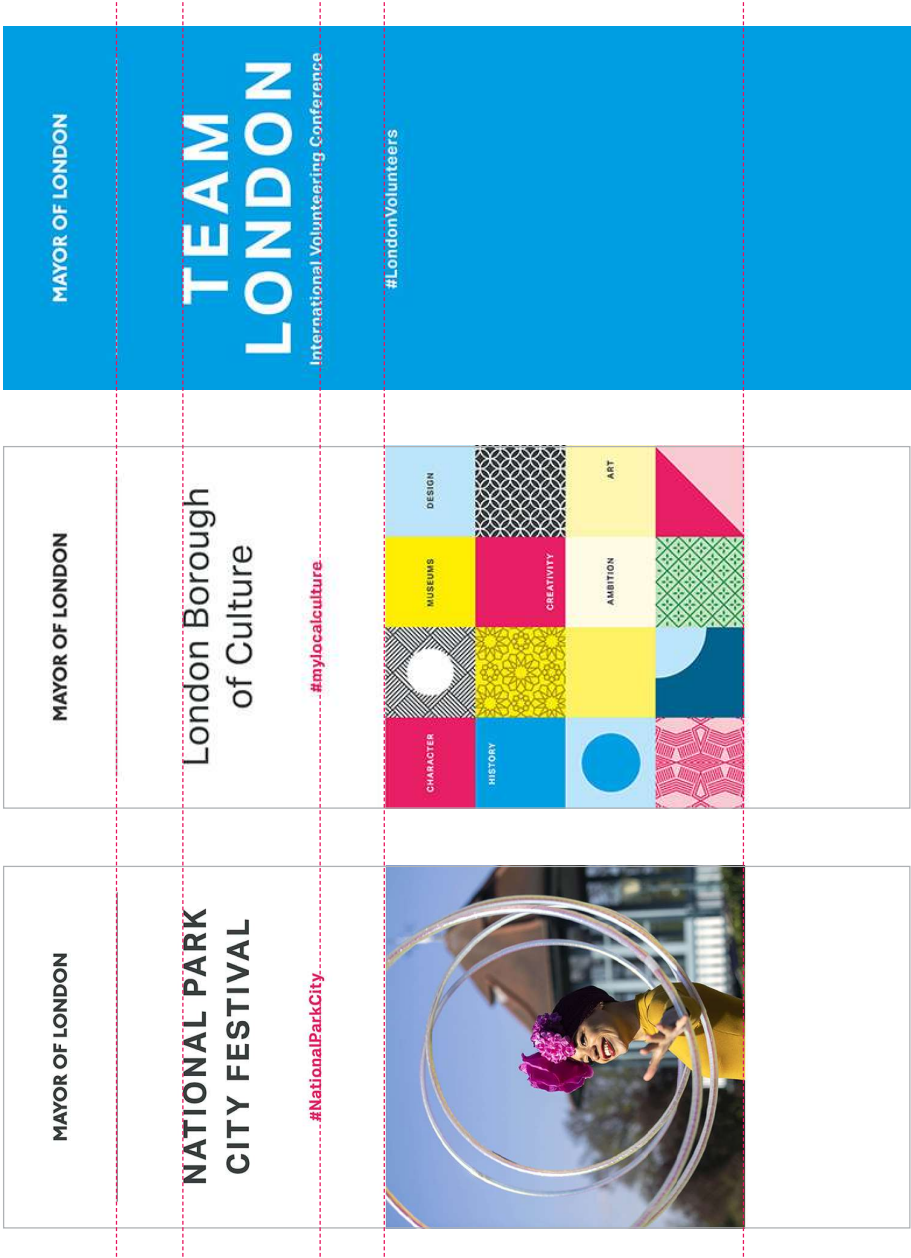


TEMPLATES

PULL-UP BANNERS

Pull-up banners should be informative, eye-catching, and engaging. They can be photography or illustration based.

- MoL logo top level branding
- header can be captions or sentence case, in bold or in regular weight
- optional single line subheading
- hashtag and/or URL
- centred text
- photography should be full bleed - with a top gradient to ensure text is clearly legible
- photography should follow the photography principles outlined on [p32](#)



TEMPLATES

EXHIBITION BOARDS

Exhibition boards are usually printed at A0 size and mounted on 5mm foamex board.

Exhibitions will usually include an intro board and image boards. Text can either be in a single column or two columns. All images should be square.

MAYOR OF LONDON

Portraits of Pocket Parks

In 2012, the Mayor of London launched a fund aimed to create 100 pocket parks in London. The aim was to create small oases of tranquillity in areas of undisturbed or underused land. The fund was to be used to create pocket parks in areas of undisturbed or underused land. The fund was to be used to create pocket parks in areas of undisturbed or underused land.

Follow us on Twitter @LDN_environment #pocketpark

london.gov.uk

MAYOR OF LONDON



Erina Rieger • Grove Wayne Community Garden • Lewisham

"The Pocket Park funding has led to increased engagement with the community and a real sense of ownership. You forget that this is an area of deprivation. To see children come and be fascinated by a bug, to witness those who at first won't touch the food, but then they start to understand where their food comes from. It is amazing."

MAYOR OF LONDON



Naminder Singh Saura • Vicerage Lane • Redbridge

"I really feel very proud and have a great sense of satisfaction that the fund has been able to create these small oases of tranquillity. We've had our ups and downs, but we have everyone there with the help of a community with a wider range of expertise. It's great to see children having fun and learning about the environment. It's also great to see the fund being used to create these small oases of tranquillity. It's amazing."



TEMPLATES

REPORTS

There is an online publication template available making your content fully accessible. Contact the [Digital](#) team.

There is also an MS Word template available - we can provide an alternative cover. We can crop images to size. If using this template it will need to be made into an accessible PDF. See page [21](#) for guidance on creating accessible PDFs.

You can request this template by emailing creative@london.gov.uk

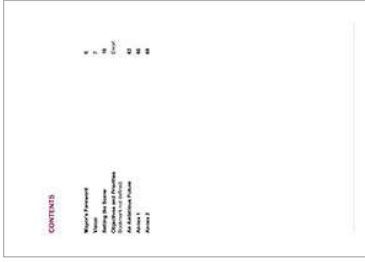
Always allow plenty of time for approval (at least five working days before publishing).



Cover



Copyright



Contents



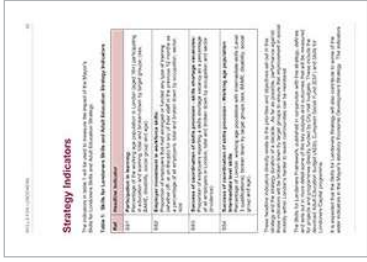
Image



Chapter



Text



Table



4 images



TEMPLATES

TRAFALGAR SQUARE STAGE BRANDING

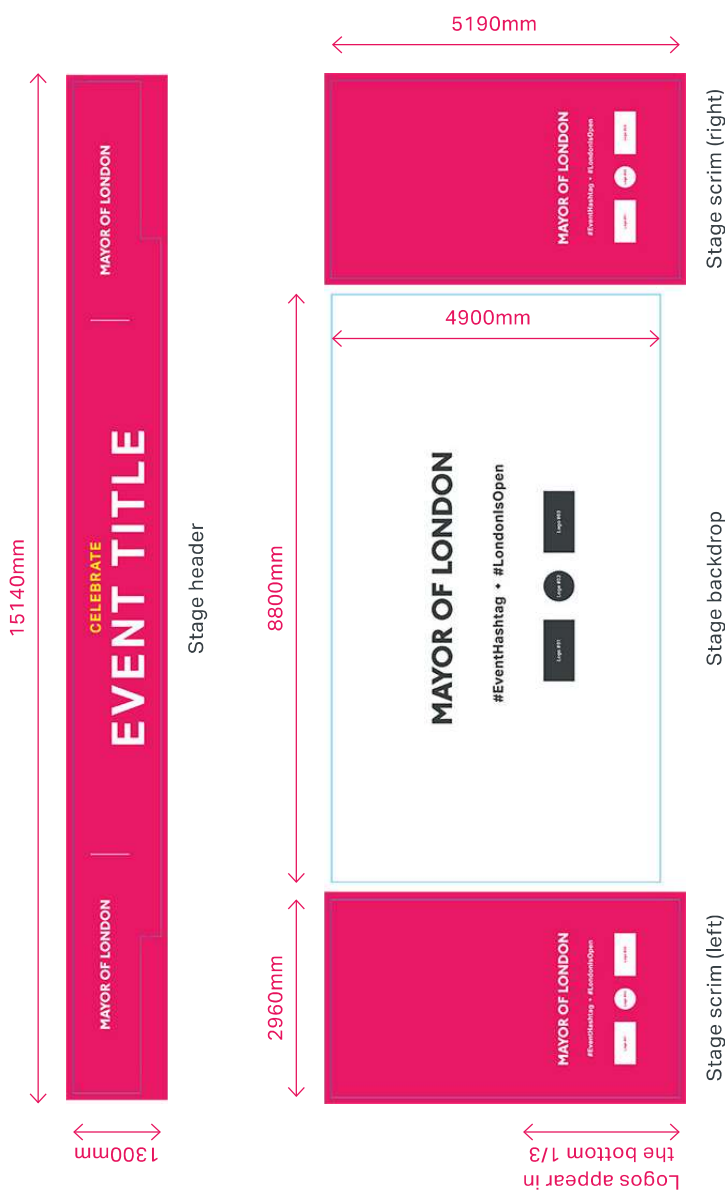
There are three stage components:

- **Header**
- **Scrim (left and right)**
- **Backdrop**

All supporter logos should be applied in mono. The event title appears in capitals with x100pt tracking.

Please supply components separately:

- as high-res, print ready PDFs
- include Pantone colour references
- include crop marks and 10mm bleed
- include artwork on a separate layer to the template guides
- with fonts outlined



TEMPLATES

TRAFALGAR SQUARE BALUSTRADE BANNERS

There are three templates:

- **Left-hand side banner**
- **Right-hand side banner**
- **Supporters banner**

There should be a maximum of five logos on the supporters banner. Logos should only ever appear in mono.

All artwork should be supplied separately:

- as high-res, print ready PDFs
- a quarter of the actual size (7700mm x 1050mm)
- include Pantone colour references
- include 100mm bleed
- with fonts outlined



Left-hand side banner



Right-hand side banner



Supporters banner (Can appear either side for the square)



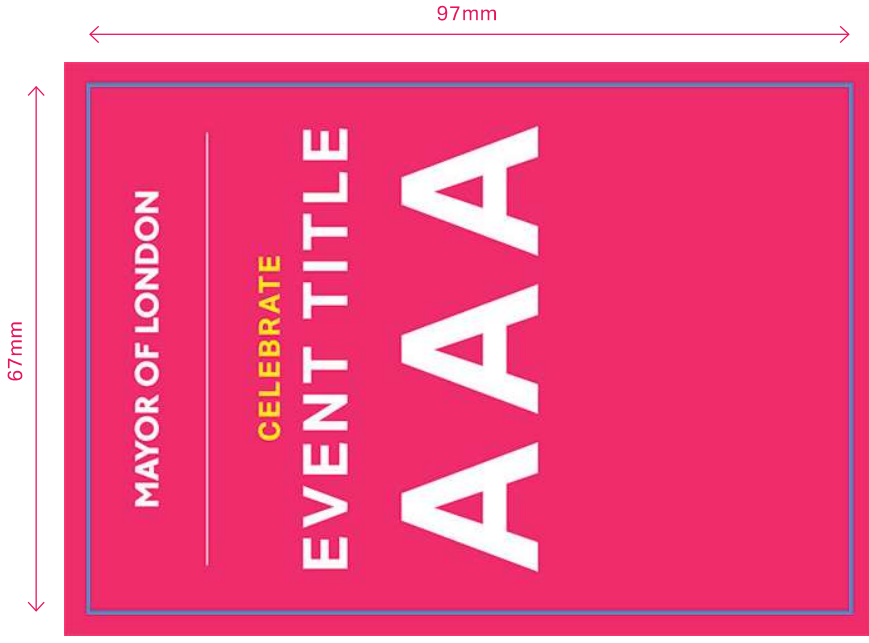
TEMPLATES

SECURITY PASSES

Security passes always have top level Mayor of London branding. The 'AAA' must be clear and sit at the centre of the design.

Please ensure security passes are supplied separately:

- as a high-res, print ready PDF
- in CMYK colours
- Include crop marks allowing 3mm bleed
- with fonts outlined



TEMPLATES

FEATHER FLAGS

Feather flags can use full colour with illustration or photography. Please ensure photos sit within the image container beneath the event title.

Any extra supporter logos should appear at the bottom of the banner in mono at a third of the width of the Mayor of London logo.

Please ensure feather flags are supplied separately:

- as high-res, print ready PDFs
- include crop marks allowing 10mm bleed
- with the template guide on a separate layer



TEMPLATES

MARQUEE SIGNAGE

For all Trafalgar Square events there are two standard marquee header sizes:

- **5x5 (5050mm x 450mm)**
- **3x3 (3040mm x 370mm)**

The Mayor of London logo is not required as part of the design.

All artwork should be supplied:

- as high-res, print ready PDFs
- a quarter of the actual size
- include Pantones colour references
- Include crop marks allowing 3mm bleed
- with fonts outlined



TEMPLATES

A1 PROGRAMME BOARDS

Programme boards should be text only with a solid background colour.

Any additional supporter logos should appear at the bottom of the board in mono and be a third of the width of the Mayor of London logo.

All artwork should be supplied:

- as high-res, print ready PDF's
- include Pantone colour references
- include crop marks allowing 3mm bleed
- with fonts outlined



Appendix D



Motivating young Londoners to recycle

A report for the London Waste and Recycling Board by Shift Sustainability
Research completed: July 2020

REPORT

Published: 19 October 2020



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London Waste and Recycling Board

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With thanks to Lucy Wild, Matthew Wood and Tilly Barkway at Shift Sustainability and to Ali Moore, Violetta Lynch and Anthony Buchan at LWARB.

Note on Images

Unless otherwise referenced, all photographic images used in the report are reproduced from those provided by LWARB, to contribute to the nudges used during the cognitive interview phase, or were contributed by participants during the mobile ethnography phase.

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Executive summary

Young people aged 18-34 have emerged as the least effective recyclers in London, with previous research identifying three factors to be addressed in order to increase recycling across this age group: knowledge, ease and motivation. Behavioural interventions aimed at addressing motivation have not been as effective as hoped. **LWARB** commissioned **Shift Sustainability** to conduct research to build a deeper understanding of motivational levers that might change attitudes and drive better recycling behaviours amongst this age group.

Research objectives and methodology

This research aimed to uncover the motivators and demotivators behind the recycling behaviour of people aged 18-34 in London, using in-depth cognitive interviews accompanied by individual nudges, mobile ethnography and follow-up interviews. We spoke to 40 young people across 16 London boroughs and from a mix of ethnicities and socio-economic backgrounds. Participants had a range of living arrangements (i.e. with partners, children, housemates and alone) and lived in a range of accommodation types, with a focus on those living in flats. While the findings were varied and many, they broadly fell into the areas outlined below.

Recycling habits: The status quo bias

Most participants supported recycling and wanted to engage with it. However, this desire was not so ingrained that it motivated them to act differently when making spur-of-the-moment decisions around what to do with their waste. Participants stressed how immediacy and ease were key for them building new habits, meaning that anything involving extra time, effort or deliberation represented a significant barrier. Living in London was also said to make recycling difficult to adopt. Small homes with miniscule kitchens made collecting materials difficult, and a culture of convenience and a lack of positive feedback or visibility for good behaviour meant that there was little impetus to recycle.

The link between recycling and climate change

While participants were clear that climate change and environmental degradation had become an unavoidable concern, they almost universally struggled to fully describe any link to recycling. While having a world fit for their children and grandchildren to live in was a strong motivator, the lack of knowledge here was profound, and messaging focused on climate impact risks missing the mark. Concerns tended to be closer to home or directly connected to waste, with a focus on reducing landfill, rather than emissions.

