

RR: Regional roundup

Team tactics further progress in Hutt City

Shaun Lewis, Earth Matters
BusinessCare co-ordinator for the Hutt City Council

Hutt City Council recently organised a workshop meeting with a group of businesses in a local industrial cluster. 16 companies were invited, and around 15 representatives from 8 companies attended. All 8 companies in attendance signed up to the Council's BusinessCare programme, with a further 4 companies not represented at the meeting also signing up to the first stage.

The workshop was designed to bring the concept of sustainability into their radar, and to recognise the economic and environmental effects of their businesses. A combination of presenters and practical activities were used to engage participants. An interesting result was that very few of them recycled cardboard and they recognised the high cost of disposal in the general waste. They decided to embark on a joint project to increase recycled cardboard in the area, and it was knowing they could get help with this that led them to sign up to the BusinessCare programme.

There were two other main reasons for success. The key one is that these companies had already set up their own group to achieve particular aims, so tapping into this well established and motivated group made it a lot easier to get traction. The second was the success of the practical activities in helping companies work out their environmental impacts. The activities are included in the notes of the PowerPoint presentation given at the meeting - available at

<http://www.businesscare.org.nz/coordinator/presentations.htm>

Hutt City Council hopes to use the results from those who attended the meeting to inspire others in the area to take on cleaner production.

Community-based social marketing

Following his keynote address at the recent WasteMINZ conference in Nelson, Dr Doug McKenzie-Mohr ran three workshops in Christchurch, Wellington and Auckland on community-based social marketing (CBSM). CBSM has been developed by the Canadian environmental psychologist to bring about positive behaviour change – in particular for environmental and health related improvements.

McKenzie-Mohr's tools when used in combination are effective in promoting behaviour change. The following is a brief summary of McKenzie-Mohr's Quick Reference: Community-Based Social Marketing. For more information visit www.cbsm.com

Commitment: getting someone to agree to a small request increases the likelihood of getting them to agree to a larger request at a later stage. There are a number of ways to get commitment, but basically once someone has

made that commitment they have a strong desire to be seen as consistent by others and carry through.

Prompts: it seems we have so many things to remember these days it's easy to forget. Prompts are visual or auditory aids that remind us to, for example, switch off the lights when we leave the room.

Norms: norms are standard or accepted behaviours, and they have a powerful effect on our behaviour. Developing norms around sustainable behaviour is challenging as much of this behaviour goes on 'behind closed doors'. Changing behaviour using norms requires making the sustainable behaviour more visible by actively promoting it within the community. Kerbside recycling is an example of an activity that has become a community norm.

Communication: all programmes aimed at sustainable behaviour change have a communications component. Some factors to consider include:

- using captivating information
- knowing your audience
- how the message is framed
- providing personal and community goals
- providing feedback
- and more...

Incentives: incentives have been shown to be very effective in increasing sustainable behaviour, especially when motivation to engage in activity is low or the activity is not being done as effectively as it could be. Rewarding positive behaviour is preferable to using disincentives.

Removing external barriers: McKenzie-Mohr recommends identifying and planning to overcome external barriers by studying other communities that have overcome similar barriers. If the barriers cannot be overcome, the decision to continue with the programme should be carefully considered.

Design and evaluation: designing a strategy begins with identifying the barriers to the activity that you are trying to promote. Knowing what the barriers are and their relative importance enables you to best use resources.

WWW On the website ...

Check out Greg's tool for assessing losses from compressors – under tips and templates>tips for beginners in the coordinators section of the website - www.businesscare.org.nz

Donald Huisings's presentations are now available at www.caenz.com

RR: Recommended reading

Fostering sustainable behaviour: An introduction to community-based social marketing. McKenzie-Mohr and Smith (1999). Order online at www.newsociety.com

☞ *What other topics would you find helpful? Email us at enquiries@businesscare.org.nz, or call Carole Inglis on 09 - 486 6721*

Promoting your cleaner production programme – some lessons about effective promotional channels

A significant number of businesses have been invited to participate in a range of programmes, and a lesser number have actively done so. This reflects the fact that cleaner production is essentially about change and it is hard to persuade any company to adopt anything new.

Advertising? Is it worth the expense and effort? What sorts of returns do we get for our dollar?

The following table compares different types of media used for promoting RENEW, the Auckland Waste Exchange.

Advertising Media	Frequency	Season	Cost	Number of Responses	\$ per response
Herald advertising	1 day	mid winter	\$9185.40	42	\$218.70
Chamber of Commerce mail out	1 mail out	Pre-Christmas	\$1347.25	77	\$17.50
Radio campaign	5 weeks full on	May/June	\$20,475	708	\$30.00
Glossy trade magazines 7	1 ad. each	June 96	\$3,435	Very low response/may be 10 in total	\$343 average for each ad
Chamber of Commerce 2003	To 1000 businesses	June/July	\$1,566	35	\$44.74 per reply rate
Newspaper articles	3	May/June	free	45	0
Enterprise North Shore With insert	11,000 print run	March	\$337.00	Approx 30	\$11.20 per reply
Industrial Edge AD (Auckland City) Included RENEW flyer insert	1600	August	free	Approx. 40	0
Artists Alliance	1 ad	March	\$45	14	\$3.20
Art news	1 ad				
Art Schools	1 flyer	March	\$10	20	\$0.50
Suburban Newspapers	Eight publications circulation 1 ad.	May/June	\$1231.65	None	-
Mail out to builders	368 flyers	May	Postage	20 approx	\$7.00
Mail out to Joiners	132	May	Postage	20 approx.	\$2.60

In summary, the best value for a large response rate was radio advertising, which used a combination of 'short story' type ads, played at different times on different stations, and a studio interview. The best value for dollar per response rate was the Chamber of Commerce mail out service, which included inserts 1) a letter and 2) the flyer to register interest. The worst value for money was the glossy trade magazines.

This is a summary of a more detailed analysis of the costs and benefits of different forms of advertising. For the full article visit the [website](#)

Jocelyn Rennie, Resource Efficiency Advisor, Auckland Regional Council

Your comments ...

🗨️ Do you have favourite tips of your own? [Email us](#) to pass them on and we will add them to this tip sheet – with full acknowledgement - before we put it on our website