Influencers and motivation

It was common for consistent recyclers' behaviour to have been strongly influenced by their parents. In some ways, a lack of motivation amongst this group suggests retrospective failures to communicate the benefits of recycling, making successful interventions with this younger audience all the more important. However, very few participants said they actively spoke to friends or housemates about recycling, suggesting these kinds of interpersonal levers do not appear to be hugely important when it comes to raising motivation.

Making recycling the norm: the link to identity

Recycling did not appear to be strongly linked to the identities of the vast majority of our participants. They described how their own identity was far removed from that of a recycling advocate their own age, with a difference in socio-economic circumstances, ethnicity and the level of stress and complexity in their lives being the main factors. Recyclers were perceived by many participants to be well off, white and middle class, living lives which were relatively carefree, and with time on their hands.

Making a difference: agency, impact and compromise

Many participants felt unable to affect change in anything but their immediate day-to-day lives. For them, it was up to authorities to lead the way when it came to societal or environmental issues, and to support them in recycling. At the same time, we uncovered a deep sense of distrust in councils, government and business, with participants cynical of their objectives and abilities. This is a difficult dichotomy to address and makes landing meaningful communications with this audience extremely challenging.

Knowledge as a motivational lever

Still, there seem to be strong levers to motivation around knowledge, increasing a sense of agency, and attracting attention to the recycling process. Uncertainty around how to recycle, and where it goes next, led to inconsistent or poor recycling, but exposure through individual experience and knowledge drove a feeling of agency and motivated recycling behaviours. Many felt motivated to recycle, some for the first time, just from giving it sustained thought during the research. Seeing the next step in the recycling process looks to be especially key. Participants were eager to find out 'what happens next' with recycling, and this knowledge looked to positively impact motivation.

Motivating young Londoners to recycle

Five related themes arose from the research which may inform future communications and initiatives:

1. Higher priorities (personal, family, financial and local) compete for young Londoners' time and attention.
2. A lack of agency and the anonymity of London and flat-living make individuals feel they have little impact.
3. A lack of knowledge and the motivation to gather knowledge leads to confusion and misconceptions.
4. Distrust of authorities and cynicism around their intentions means communications are not trusted.
5. Young Londoners do not align recycling with their identities.

Nudges introduced during the research that addressed identity and individual interests and priorities appeared to be most likely to motivate and change behaviour. Clarity on materials and building up knowledge also look to be crucial, with uncertainty a demotivator for young respondents. Communications need to be transparent and direct to allay distrust of establishment sources.

I. RESEARCH BACKGROUND

Context and objectives

Young people (18-34) have emerged as the least effective recyclers in the city, with previous research¹ identifying three factors to be addressed in order to increase recycling across this age group: knowledge, ease and motivation. Behavioural interventions aimed at addressing motivation have not been as effective as hoped. The main research objective was to identify the key motivational levers that could be used to increase recycling rates among young Londoners. The research aimed to:

Understand attitudes around environmental topics and their relation to motivation:

- What are young Londoners' attitudes to climate change? What behaviours might or do they take to mitigate climate change?
- How do young Londoners perceive the link between climate change and recycling?
- To what extent does London life play a part in recycling attitudes and behaviours?

Explore motivational levers:

- How can insight around status quo bias, social norms and comparison, identity, agency and knowledge-seeking help inform levers for behavioural change²?
- How can these motivational levers be best used to increase motivation to recycle among young Londoners?

The research findings built on behavioural insights around driving motivation to recycle, to inform future messaging, communications and initiatives at LWARB.

¹ See https://resource.london.org/wp-content/uploads/2020/01/LWARB-Making-recycling-work-for-people-in-flats-full-report_200128-1.pdf

² We used Stern's Value-Belief-Norm theory to frame the research questions. See: Stern, P., 2000. Value-Belief-Norm Theory of Environmentalism. J Social Issues, 56, pp.407-424

2. PARTICIPANT PROFILES

We spoke to 40 young Londoners as part of the research, including 10 in the cognitive interviewing phase and 30 during the mobile ethnography, with 15 of these taking part in follow-up interviews. Young people living with their parents and parents with young babies were excluded from the sample.

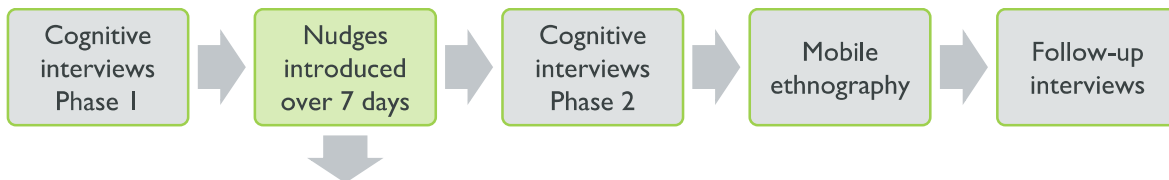
Variable	Quota criteria	interviews (10)	Ethnography (30)	Ethnography interviews
Age	18-21	3	3	1
	22-25	2	9	5
	26-30	1	10	6
	31-34	4	8	3
Gender	Male	5	14	8
	Female	5	16	7
Socio-economic grade	B	1	3	1
	C1	4	12	5
	C2	-	4	3
	D	4	9	6
	E	1	2	-
Ethnicity	White (incl. White British)	5	16	10
	Black (Incl. Black British, African and Caribbean)	2	6	2
	Asian (Incl. Indian, Pakistani, Bangladeshi and Chinese)	1	4	1
	Mixed ethnicity (incl. Mixed Black and Mixed White)	2	4	2

variable	Quota considerations	Cognitive interviews (10)	Ethnography (30)	Ethnography interviews
Living arrangements	Children	2	5	1
	Partner	1	7	4
	Friends	3	7	1
	Flat-share	2	6	6
	Alone	2	5	3
Ownership	Own	2	4	2
	Rent	8	26 ³	13
Type of building	House	2	8	4
	Flat	8	22	11
Borough	Barking and Dagenham		1	1
	Brent		3	1
	Camden	1	1	1
	Enfield	1	2	
	Hackney	1	2	1
	Hammersmith and Fulham	2	1	
	Haringey		2	2
	Islington		1	1
	Kensington & Chelsea		2	2
	Lambeth	2	1	
	Lewisham		3	1
	Newham		2	1
	Southwark	1	3	2
	Tower Hamlets	2	2	
	Waltham Forest		2	1
	Westminster		2	1

³ Rental included 18 private, 5 local authority, 3 housing association.

3. APPROACH

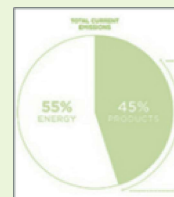
Shift Sustainability designed an approach strongly focused on obtaining deep qualitative insight. Cognitive interviews aimed to uncover the actual actions of respondents in their daily lives, with participants speaking their recall and remembering thoughts and feelings related to specific occasions in their daily routines. Tailored nudges were introduced between the two cognitive interview sessions to test a range of levers with different young Londoner profiles. Ethnographic tasks allowed space and opportunity to investigate routines visually, as they happened, and time for respondents to consider responses to their feelings and attitudes around recycling and climate change. In both phases, respondents were only informed of the client and the recycling subject matter some way into the research, to avoid conscious or unconscious bias, or posturing around recycling behaviour.



Introducing the nudges

The initial interviews with ten respondents probed their recall of specific household routines, generating insight around their behaviours. The interviews also used cognitive questioning and repeated 'why' questions, or 'laddering' to understand participants' drivers, values and beliefs in relation to recycling. This insight generated a range of participant-specific 'nudges', which we asked participants to consider over seven days until their second interview. The table shows details of the nudges, the rationale for each and their Impact.

Participant values and beliefs arising in Interview 1	Nudge generated and kept in mind over 7 days	Impact uncovered in Interview 2
Some participants expressed empathy with recycling workers tasked with sorting recycling at the plant. They had shown curiosity about the process – what happened next?	We asked these participants to imagine that recycling workers were watching them sort, clean and put items in the kitchen and communal street bin. We sent them pictures of recycling workers and the conveyor belt sorting line to put near their bins. Would empathy and knowledge of the process increase motivation?	The visual demystified the process. This was impactful in terms of understanding where their recycling went next and motivated better recycling over the week. The conveyor belt/hand sorting was a 'wow moment' for one participant. Empathy for the workers existed but was not as impactful as understanding the process.
Two students who had attended climate protests were willing to make behavioural changes to their diet but were unlikely to view their own recycling behaviours as having a major impact on climate change.	We provided an infographic with some commentary. This outlined how use of materials, products and physical resources accounts for a massive 45% of the total emissions we produce globally. Would clear facts and figures increase motivation?	The infographic helped to make the connection between recycling and climate change by showing the impact on reducing emissions. Both participants were shocked at the influence it could have and felt motivated to recycle. This was new information for them.



Participant values and beliefs arising in Interview 1	Nudge generated and kept in mind over 7 days	Impact uncovered in Interview 2	
A young student's friends and sister were strong influencers to have a vegan diet and recycle.	We asked her to imagine that every time she threw something away her main 'influencer' was watching. Would peer pressure and social normalisation increase motivation?	The process sparked conversation with her housemate, which was positive – recycling is rarely discussed between friends. However, she did not feel the nudge would have a lasting impact.	
Two young mothers had little time or energy to think about recycling. Their values and attention centred on the health and safety of their children and the local environment .	We asked them to imagine that each time they threw something away, this waste was going straight into a local playground they used with their child. Would drawing attention to protecting the environment for children's futures increase motivation?	There was a strong emotional reaction – they worried that their children would get sick from touching rubbish. However, there was minimal impact on their behaviour because they found it hard to connect the rubbish outside to their recycling habits inside their homes.	
An engineering graduate had a keen interest in how things worked . He felt that climate change was a lost cause.	We asked this participant to view video clips about successful aluminium recycling 2-3 times over the week and keep these in mind when he threw anything away. Would seeing how efficient aluminium recycling really was motivate better recycling?	Seeing the processes and how recycling has an impact on reducing emissions and saving energy deeply resonated. He had started to 'test' crisp packets using the scrunch test shown in the video.	 See footnotes ⁴
A mother with a daughter who loves animals had had an emotional reaction to images of ocean rubbish and marine life in the past. She thought shocking messaging like warnings on cigarette packages were effective at changing behaviour.	We sent her images of turtles and seals tangled in plastic waste and asked her to imagine that these were printed on plastic food packaging that she threw away Would linking her own actions to plastic in the oceans encourage better recycling?	This nudge had little impact. This participant had become immune to the shock factor in this type of image and if anything wanted them to be more shocking and frightening.	
A passionate conservationist and meticulous recycler who was a key influencer in his flat-share . He frequently called his flatmates out for not recycling and added a recycling chart to the lid of the bin.	We asked him to take careful note of what worked, and what didn't work, to positively change the recycling behaviours of his flatmates. What has a real impact on motivating housemates to consistently recycle?	Ideas that recognised habit and the need to change automatic or 'status quo' behaviour: a laminated chart on the bin checked an uninformed decision; an 'unsure' bin prevented contamination when knowledge was lacking. Documentaries and videos were the most hard-hitting.	

⁴ Video links were sent as follows:
<https://www.youtube.com/watch?v=wgtRD38tFZU>
<https://www.recydenow.com/recycling-knowledge/how-is-it-recycled/cans>
<https://alupro.org.uk/consumers/why-is-recycling-aluminium-so-important/>

4. RECYCLING HABITS: THE STATUS QUO BIAS

Most people are prone to 'status quo bias' - that is, a preference for keeping things as they are. The initial interviews and the earlier stage of the ethnography aimed at uncovering the status quo - that is developing a deep understanding of current recycling behaviours - before going on to investigate in the second interview and the later ethnography, what might motivate young Londoners to change it.

Most participants were confused or inconsistent recyclers

The initial interviews, and images and videos posted during the ethnography, revealed a wide range of recycling behaviours – from those doing no recycling through to 'eco-warriors' who meticulously recycled. Most fell somewhere between – they may be eco-aware, but confusion around how to recycle properly, and the pressures of daily life, prevented a consistent approach. Complicated labelling, or not instinctively knowing if a product could be recycled, led to split-second decision making, which was often wrong.

No recycling	Confused	Inconsistent	Eco-aware	Eco-warrior
●	●	●	●	●
No recycling bin in the house/flat, despite having communal or outside recycling facilities.	Lacking knowledge on what materials can be recycled and usually only recycling glass, cardboard or tins.	Will not recycle if extra time and effort is required, e.g. rinsing. May not recycle bathroom or cleaning packaging.	Has knowledge on what materials can be recycled and will separate and clean waste the majority of the time.	Will go the extra mile to make sure their waste is being recycled, e.g. taking batteries to a battery recycling bin, or carrying recycling home.

What caused the confusion?

There was confusion around mixed materials, thinner plastics, lids and caps, tinned foil, cleaning products, clothes and fabric, dirty items, toothpaste tubes and other bathroom products. Cognitive recall demonstrated how the automatic and routine nature of the task meant that uncertainty was not followed up through seeking knowledge. The participant quickly moved on in their minds to the next thought or task.

What caused the inconsistencies?

Inconsistent recycling behaviour was mainly caused by:

- Lack of time or motivation to wash or separate waste.
- A sense of disgust – not wanting to clean products that had food residue.
- A lot of recycling being generated at once, e.g. glass bottles and cans after a party because it was too much effort to separate during a quick clean-up.
- A very small amount of recyclable material because they thought it was too small to make a difference.

Food waste was a particular obstacle. Challenges arose in small kitchens where a food waste bin was seen to take too much space. Participants said their councils did not collect food waste and they tended to put their food in the general waste. Some thought it would decompose quickly and would not be a

problem in landfill. Some separated waste in the kitchen to keep the general waste bin cleaner, and then disposed of it together in the general waste.

Practical factors created barriers to better recycling

Type of property: Those in blocks of flats spoke of the additional effort needed to take recycling down flights of stairs, especially if communal recycling bins were not next to the general waste, meaning it took more than one trip, rather than being part of an existing routine.

Bins: Having the space for recycling in their home often dictated whether this was a habit. A general waste bin was considered a standard, but a recycling bin was an added extra for many. Some didn't have the disposable income for this, or were prioritising spending on other areas they considered a higher priority.

"I also think recycling is a nightmare in small houses/flats because the amount of space you need for sorting rubbish is huge. If we are to effectively recycle we need about four different bins – which is just not possible in a tiny London home."

Female, 22-26, house share, Hackney

"You'd have to spend a good £20 on quite a large bin, and some people don't have spare money to do that."

Female, 31-34, living with children, house, Hammersmith & Fulham

Council rules: Participants were confused by inconsistency across boroughs and councils' rules on recycling (e.g. whether glass needed to be separated out). When in doubt, they resorted to their own instincts 'in the moment' – which were often wrong.

Bin collection routine: Some felt the council did not collect recycling frequently enough. Not wanting bins to overflow and make their homes untidy, recycling would be thrown in the general waste instead. Those in flats knew much less about the collection routine for recycling, whereas those in houses tended to know which day to take their bins out.

Lack of monitoring: Participants felt there was little repercussion if they didn't recycle, with no one seeming to monitor their actions, either with sanctions for bad behaviour or praise/rewards for recycling correctly. This made it easy to revert back to bad habits. Surprisingly, a range of participants from across the socio-economic groups included in the study themselves suggested that it may take a system of fines or rewards to convince them to give more conscious thought and encourage them to recycle better. The impact of neighbours and anonymity is explored further on.

5. FITTING IN OR STANDING OUT: SOCIAL NORMS AND SOCIAL COMPARISON

Parents and family, housemates and friends could have a positive or negative impact on recycling behaviours.

Parents, particularly mothers, were often mentioned as good recyclers, having instilled the idea of recycling as 'the right thing to do' in their children. However, leaving home could trigger rebellion in younger participants, and less urgency to recycle, with no one in their home to pull them up on their habits. Some faintly recalled learning about recycling in school, with a few having visited waste-management plants. These influences made recycling of cans and glass a routine behaviour. Where participants had their own children, they could be strong influencers, bringing recycling messages and fears around climate change home from school. These messages held weight coming from their own children.

Media figures, such as David Attenborough and Greta Thunberg, had brought recycling more to some participants' attention.

For those in house-shares that did recycle, this household norm was effective. However, where there was no real drive to recycle or it was not already part of the norm for the majority of the household, it often got left by the wayside. Very few participants said they actively spoke to friends or housemates about recycling. While it might be easy for them to correct someone else's behaviour, it was not something that was often spoken about and participants did not want to appear 'preachy' among friends.

With flat-living particularly, neighbours were cited as bad role models, leaving rubbish in communal areas or putting items in the wrong bins. If bins were already contaminated or the local area already dirty, this discouraged some participants from recycling.

Living in London was said to make recycling difficult to adopt: small homes, a culture of convenience and a lack of positive feedback for good behaviour were all noted

Living in London was said to have both positive and negative impacts on motivation to recycle. Small homes and flat-living were clearly a factor. Beyond this, many were clear that living in London did affect their behaviour and motivation, often comparing their experiences with those of friends and relatives who lived in the suburbs or outside of the city altogether.

Many felt it was too easy to go along with the crowd and not recycle – a sense of anonymity meant no one would know, and there were no repercussions or social reward for recycling. Still, some living in closer proximity, e.g. on estates, described how they felt they were being watched by neighbours, which sometimes shamed them into recycling.

There was an emphasis on convenience and fast-paced living: Most public and private services work well and are set up to meet the demands of busy people, e.g. transport and food-delivery apps. Immediacy was part of their identity, as was being able to get what they desired with the minimum extra effort and energy. Recycling felt anomalous here.

The local environment was said to be dirty or unkempt, with few green spaces. Participants had a sense of 'it is what it is'. For the more affluent with plans to make the move out of London when they start families, and students, London was sometimes seen as a short-term place to work, rather than

somewhere to live and settle down. Investment in their community was low and few saw how recycling could make any difference to their borough.

There appeared to be two key mechanisms at play here, which helped perpetuate non-recycling as the norm and this behaviour was cited as part of the identity of many of our participants. Interventions in these areas may help to support behavioural change:

- A lack of feedback or tangible incentive for any recycling behaviour.
- Consensus bias: “Nobody else is doing it, why should I change?”

“I can literally throw whatever I want in the recycling because nobody can see me. Let’s say a milk carton, in reality you should rinse that out, make sure there’s no stuff in that before you recycle it. Here, I’ll throw that in the bin. If it leaks, it leaks. I don’t care because I’m just throwing it in that recycling thing. Nobody is seeing me. There’s no attachment to me. That’s really bad. I’m judging myself...”

Female, 22-26, living with friends, flat, Tower Hamlets

6. MAKING RECYCLING THE NORM: PRIORITIES AND IDENTITY

Recycling was not a priority for participants, and not seen to play a part in any of their top areas of concern, with a knock-on effect for motivation.

In many cases, participants were leading difficult lives in less than ideal circumstances. They were often concerned about meeting basic physiological and safety needs, recalling Maslow's hierarchy of needs⁵, and were preoccupied with these before they could think about anything more abstract to them, like recycling.

Recycling felt unconnected to any of these immediate needs or desires – it served no role in bringing down the cost of bills, having secure employment or keeping safe – and a lack of feedback made throwing all materials into the general waste an emotionless, automatic decision. Convenience and ease were highly prized – not because participants were selfish or unthinking, but because any respite from the stresses of their day-to-day lives was extremely valuable.

Where priorities reached beyond the home, these remained local, such as the cleanliness of the streets, parks and canals or fly-tipping. Social issues, like racial inequality, drugs and knife crime, were often discussed as a high area of concern and it was thought laughable to consider recycling as important.



"I feel like the world that we live in now, is like, why are you talking about recycling when we've got this going on, and that going on. If I rang my friend and said I want to talk to you about recycling she'd probably laugh and say, 'have you gone mad?'"

Female, 26-30, renting a flat, Tower Hamlets



Where concerns did reach beyond the local area, concern was focused on the human rather than the natural, such as the impact of war or famine. The natural world seldom figured as a priority, particularly for those from lower socio-economic groups.

Interviews uncovered how participants strongly empathised with individuals in trying situations and sought to understand their issues. These issues trumped concerns about the environment, which perhaps felt a little less tangible. The images here were provided by ethnography participants in response to the prompt

"What is more important than recycling?", with comments discussing war, poverty, malnutrition and homelessness.. When prompted to post views and images around "What would happen if no one recycled?", the images most often focused on landfill sites and the conditions for people living in these environments, rather than on the natural world.

Participants struggled to see or articulate a link between climate change and recycling. A minority of the sample were deeply sceptical about its importance. Lifestyle choices like yoga, diet and attending climate

⁵ Maslow's hierarchy of needs is a theory of motivation which states that five categories of human needs dictate an individual's behaviour. Those needs are physiological needs, safety needs, love and belonging needs, esteem needs, and self-actualization needs.

change marches rarely extended to good recycling behaviour. While recycling made participants 'feel good', not all were able to say why.

Participants described their identity being far removed from a recycling advocate their own age, with different levels of stress and complexity being the main factor.

We asked participants to describe a person their age who recycles. In the small number of cases where the participant was a regular recycler, they were more likely to say, 'someone just like me'. However, overall, this exercise produced a remarkable consensus.

While there is an element of hippie cliché in these responses, they help us understand the differences between most participants and their conceptions of a regular recycler, and indicate the barriers to recycling. Being able to be a good recycler was linked to privileges that were out of reach for many, i.e. spare time, a lack of worries, feeling 'settled' and having a defined set of values to live by.

What is someone your age who recycles like?		
Comfortable job, student or stay-at-home mum	White	Middle/ upper-middle class
Homeowner	Time on their hands	Relatively frugal
Living in the outer suburbs – not really a Londoner	Well travelled	A hassle-free life

Even those who saw themselves as 'eco-aware' favoured convenience at the expense of recycling, such as picking up a plastic-wrapped Tesco pizza after a long shift and being too tired to think about recycling even the cardboard outer box. We heard participants describe a person for whom recycling was integral to their identity, further strengthening the link between identity and behaviour. This person was often very different from the participant, and in some cases felt extremely distant.

Crucially, some of those who did consistently recycle also found this ideal distant and perhaps a little over the top. One participant was keen to point out that she was "eco-aware NOT an eco-warrior". This pragmatic tone was common in the research – young people wanted to be told the facts and deal with them accordingly, rather than have to work through confusing messages and align themselves with ethical or political issues.

"[a good recycler my age is]...a hippie sort of person, all about the earth. They would be white, quite posh, with a part-time job, a part-time student for sure."

Female, 31-34, living with children, renting a house, Hammersmith & Fulham

The range of responses suggested that perceptions, norms and a sense of what is and is not attainable are variable across individuals within different socio-economic grades.

7. MAKING A DIFFERENCE: AGENCY AND IMPACT

The range of responses suggested that perceptions, norms and a sense of what is and is not attainable are variable across individuals within different socio-economic grades.

We asked ethnography participants, "What is recycling good for?"
"I think recycling is good for keeping our streets and roads clean."

Female, 26-30, living with child, flat, Lambeth



Although we heard that 'every little helps' and that participants recycled to 'do their bit', most thought their sphere of influence was small or non-existent and only had an impact if everybody played their part, which they doubted was the case in today's society. In line with their higher priorities, their sphere of influence was seen as being centred on the local rather than



the global, and was discussed in terms of cleanliness and decreasing waste to landfill. Emotive images of climate change impact in other countries were seen to have little relationship to individuals' actions, although they were sometimes referred to in the abstract as a possible consequence 'if no one recycled'

Young Londoners look to authorities to affect change, yet also distrust them

There was a strong sense that it was up to councils, government and business to deal with pollution and climate change. However, we repeatedly heard young Londoners express cynicism and distrust in authority sources and actions, creating a difficult dichotomy. They want government and businesses to drive action, but don't trust them to do so. The Edelman Trust Barometer⁶ demonstrates the strong distrust towards government, corporations and the media globally and particularly in the UK, suggesting this issue is not confined to our sample.

Respondents wanted more support to recycle from:

- **Housing associations, landlords and local councils** in providing more facilities;
- **Businesses** in taking the lead by using recyclable packaging and providing clear instructions;
- **Government** in using policy to force businesses and councils to fight climate change.

Some thought it was the last of these three in which individuals could make a difference, through larger group movements, i.e. voting in elections and attending marches to drive climate change up the policy agenda. There was a sense of injustice that individuals were made to feel ashamed when model behaviour wasn't demonstrated by the authorities and, additionally, when no benefits of recycling were returned to the public, e.g. through lower taxes or lower prices.

"I just really believe the world just isn't how we see it and you get all these people who claim they want to help and I'm sure they do but I just think there's a lot of hypocrisy and a lot of things that don't make sense within the government."

Male, 31-34, living alone, owner, studio flat, Hammersmith & Fulham

⁶ January 2020, See <https://www.edelman.com/trustbarometer>

8. KNOWLEDGE IS POWER: ATTRACTING ATTENTION

Uncertainty around how to recycle, and where it goes next, led to inconsistent or poor recycling

Respondents were hazy about many aspects of recycling and the journey of materials to landfill, oceans or becoming new items. This gap in knowledge also drove misconceptions and myths, which could also be fed by the distrust felt towards authorities. It was also exacerbated by the fact that recycling is seldom top of mind. As a split-second decision, the trigger to seek information is often passed too quickly to drive motivation to find information and fill the knowledge gap.

"...that's confusing because I put some plastic things in there. [My mum's] like that can't go in there. [You've] got to take the lid off that. I'm like I give up. That's what puts me off doing it. That can't go in with that lid."

31-34, living with children, renting a house, Hammersmith & Fulham

"I have no idea about where it goes or what happens to it. I guess I would just assume landfill, but I don't know where that is.... I've no idea what the process is... So, if it's just put somewhere or if someone has to go through it, that seems like such a huge job, going through recycling for so many houses and there's recycling on the street. I think that that must get contaminated every single time because not everybody cares. "

18-21, living with friends, renting a house, Southwark

Exposure through individual experience and knowledge drove a feeling of agency and motivated recycling behaviours

The motivation of respondents in the eco-aware or eco-warrior groups was often attributed to personal experience of seeing the recycling process in action, or seeing at first-hand the environmental impact when it doesn't happen. Visits to recycling plants and recycling projects in school stuck in some participants' minds. Travelling in East Asia, and seeing plastic-strewn beaches had resonated. It seemed that this exposure gave them the motivation to find out how to recycle and the confidence that they were doing it right, as well as understanding the impact it has – driving better and more consistent behaviours. This idea was reflected in the impact of the nudges too – the participant who had received the image of conveyor-belt recycling drew an interesting analogy combining empathy and understanding to motivate new behaviours:

"Before I worked in hospitality, I wasn't really thinking... what do these waitresses and waiters have to do when they come out for the plates – you know, you might just leave your plate in front of you and wait for them to come and collect it, but after working in that industry, every time I go to a restaurant I'll pile up the plates to make it easier for the waiters. It's that same kind of impact... trying to make a difference for that person."

22-25, living alone, renting a purpose-built flat, Lambeth

Distrust of authorities led participants to prefer 'cold, hard facts' and a personal approach

Do you trust the council?

"Not really. I watched a programme, they use robots to detect the materials, if material is thin or the wrong colour it'll go in landfill anyway. Technology is perhaps not at the level required."

26-30, living in a house share, renting, Hackney

We asked participants directly what types of communications they tended to pay attention to. When they recalled facts about recycling and climate change they were prompted to also recall the sources these had come from. For some, few communications resonated because, as we have seen, personal priorities battled for their attention – these groups are a particular challenge to reach. Where participants did interact with wider information and communications, reactions were strongly linked to the themes of distrust and the demand for transparency and authenticity revealed in the course of the research. Participants wanted facts and figures from verified sources, transparent messaging and charts and images with clear unambiguous instructions. They were put off by emotive images and straplines, but also by faceless or 'boring' messages that looked dry and uninviting.

Shocking or impactful messages through video and documentaries were most often remembered and had impacted on behaviours

The power of video and documentary

The most resonant and impactful messages had reached participants through video, TV and documentary. With direct experience impacting motivation, there was a sense that the moving image could help respondents feel they were there in the moment, aiding recall. The 'shock factor', combined with these channels, could impact behaviours. Although most could not recall specific details about the names or titles of documentaries or TV shows, some facts were remembered from these channels, particularly recycling processes and specific images of impact.

Because of the scepticism we saw, these channels didn't always affect behaviour positively. Messages that debunk myths or misunderstandings generated through these channels are also important.

The shock factor

Although this had lost some resonance and was seen as 'old news', many recalled the *Blue Planet II* documentary. This was either because they had seen it themselves, or recalled the way it had resonated among the public and media. The shock of the content notwithstanding, the impact of David Attenborough as a real face on the story likely also had an impact in contrast with the distrust of faceless, impersonal or dry communications.

Shock in other areas had driven behavioural change. The direct personal impact of the COVID-19 pandemic had also driven participants who rarely did so to seek out news and information on this topic, although even here some were relatively relaxed about the impact.

9. WHAT WILL MOTIVATE YOUNG LONDONERS TO RECYCLE?

The findings suggested five key themes to consider in future initiatives, campaigns and communications designed to motivate young Londoners to recycle. While this research has shown that challenges around convenience and ease clearly remain obstacles to overcome, the findings aim to build on the initiatives arising from the previous research, conducted in 2018 which generated the testing of initiatives to promote ease and knowledge of recycling, with the focus here on motivation.⁷

Theme 1: Participants have higher priorities that take up their time and attention

Londoners often had personal and family worries around health, safety and paying the bills – sending recycling way down their priority list. Where attention went beyond the personal, it was likely to remain local – in the immediate area or community, focusing on litter and unchecked landfill sites. Where it became global, it focused on the impact on humanity (e.g. homelessness, war, overseas recycling workers) rather than the natural, and on the future of the planet for participants' children.

Linking messaging to the priorities that compete for young Londoners' attention, showing the benefits of recycling to personal/family/children's health and safety, the local and the human, and on messages which work together to make recycling 'the norm', could help raise recycling up to join these higher priorities.

Messaging might focus on:



Ease and opportunity – signage on bins and distributed charts to keep at home; clear, simple instructions; more readily available communal bins in streets of terraced conversions could help respondents in small conversion flats.



Personal and family health and safety – clean streets, rubbish-free canals, rivers and playgrounds and preserving natural resources for children in the near future.



Saving money – how reduced production costs are passed on to consumers in the products they buy and potentially a stronger economy to improve public services.

⁷ See <https://www.lwarb.gov.uk/revealing-research-gives-insights-into-how-to-increase-recycling-rates-in-flats/>

Theme 2: Lack of agency and anonymity (including the London effect)

Our sample felt they had a very narrow sphere of influence. They also felt that any actions they took or didn't take went largely unrecognised, and poor behaviours weren't penalised. This was tied up in the circumstances of communal living, including feelings that 'if no one else is doing it, why should I?' and 'What's in it for me?'

The anonymity discussed here was increased by the 'London effect' – that people didn't necessarily know or communicate with neighbours. Nevertheless, although sceptical about the possibilities, there was a desire for a stronger sense of community, with the belief that people working together could make a difference. Harnessing this driver may help motivate better recycling.

Messaging might include:



Displaying behaviour – collection schemes in flats, which **display who is and isn't recycling**; rather than rewarding, or penalising, this might 'display' good recycling behaviours carried out by an Individual household.



'Closing the feedback loop' – celebrating recycling levels that increase, communicating how they have impacted within communal flats and locally – increasing a sense that **individuals together can make a difference**.

Theme 3: Lack of knowledge and motivation to gain it

The uncertainty about how to recycle, and a lack of knowledge about where recycling went next, were strong demotivators. Most participants wanted to recycle, and the discovery of recycling processes could be a 'wow' moment for them, increasing their agency and thus motivation.

This concept was reflected in the better recycling behaviours of the more knowledgeable or experienced participants in the group who had seen the process first-hand or experienced the damaging effects of plastic pollution or climate change during their international travels.

Extending this idea, the research uncovered a strong lack of understanding of the link between recycling, emissions and climate change. Steps to correct this through simple messaging will inform and connect, increasing capability and motivation.

However, the fleeting nature of the recycling 'moment' meant that seeking information was an issue. Participants relied on myths and hearsay to inform their split-second behaviour or used their 'automatic brain' too frequently during the recycling 'moment' to make an informed decision. Normalising the recycling process will be key for this reason, so that the right behaviours themselves become automatic.

Messaging and channels to consider might include:



Simple instructions for recycling dilemmas, using communications that people don't need to seek out, e.g. bus stops, billboards and social media advertising.



Audio-visual media, e.g. TV, video (social media) and documentary to demonstrate the fascinating next steps in the recycling journey rather than emotive images relating to climate / natural world impact. Social media and promotion of relevant documentary and TV programming can help bring attention to these media.



Simple communications demonstrating individual elements of the direct journey between recycling, emissions and the impact on climate change. For example, 'the journey of a milk bottle' from disposal to reuse, or recycling to reuse, was suggested by one participant.

Theme 4: Distrust of authorities

There is a challenging conundrum presented by young Londoners who feel it is up to government and business to provide solutions, but who deeply distrust authorities. This is demonstrated by certain climate change marchers who don't recycle, yet protest to government for not raising climate change higher in the policy agenda. This distrust extends to housing associations and landlords, local councils, businesses and government.

Because of this it is a real challenge to get through to young Londoners who set up a mental barrier when confronted with information from authority sources. LWARB may be in a strong position here. Few young Londoners are likely to associate the organisation with borough councils or government, while the 'single issue' nature of LWARB makes communicating the message clear and transparent – a characteristic that the research showed may be more likely to make young Londoners pay attention.



Clear facts and figures from verified sources – participants wanted to know who was contacting them and be reassured they have no other 'agenda' in their messaging.



Transparency and authenticity – showing that recycling processes aren't perfect but that councils 'do the best they can' with the public's help, i.e. acknowledging the limitations while celebrating the successes.



Personal approaches – including photos of people responsible for recycling goals, with communications from them and addressed directly to individuals by post. The research suggested that familiar faces (like the high impact of David Attenborough) could grab attention and drive behaviour change. This is related to the identity issue described on the following page, where a personal approach from a relatable personality may combine to both draw attention and normalise recycling behaviours.

Theme 5: Lack of identity with ‘a recycler my age’

Participants often likened recycling to a privilege that was not available to them – a typical recycler was seen as having time, money, space and a solid sense of well-being, which gave them the capacity to think more deeply about the wider world. This ‘otherness’ of a good recycler is a real challenge to changing behaviours.

The themes outlined in this section are all aimed at this goal of social normalisation. Linking to front-of-mind priorities, making recycling into a social norm, informing and demystifying the process and reassuring young Londoners about the benefits of recycling to humanity, both locally and globally, would all be strong motivators towards recycling.

Crucially though, young Londoners need to believe that it is something people like them do. Initiatives and messaging might look at the following ideas, although caution is needed. Because of the cynicism and distrust present in this group, transparency and authenticity in communications is vital.



Bringing recycling into their world – presenting recycling in the context of a range of London lifestyles that could reflect their own.



Disseminating messaging through a wide range of channels – note that caution is needed due to the cynicism and distrust present in this group, meaning that transparency and authenticity in communications is key.

Combining the themes to motivate young Londoners to recycle

Overall respondents displayed some inclination to ‘do the right thing’ and most wanted to recycle. However obstacles clearly remain around ease and knowledge and are a sticking point for young Londoners who value speed and convenience, and who, crucially, are often living life under difficult circumstances. This is likely to be particularly exacerbated now during the Covid-19 crisis. At the same time, LWARB are in a good position to promote direct, authentic messages to these Londoners which can inform and reassure, and appeal to their interests and higher priorities. Building recycling into the identity of these groups will also be key in driving motivation, to overcome the perception that recycling is something which aligns with privilege and wealth. The findings suggest that combining the five key themes in messaging could help to normalize the activity – the ultimate goal in motivating young Londoners to recycle well and consistently.

Appendix E

Recycling Tracker: 2020

Results for London

Phil Downing
September 2020



wrap

Methodology

- Fieldwork: March 2020.
- Sample: 1,011 interviews
- Quotas: age interlocked with gender.

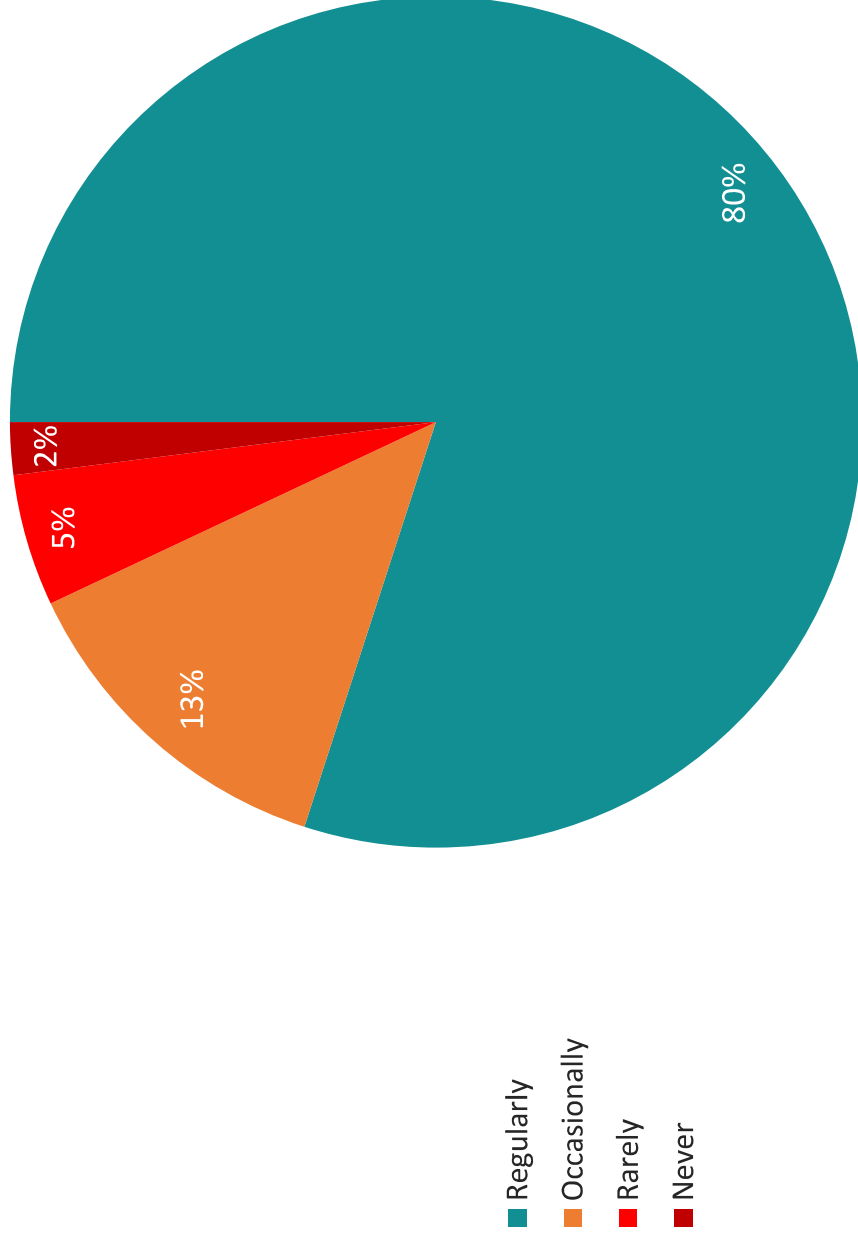
- Data matching – linking respondent data to LARSU database
- Excludes those with: communal collections, partial collection systems, unmatchable post codes
- Sample: 773 interviews.

Sub-group analyses:

- Socio-demographics (e.g. age, gender, children in the household);
- Recycle Now segmentation model;
- Service characteristics (e.g. frequency of collection, residual capacity).

Four in five Londoners (80%) say they recycle regularly

Q2. To what extent, if at all, does your household recycle?



UK average = 87% regularly

Less than regularly = 20%

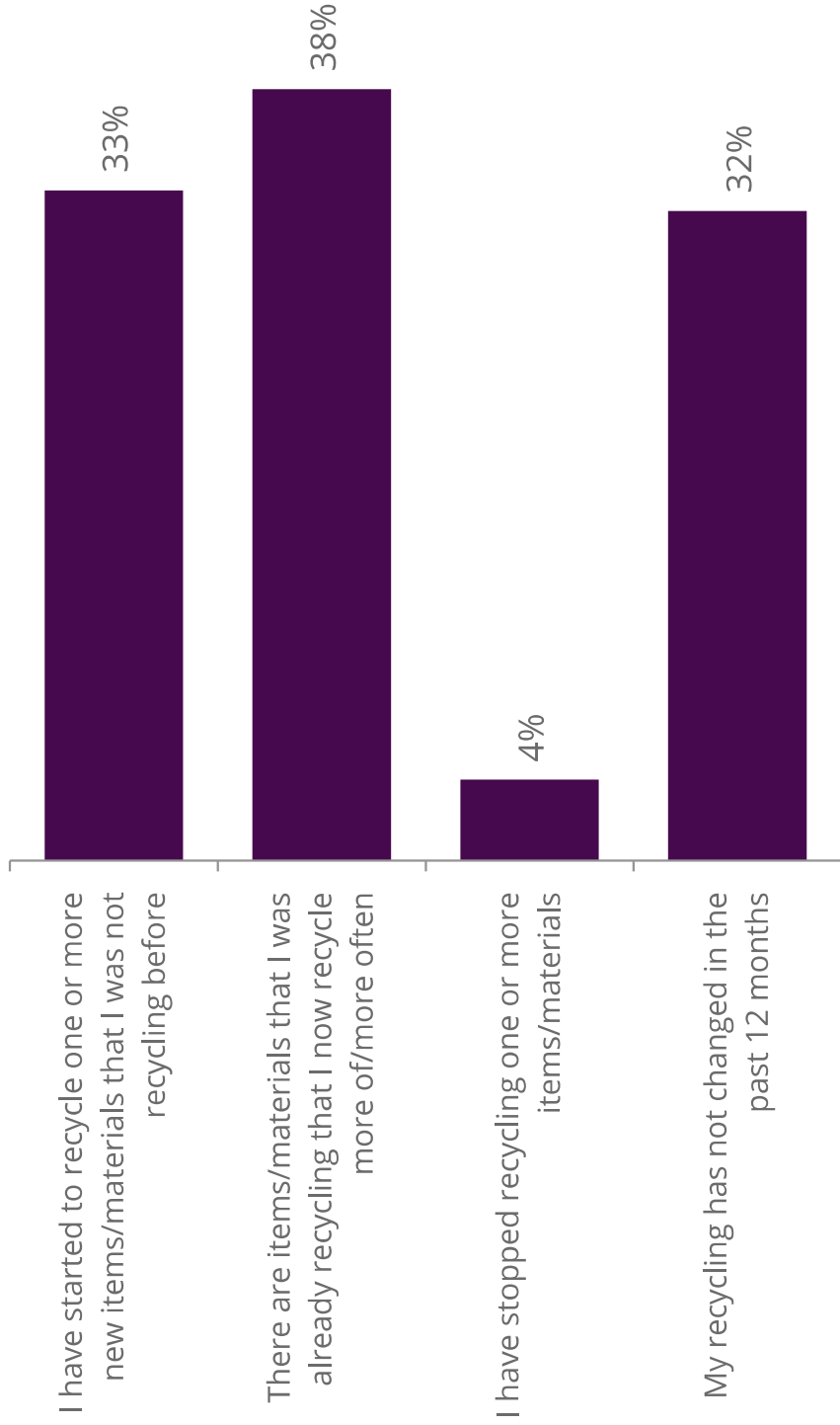
Sub-groups:

- 18-34 male (40%)
- Recycling segment 6 (39%)
- Negative recycling norm (37%)
- 18-24 (37%)
- Recycling segment 1 (36%)
- 25-34 (34%)
- Single parent (34%)
- Less than 3 years living in area (33%)
- 18-34 female (28%)
- Purpose built flat block (27%)
- Rent privately (27%)
- Male (24%)

Base: 1,011 adults aged 18+ in London with responsibility for the rubbish/recycling in their home

Almost two in three (64%) say they have been recycling more in the past year – especially ‘weaker’ recycling groups

Q3. In the past 12 months, which of the following – if any – apply to you?

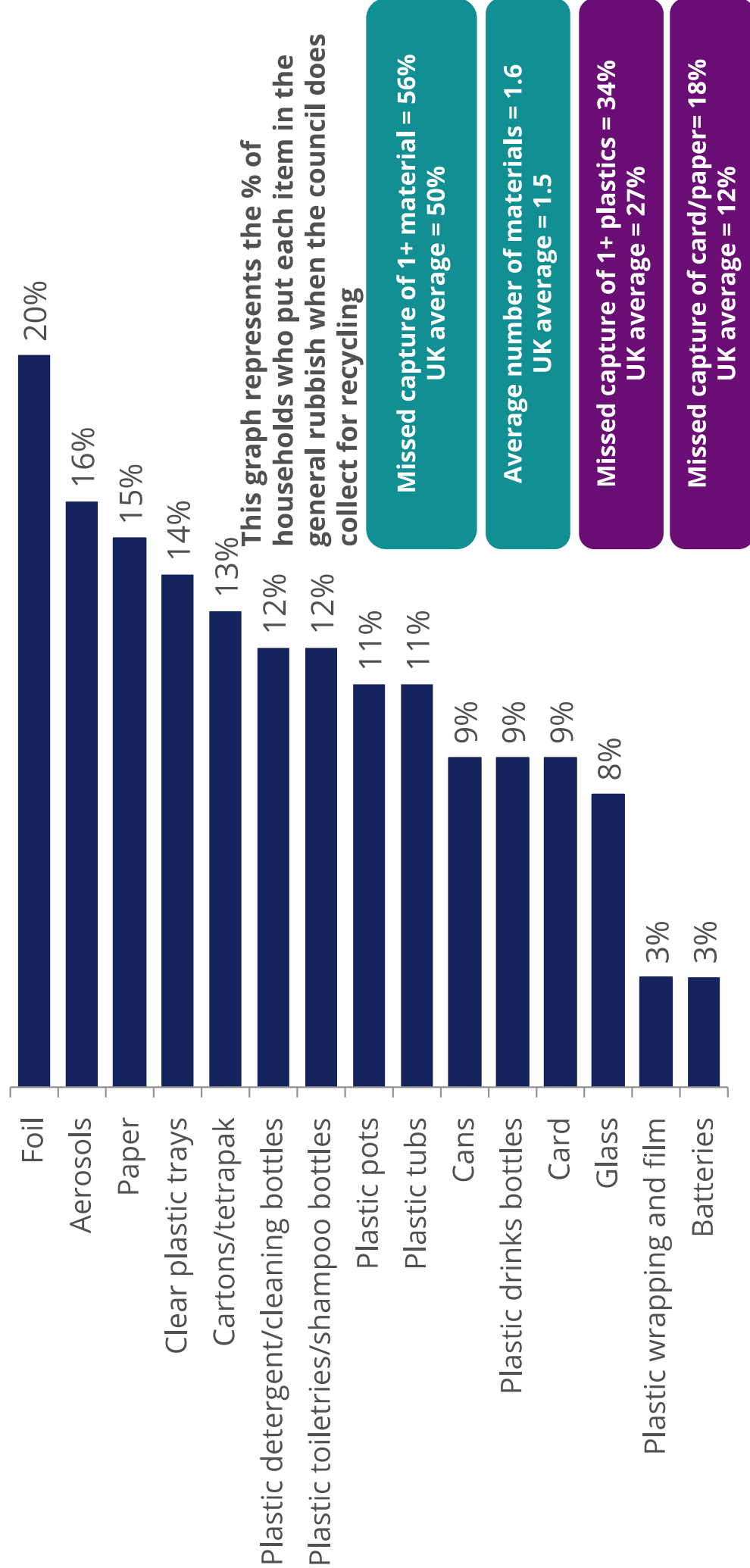


Recycling more = 64%
(UK average = 62%)

Sub-groups “recycling more”

- 18-34 and heard of Recycle Week (94%)
- Less than 1 year in area (88%)
- 18-34 male (87%)
- Recycle occasionally (86%)
- Segment 1 (84%)
- 18-34 (84%)
- 18-34 female (81%)
- Seen London Recycles/Recycle for London (79%)
- Detached/semi-detached houses (75%)
- Working FT (74%)
- Children in home (73%)

Just over half of Londoners (56%) are missing an opportunity to recycle one or more items from home



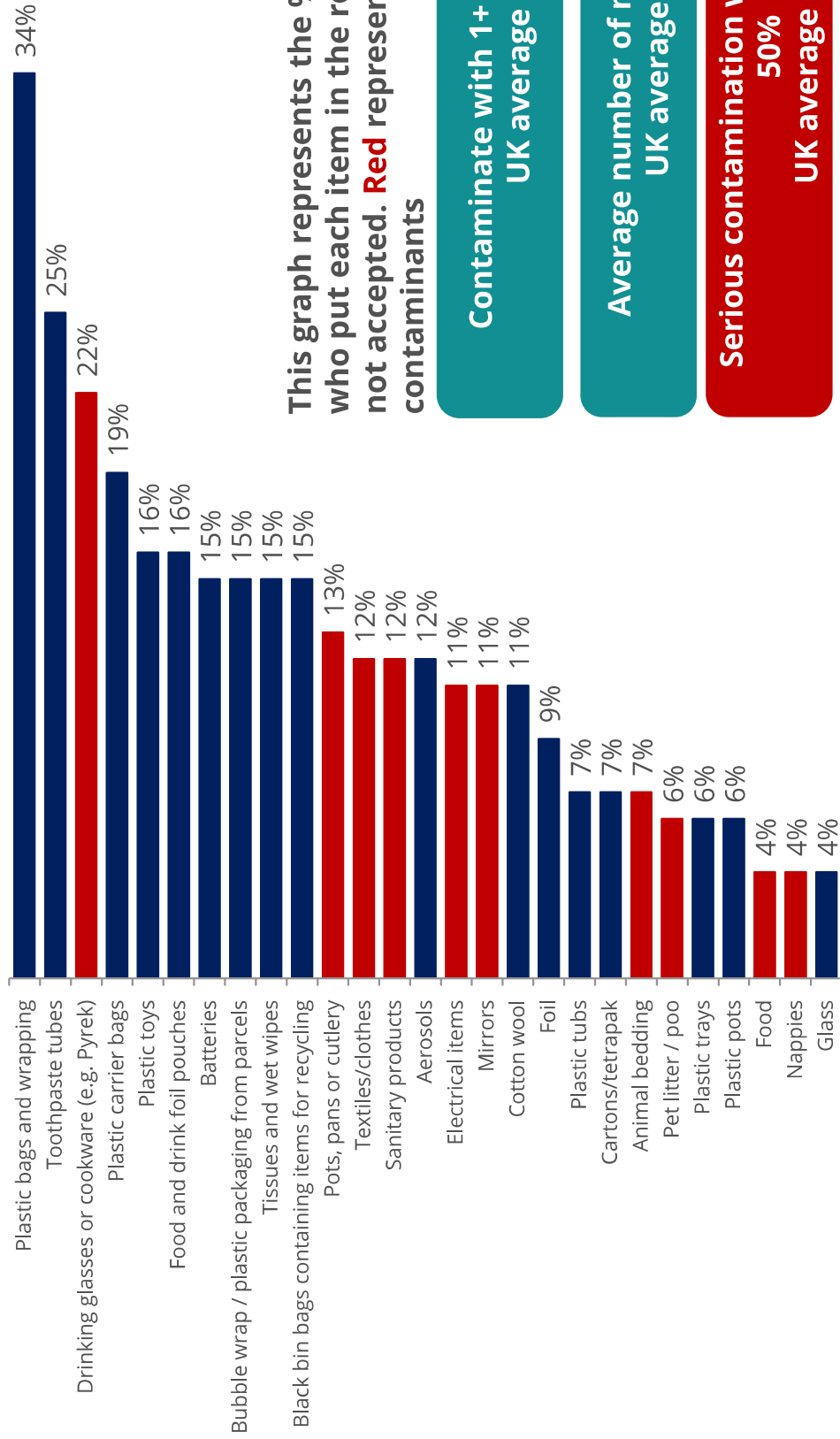
Base: 733 adults aged 18+ in London who are responsible for rubbish/recycling – based on MATCHED data

On an item-by-item basis missed capture is coming down over time

% disposing in the general rubbish when it is collected	2015 (796)	2016 (785)	2017 (824)	2018 (786)	2019 (701)	2020 (733)
Foil	26%	21%	26%	24%	19%	20% 15,17-18
Aerosols	22%	17%	21%	17%	17%	16% 15,17
Plastic detergent / cleaning bottles		14%	17%	19%	15%	12% 17-18
Clear plastic trays		17%	22%	19%	13%	14% 17-18
Cartons/Tetra Pak		10%	18%	14%	15%	13%
Plastic toiletries/shampoo bottles		13%	16%	16%	12%	12% 17-18
Plastic pots		15%	20%	14%	10%	11% 16-17
Plastic tubs	12%	13%	16%	20%	10%	11% 17-18
Paper	7%	11%	15%	16%	14%	15% 15-16
Cans	9%	11%	14%	14%	11%	9% 17-18
Plastic drinks bottles	7%	9%	11%	9%	9%	9%
Card	6%	6%	8%	9%	6%	9%
Glass	7%	6%	7%	6%	6%	8%
Batteries	6%	4%	5%	4%	4%	3%
Plastic wrapping/film		3%	4%	2%	3%	3%

Base: Adults aged 18+ in London who are responsible for rubbish/recycling – based on MATCHED data

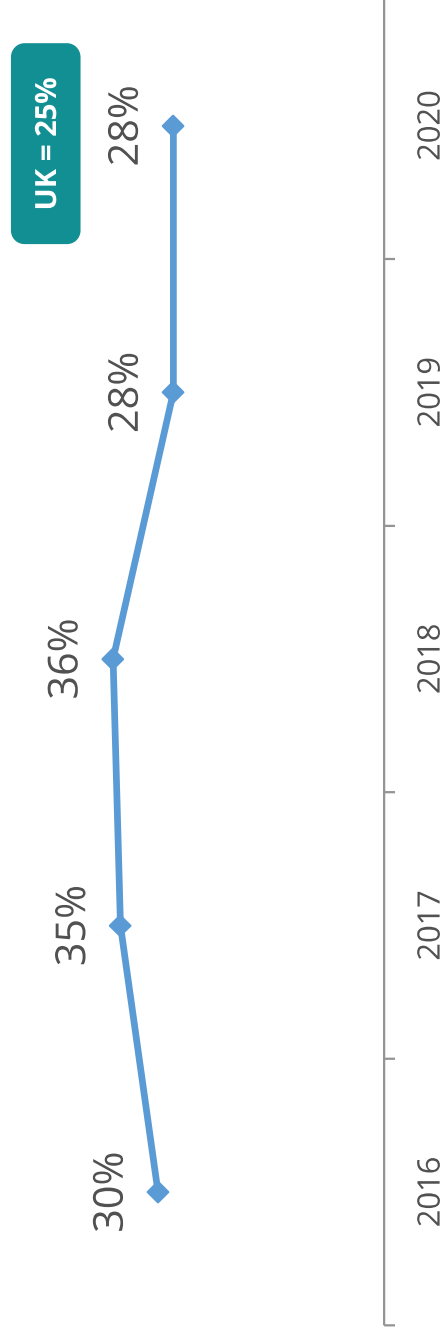
The majority of Londoners (86%) contaminate with one or more items, and this is increasing over time. “Serious” contamination is also increasing and accounts for half of Londoners.



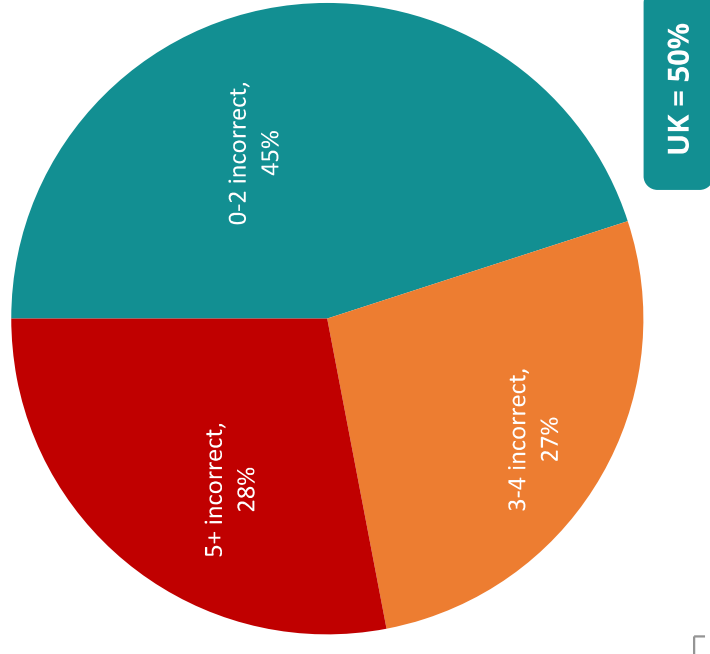
Base: 733 adults aged 18+ in London who are responsible for rubbish/recycling – based on MATCHED data

Performance – over time

This graph shows the % of respondents who dispose of 5+ items incorrectly (i.e. either put them the general rubbish when they are accepted in the recycling collection; or put them in the recycling when they are not accepted).

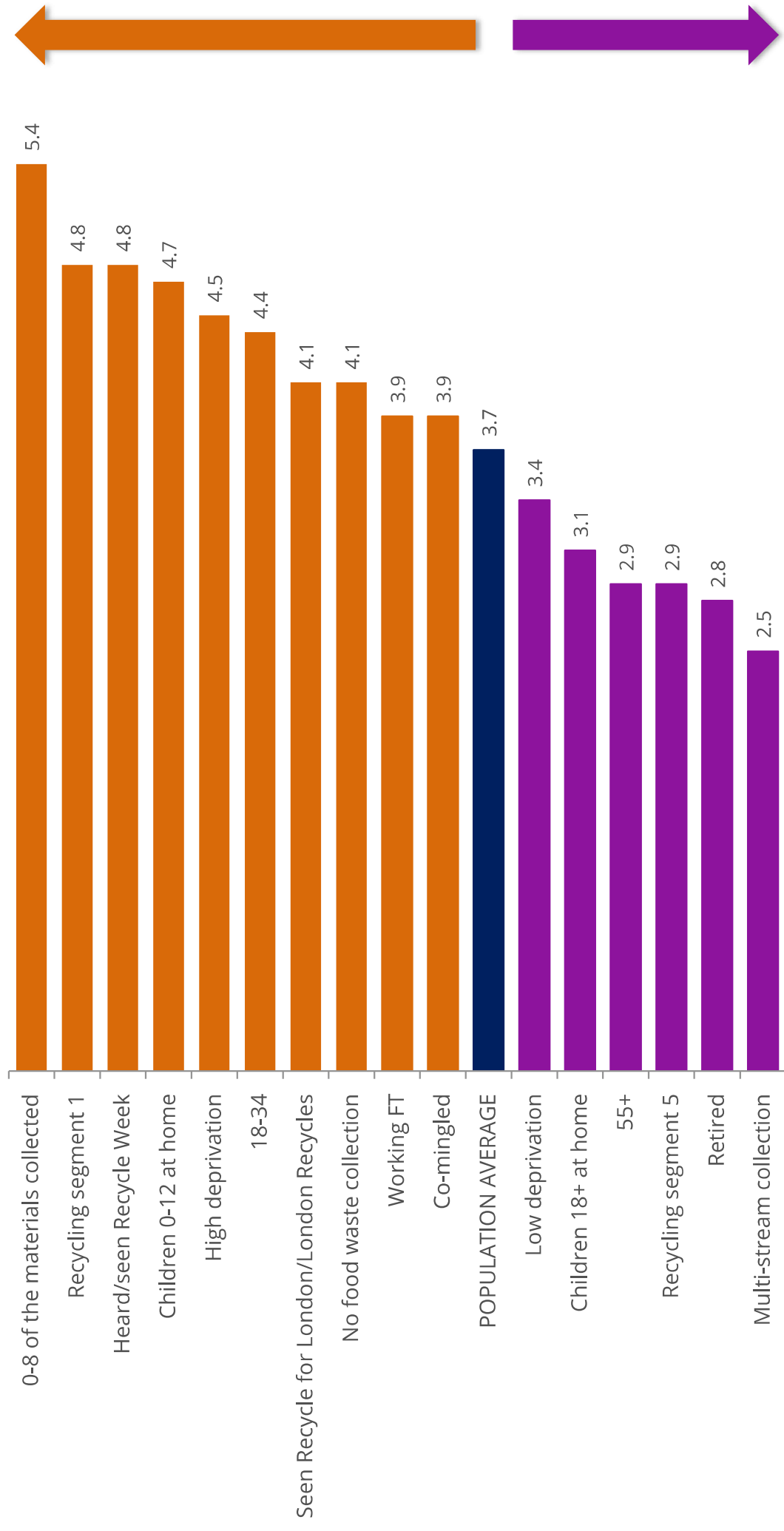


This graph shows – for 2020 data – the % of respondents who dispose of 0-2 items; 3-4 and 5+ items incorrectly.



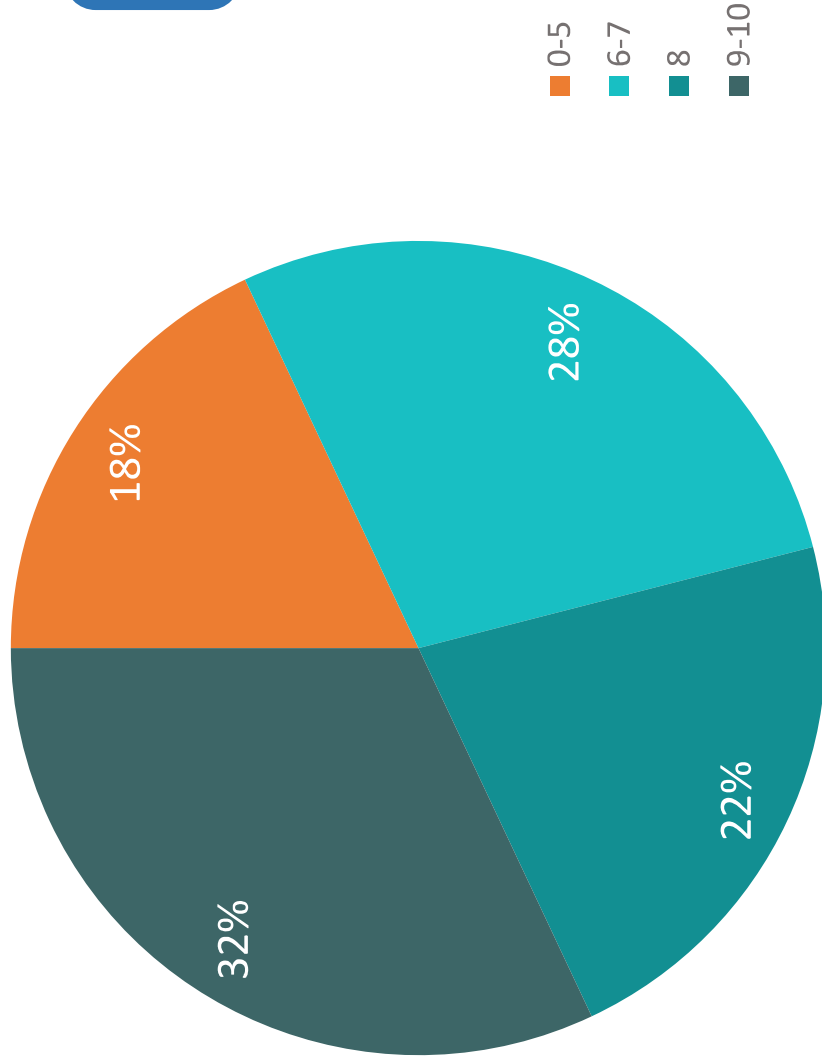
Base: 733 adults aged 18+ in London who are responsible for rubbish/recycling – based on MATCHED data

Average number of items disposed incorrectly: sub-groups



Recycling norms are steady with over half (54%) perceiving a strong recycling norm in their area

Q12. On a scale of 0-10 please tell us your perception of the number of people who recycle in your local area? 0 = I don't think anyone recycles in my local area; 10 = everyone recycles in my local area?



Average = 7.3
(UK = 7.7)
2019 = 7.4

Base: 1,011 adults aged 18+ in London who are responsible for rubbish/recycling

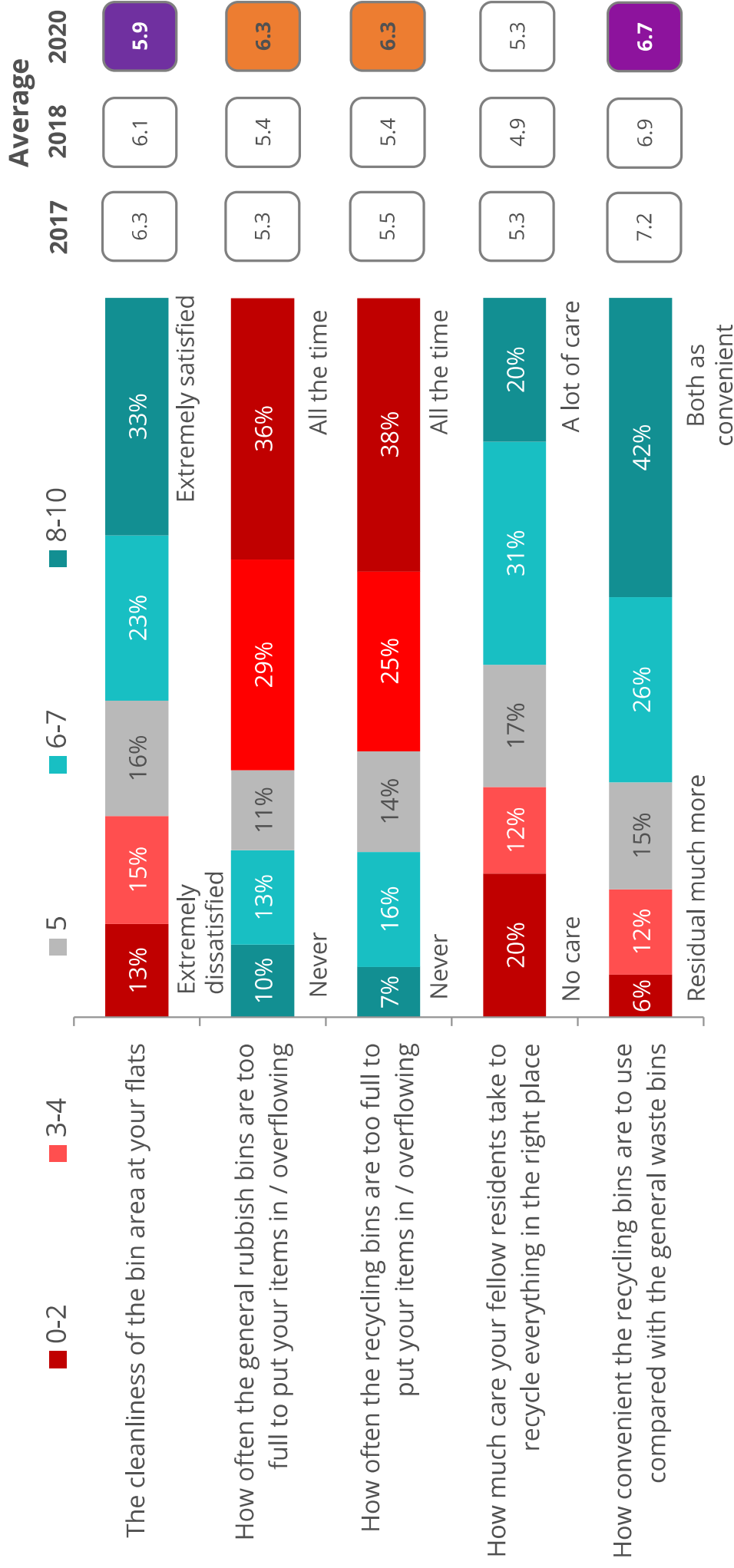
Londoners have more of their own bins and informal ‘spots’ than anywhere else in the UK

	England (4,122)	Wales (661)	N Ireland (302)	Scotland (212)	London (1,011)
0 of their own recycling bins/bags/boxes	39%	42%	38%	35%	30% All
1 of their own recycling bins/bags/boxes	37%	38%	39%	38%	39%
2 of their own recycling bins/bags/boxes	24%	20%	22%	27%	31% All
0 of their own recycling ‘spots’	60%	62%	64%	61%	54% All
1 of their own recycling ‘spots’	23%	24%	17%	25%	23%
2 of their own recycling ‘spots’	17%	15%	18%	14%	23% All

Base: UK adults aged 18+ who are responsible for rubbish/recycling

Ratings for communal recycling facilities have declined...

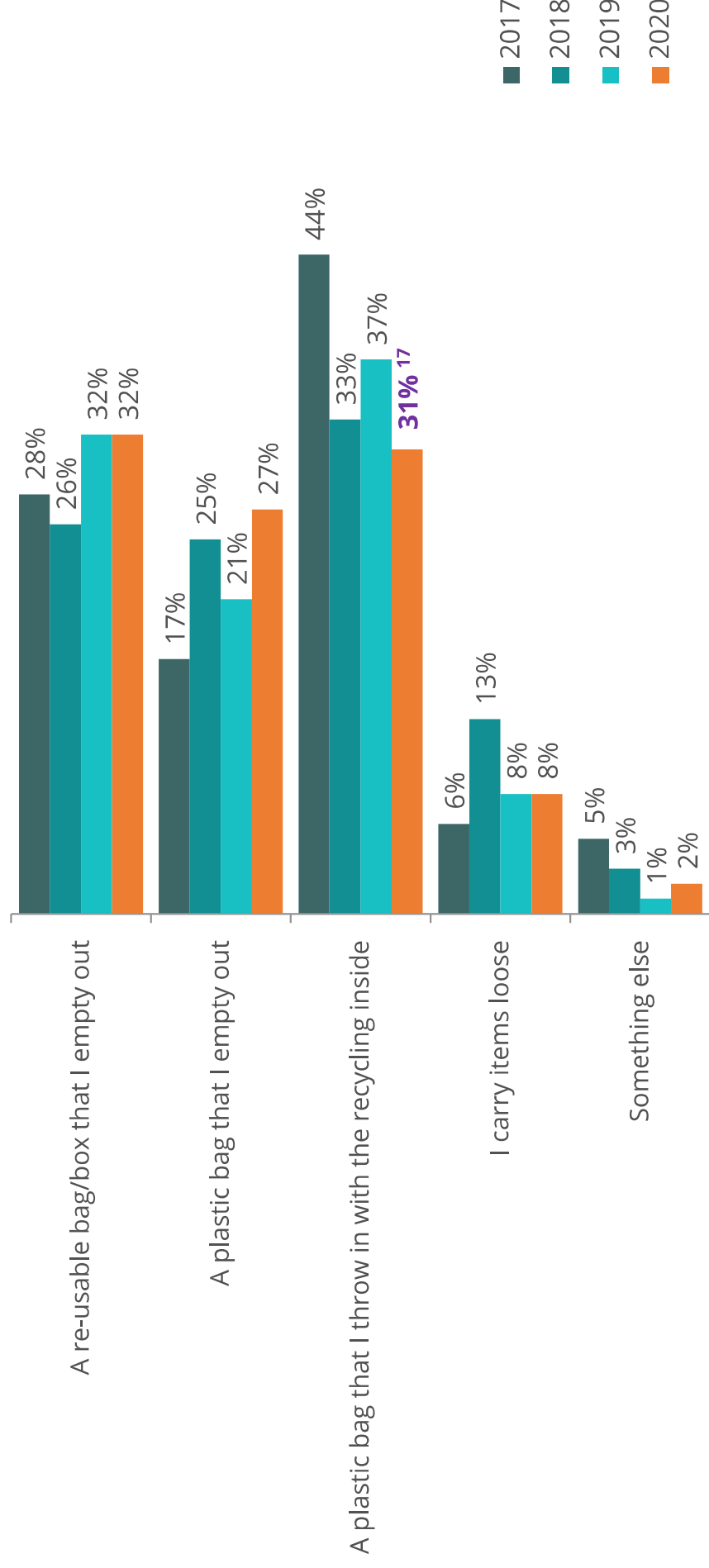
Q16. Please rate the following on a scale from 0-10



Base: 129 London adults aged 18+ with communal rubbish and recycling collections (2017 = 198, 2018 = 219; 2019 = 160)

...but fewer are disposing of their recycling inside a plastic bag

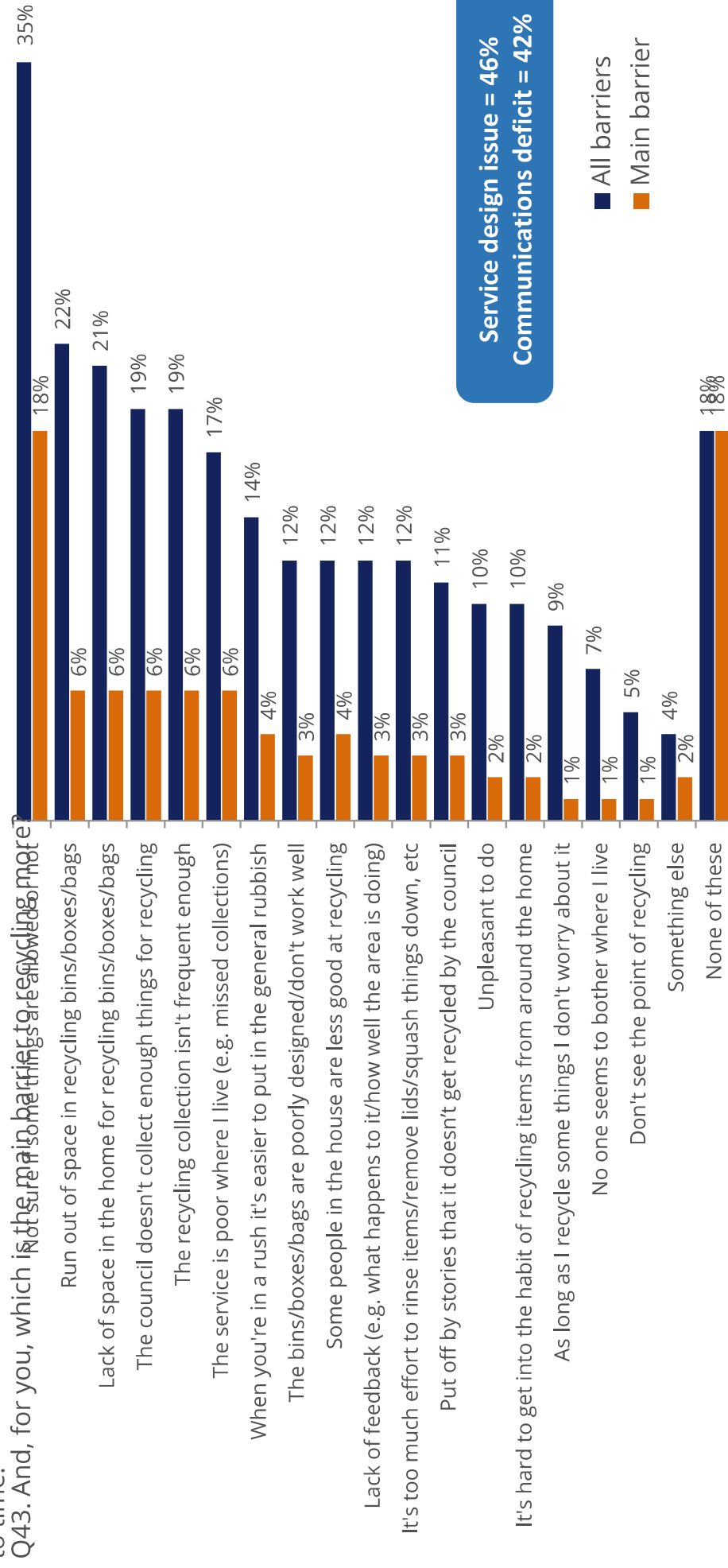
Q17. How do you tend to take items for recycling to the bin area?



Base: 129 London adults aged 18+ with communal rubbish and recycling collections (2017 = 198, 2018 = 219; 2019 = 160)

Uncertainty about what can be recycled is a key barrier, alongside capacity issues in home

Q42. We asked a range of households for the reasons why they sometimes put items in the general rubbish rather than the recycling. In other words, their “barriers to recycling”. From the following, please select all those that apply to you – whether regularly or just from time to time.



Base: 1,011 adults aged 18+ in London who are responsible for dealing with the rubbish/recycling and who recycle

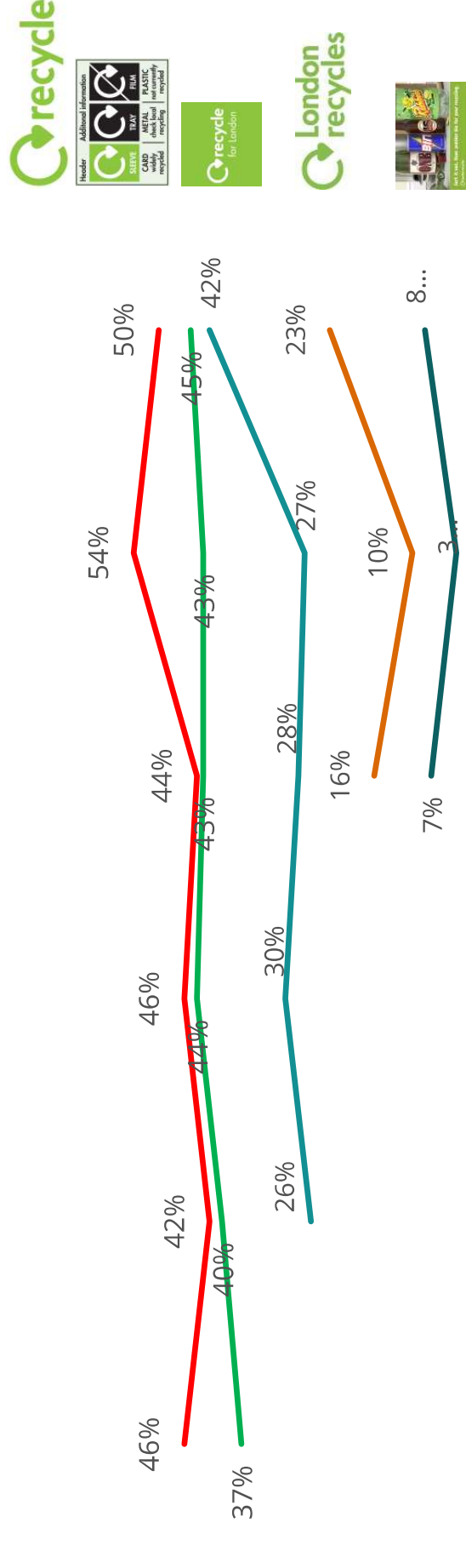
Uncertainty about tricky items is the major barrier for segments 2-5; for 1 and 6 it is a mixture of a lack of space and complaints about the service

Top 5 barriers to using the recycling service

1	2	3	4	5	6
Lack of space in the home for recycling bins/boxes/bags (37%)	Not sure if some things are allowed or not (47%)	Not sure if some things are allowed or not (50%)	Not sure if some things are allowed or not (32%)	Not sure if some things are allowed or not (44%)	Lack of space in the home for recycling bins/boxes/bags (32%)
The service is poor where I live (e.g. missed collections) (35%)	Run out of space in recycling bins/bags/boxes (23%)	The council doesn't collect enough things for recycling (21%)	The council doesn't collect enough things for recycling (22%)	The council doesn't collect enough things for recycling (16%)	Run out of space in recycling bins/bags/boxes (29%)
Run out of space in recycling bins/bags/boxes (33%)	The council doesn't collect enough things for recycling (23%)	Run out of space in recycling bins/bags/boxes (16%)	Some people in the house are less good at recycling than others (14%)	The collection isn't frequent enough (13%)	Not sure if some things are allowed or not (24%)
The collection isn't frequent enough (31%)	The collection isn't frequent enough (19%)	When you're in a rush it's easier to put in the general rubbish (16%)	Run out of space in recycling bins/bags/boxes (12%)	Run out of space in recycling bins/bags/boxes (10%)	The service is poor where I live (e.g. missed collections) (24%)
The recycling bins/bags/boxes are poorly designed (23%)	Lack of space in the home for recycling bins/boxes/bags (17%)	Lack of space in the home for recycling bins/boxes/bags (15%)	Lack of space in the home for recycling bins/boxes/bags (10%)		The collection isn't frequent enough (23%)

Recognition of London Recycles and Recycle for London has increased significantly

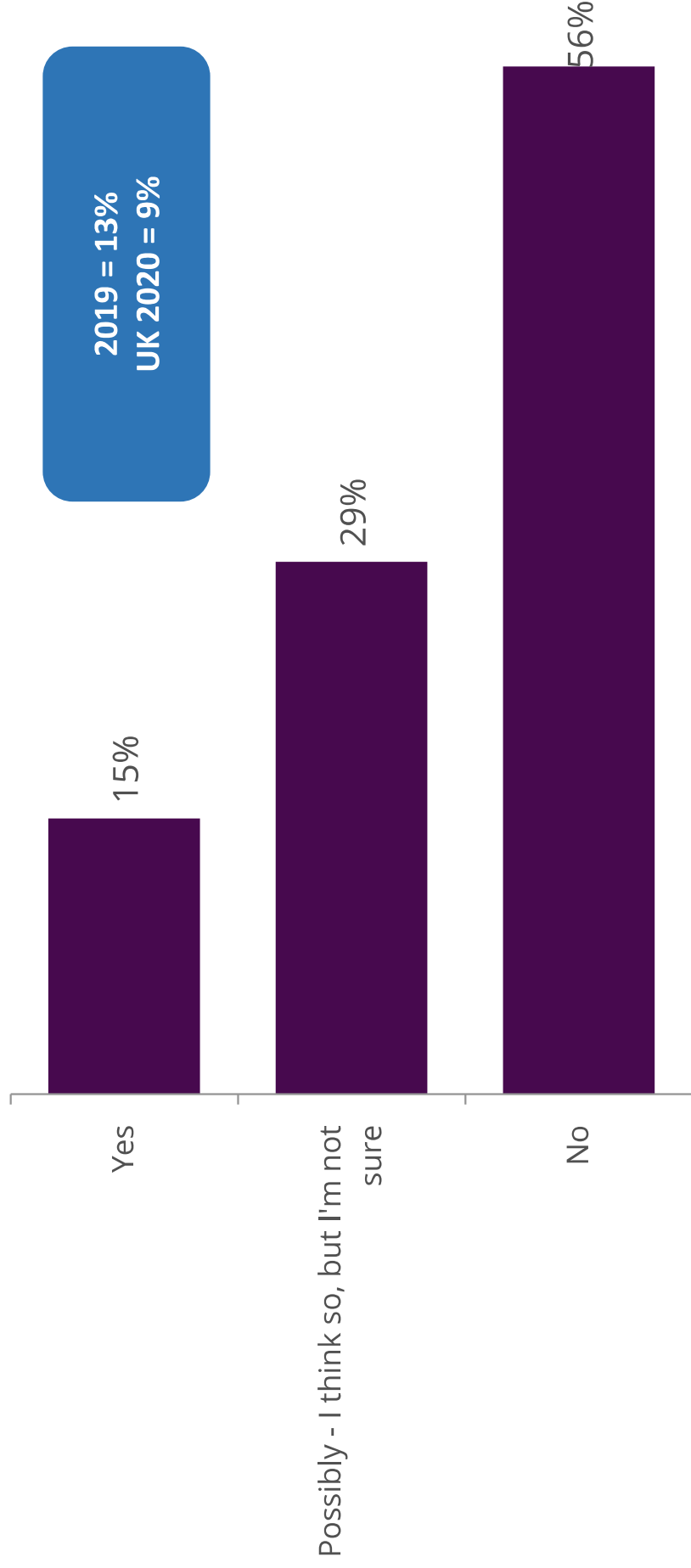
Q40. Have you seen any of these, or a similar version, in the last year?



Base: 1,011 adults aged 18+ in London who are responsible for rubbish/recycling

Recognition of Recycle Week is highest in London

Q41. Have you seen or heard of Recycle Week?



Base: 1,011 adults in London aged 18+ who are responsible for rubbish/recycling

Slightly fewer households in London say they have received recycling information from the council; but more say they have encountered recycling information in other ways

	England (4,122)	Wales (661)	N Ireland (302)	Scotland (212)	London (1,011)
I have received information from my council about the waste and recycling collection (e.g. leaflet/booklet/calendar)	73%	73%	78%	61%	68%
I have searched for information about waste and recycling (e.g. online, by phone)	51%	56%	51%	52%	50%
I have seen something about recycling on my social media	33%	38%	36%	28%	38%
I have had a conversation with friends/family or colleagues about recycling	56%	56%	53%	53%	60%
I have seen a story about recycling in the news	43%	43%	41%	36%	48%
I have seen posters/adverts about recycling out and about	43%	42%	54%	41%	55%
I have promoted recycling to others	47%	51%	49%	45%	52%

Base: UK adults aged 18+ who are responsible for rubbish/recycling

Recycling information on pack and on bin has parity with council leaflets; social media and friends/family continue to be more important to 18-34s

Q23: How would you say your knowledge of what can and can't be recycled comes from? You have 10 points to allocate. Put more on those that most apply to you and less (or none) on those that don't?



Base: 933 adults aged 18+ in London who recycle

Families in London are encountering more recycling information via their child(ren)'s school

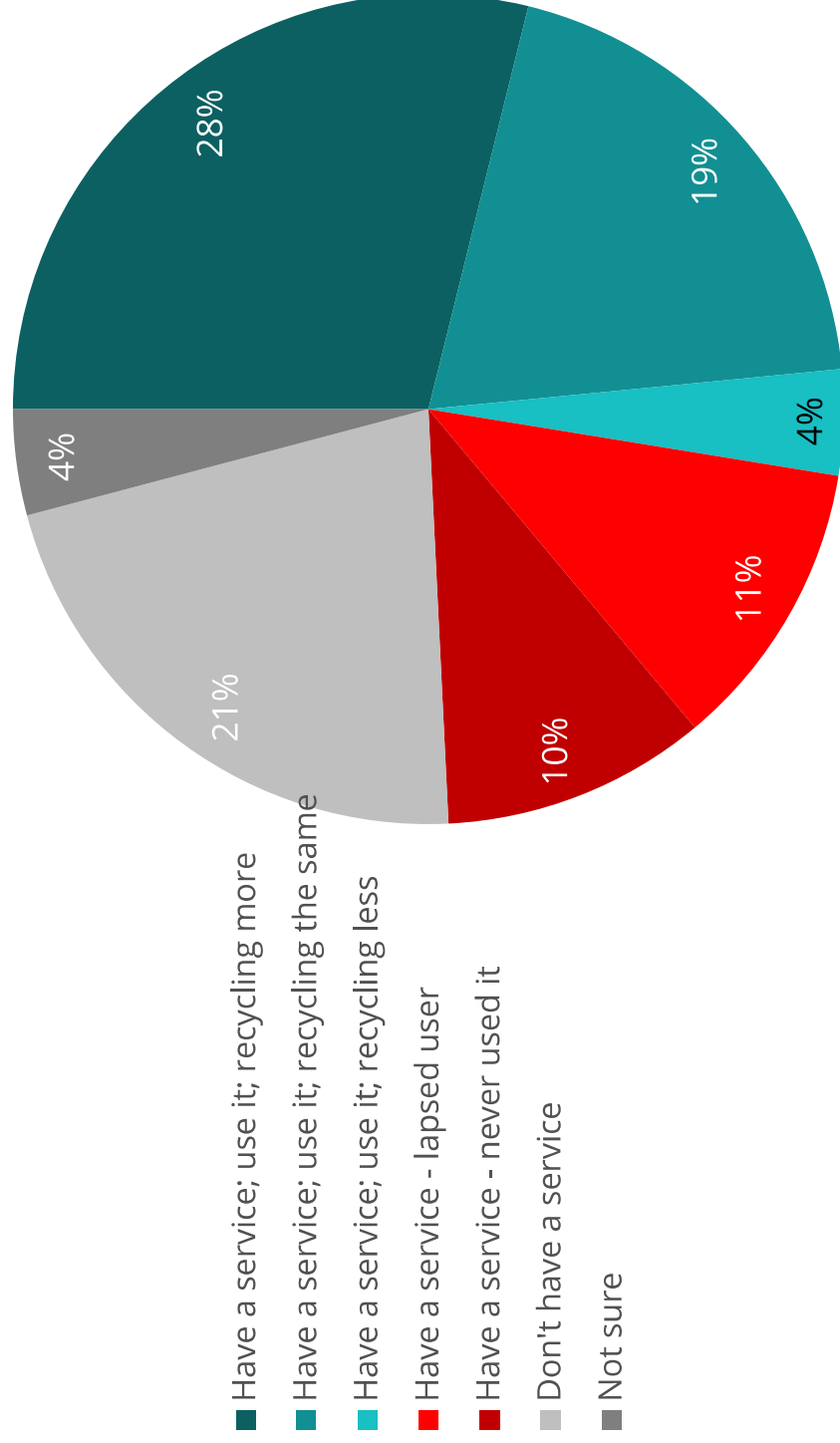
	England (1,469)	Wales (233)	N Ireland (119)	Scotland (67)	London (381)
My child(ren) have brought things home from school about recycling	18%	19%	18%	18%	24%
My child(ren) has been set homework about recycling	16%	16%	12%	13%	17%
My child(ren) have told me about learning about recycling in class	23%	22%	20%	18%	26%
I have seen posters / information about recycling at the school	16%	15%	13%	15%	22%
None of these	50%	57%	59%	52%	42%

Base: UK adults aged 18+ who are responsible for rubbish/recycling and have children living at home

The proportion of Londoners using a food waste service has hit 50% for the first time

Q6a. Does your council provide a dedicated collection for food waste that is separate from the general rubbish - either on its own or mixed with garden waste?

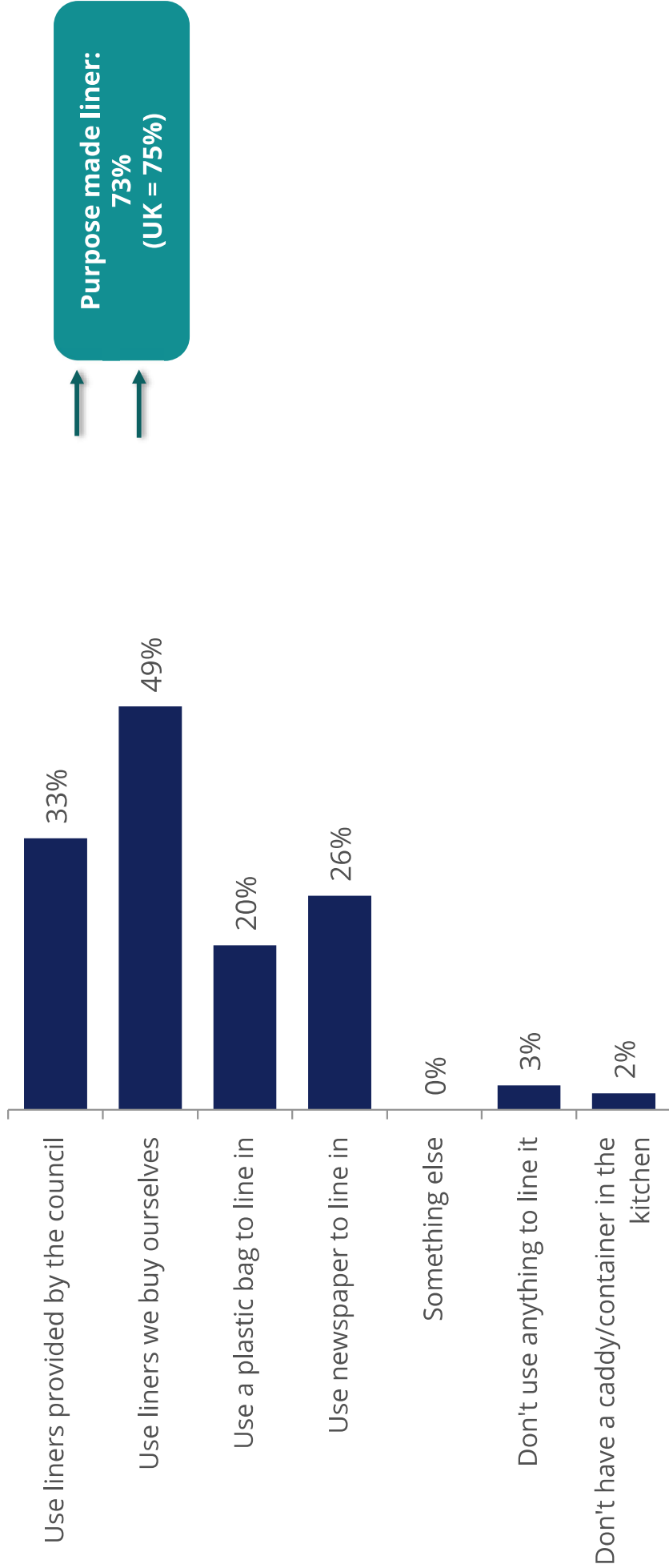
Q6b. Which of these describes your use of the food waste collection service?



Base: 1,011 adults aged 18+ in London who are responsible for rubbish/recycling

Almost three quarters (73%) of food waste users in London use a purpose made liner, although use of plastic bags and newspaper has increased notably in the past few years

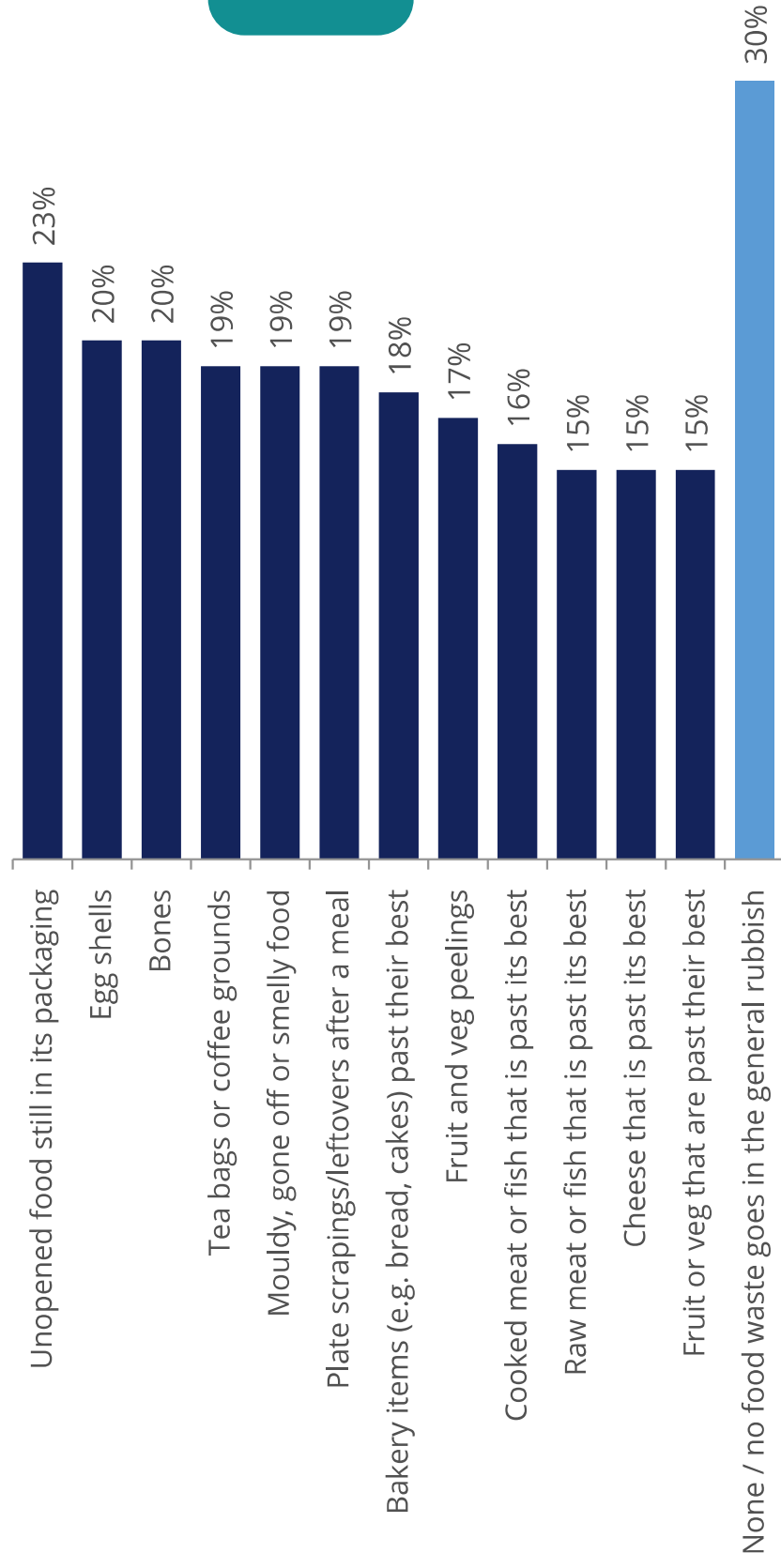
Q29. Thinking specifically about your food waste collection now, which of the following, if any, do you use to line the caddy or container you keep in your kitchen for food waste?



Base: 533 adults aged 18+ in London who are responsible for rubbish/recycling and use a food waste recycling collection

While the number of users has increased in recent years, there is now more room for improvement in terms of how efficiently the service is being used

Q32. Sometimes food waste goes in the general rubbish. Which of the following food types, if any, still go in the general rubbish in your household at least some of the time?



Base: 533 adults aged 18+ in London who are responsible for rubbish/recycling and use a food waste recycling collection

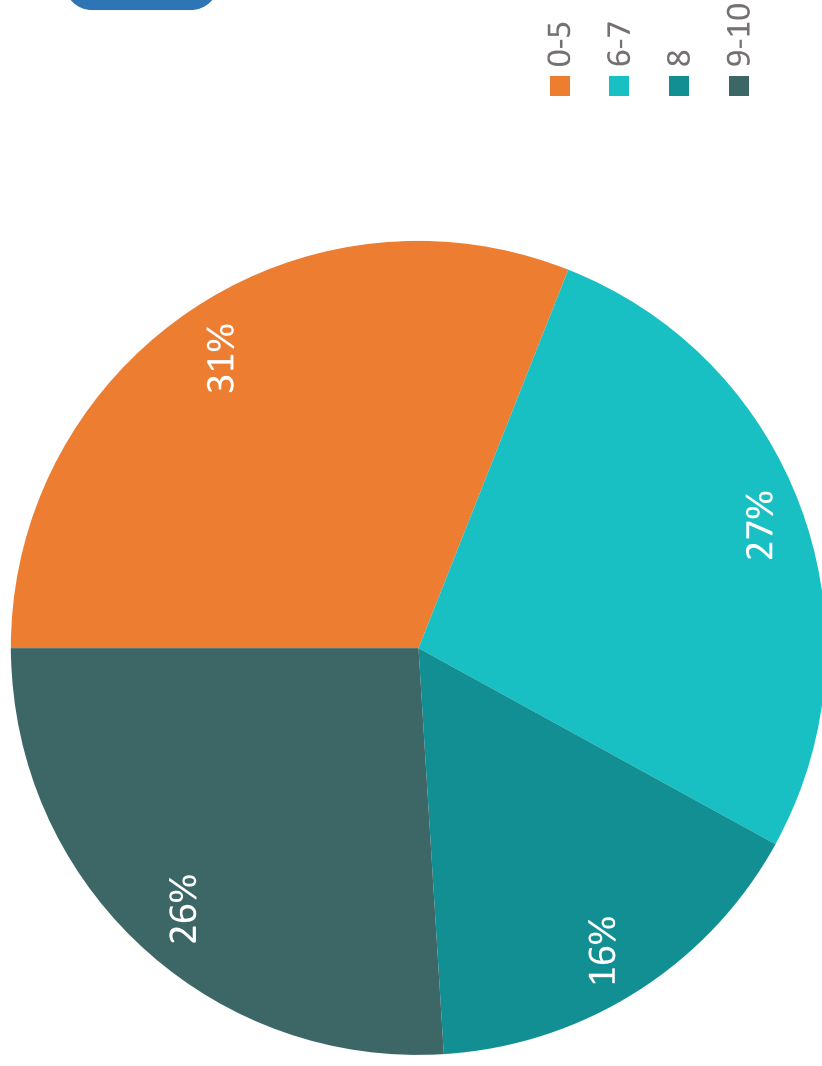
Food waste perceptions are improving over time

	Key to answers	2015 (660)	2016 (664)	2017 (590)	2018 (644)	2019 (715)	2020 (757)
The reasons why recycling food waste is important	Higher = better	6.5	6.9	7.0	7.1	7.4	7.8 ^{All}
What happens to the food waste after it is collected	Higher = better	4.9	5.6	5.8	5.8	5.9	6.6 ^{All}
How much effort is required in order to make use of the food waste collection service	Lower = better	4.8	5.4	5.4	5.2	5.7	5.9 ¹⁵⁻¹⁸
Your perception of how unpleasant it is to use the food waste collection service	Higher = better	6.0	6.3	6.4	6.5	6.4	6.8 ¹⁵⁻¹⁶
How much food waste your household needs to generate to make using the service worthwhile	Lower = better	-	4.9	4.8	4.7	5.3	5.5 ¹⁶⁻¹⁸
Your overall feeling on the food waste collection service offered by your council	Higher = better	6.6	6.9	7.0	7.1	6.9	7.0 ¹⁵

Base: Adults aged 18+ in London who are responsible for rubbish/recycling and have access to a food waste recycling collection

Food waste recycling norms have improved in the past year

Q33. Using the scale from 0-10, please rate where you sit on each issue: The number of people who recycle food waste in your local area? 0 = no-one recycles food waste in my area; 10 = everyone recycles food waste in my area?

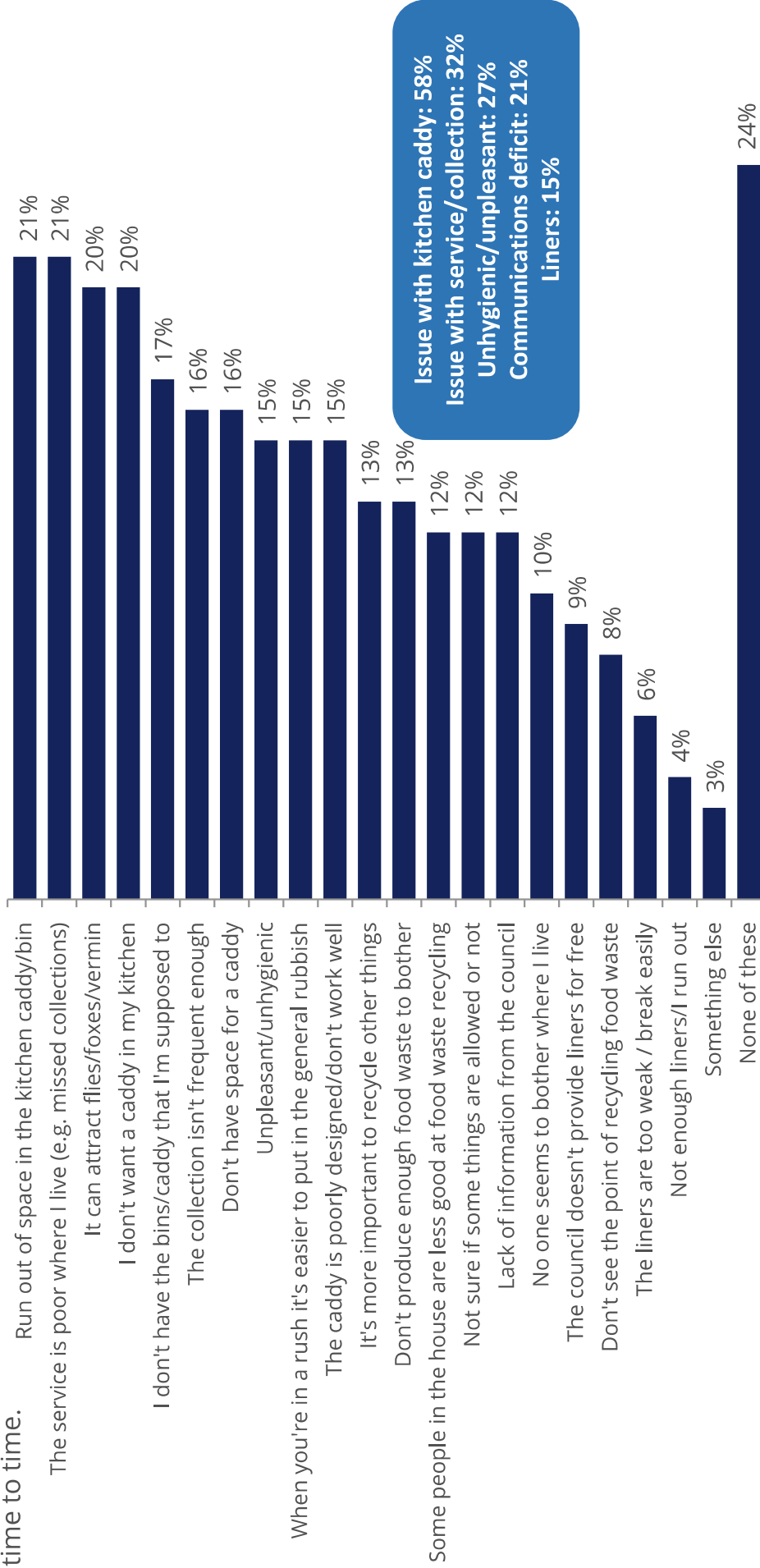


Average = 6.8
(UK = 6.7)
2019 = 6.2

Base: 757 adults aged 18+ in London who are responsible for rubbish/recycling and have access to a food waste recycling collection

Service-based issues (in particular the caddy) lead the list of barriers to food waste recycling

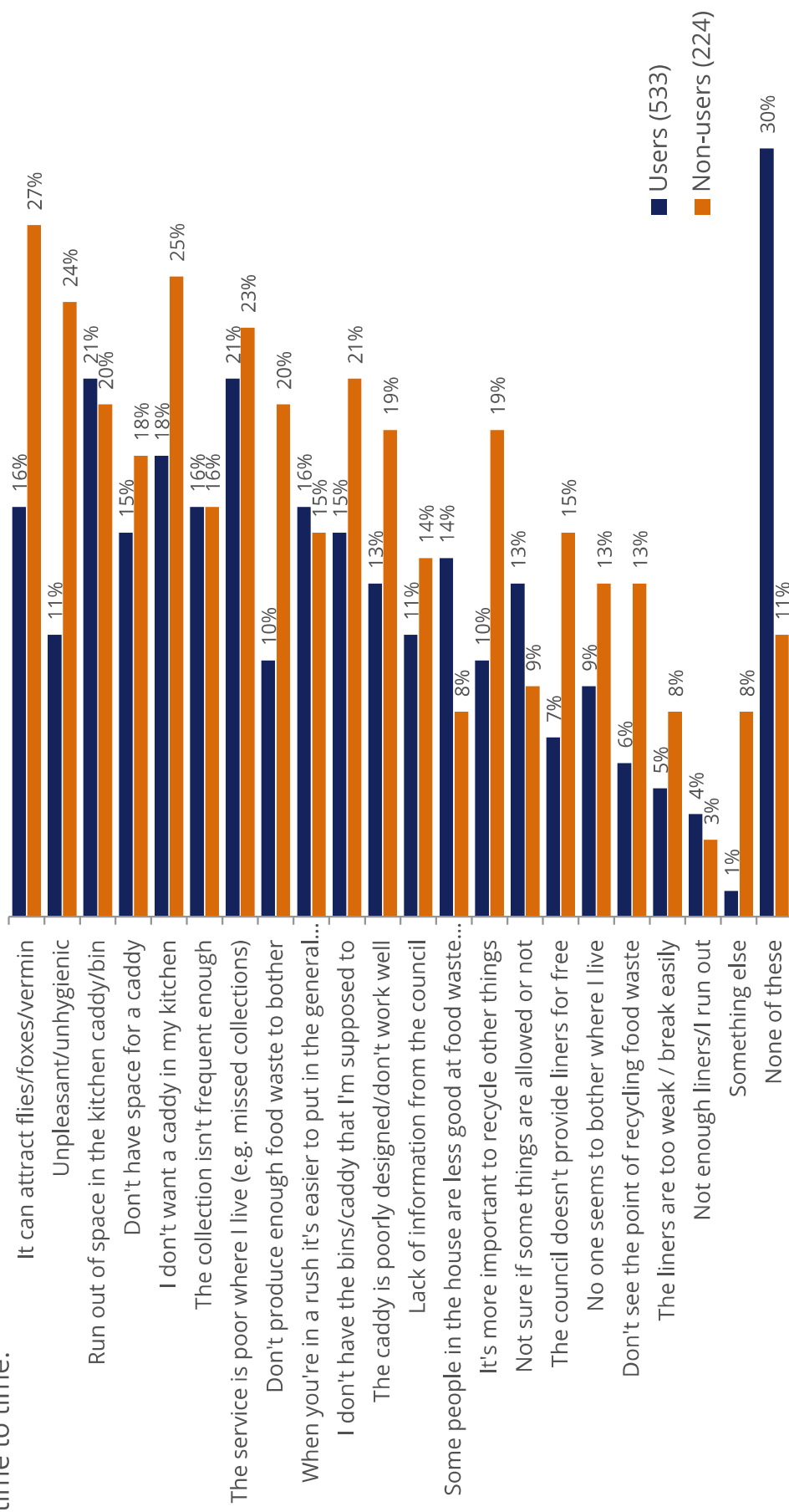
Q31a. We asked a range of households why they put food items in the general rubbish bin rather than the food waste recycling caddy/bin. In other words, their “barriers to food waste recycling”. From the following, please select all that apply – whether regularly or from time to time.



Base: 757 adults aged 18+ in London who are responsible for dealing with the rubbish/recycling and who have a food waste recycling collection

Non-users consistently report more barriers than users

Q31a. We asked a range of households why they put food items in the general rubbish bin rather than the food waste recycling caddy/bin. In other words, their “barriers to food waste recycling”. From the following, please select all that apply – whether regularly or from time to time.



Base: Adults aged 18+ in London who are responsible for dealing with the rubbish/recycling and who have a food waste recycling collection