

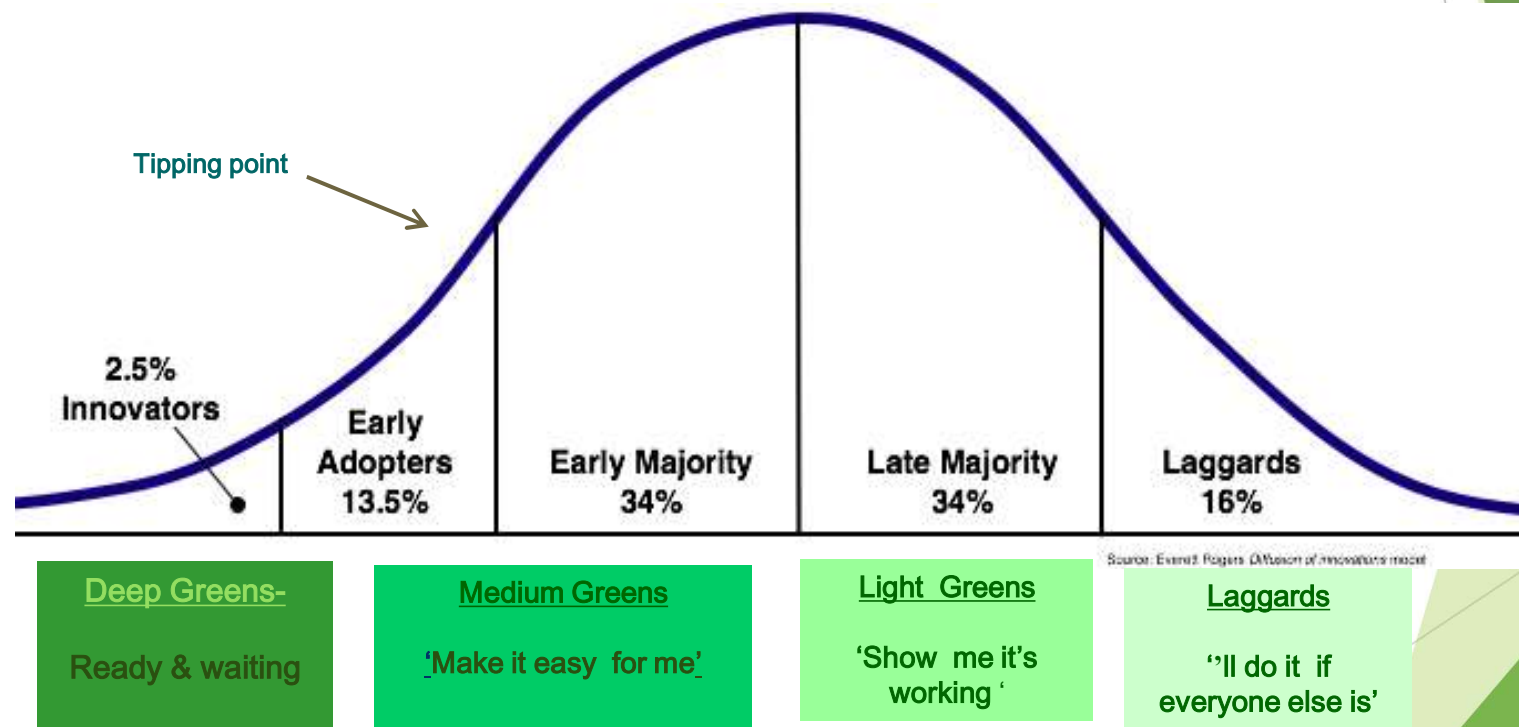


**Communicating  
Pro-Environmental Behaviour:  
Messaging, Materials, Media.**



## Recycling Behaviour Change is a process.

- Align the message with the phase.



# Recycling Behaviour Change: Methods and Tools

- Provide clear, action-based messaging early on.

**Get sorted for free door-to-door recycling collection.**

From 2 March 2009, free municipal Think Twice recycling service begins in your area. Each week on the same day as refuse removal, your recyclable materials will be collected.

But first you'll need to sort your waste, gather it in the clear bag you'll be given for recyclables, and get it into your wheelee bin.

**What can and can't be recycled**

**YES**

- Plastic and polystyrene containers, bottles and bags
- Paper and cardboard (flattened and folded)
- Tin aluminium food and drink cans
- Glass bottles and jars

**NO**

- Cling wrap, disposable nappies,
- Food waste, scraps and peelings, cooking oil, garden refuse
- Hot and food contaminated paper and cardboard
- Clothinglines, empty motor oil, acid, solvent, paint or chemical containers

**Your starter pack is on its way**

It includes clear plastic bags - use one or more for your recyclables each week. Replacement bags will be given to you in exchange for bags of recyclables collected.

Also enclosed is an information leaflet with details on what to recycle and how to get in the recycling routine.

**Your contribution is important - every bit of recycling makes a difference!**

For more information, contact:  
Waste Control: 021 590 3900  
City of Cape Town Area Head: 021 704 1005  
Email your queries to: info@wastecontrol.co.za  
Or visit: www.wastecontrol.co.za

**WASTE CONTROL**  
**think twice**  
**SA METAL GROUP**

**CITY OF CAPE TOWN** (GREEN SAKEKA) (SHO RAMPSTA)  
**THIS CITY WORKS FOR YOU**

GreenEdge Communications

Cut out and put up in your kitchen.

*Your handy guide to recycling - keep for reference*

**Now recycling is easy!** Collection begins Monday March 2

**FREE WEEKLY COLLECTION AT YOUR DOORSTEP**

Starting on 2 March 2009, the City of Cape Town's free door-to-door recycling service begins in your area. From now on, each week on the same day as refuse removal, your recyclable materials will be collected. All you need do is get your waste sorted!

Many houses were learnt from the previous recycling pilot projects. These houses are now being put into practice in the present 'Think Twice' programme.

**Think Twice - the City of Cape Town's successful recycling programme**

The present method has been operating successfully for over a year in Pinelands, Maitland, and Rondebosch and has been extended to the surrounding areas. Now Think Twice is coming to the South Peninsula. The City has appointed Waste Control as the new contractor. This leaflet is a handy guide to help make recycling work for you, your community and the environment!

**GET SORTED FOR RECYCLING - IT'S AS EASY AS 1-2-3!**

Follow these simple steps to get into the Think Twice recycling routine.

- Separate all your 'dry' recyclables into the clear plastic bag that will be provided for you weekly.
- On your weekly refuse removal day, place your clear bag of recyclables on top of your black bag inside the wheelee bin.
- The Think Twice contractor will remove your recyclables bag from your wheelee bin and leave a new clear bag for you to start collecting the next week's recyclables.

**WHAT YOU CAN AND CAN'T RECYCLE**

**Yes!**

- Plastic containers, bottles and bags (squeezed flat)
- Paper and cardboard (flattened and folded)
- Glass bottles and jars
- Tin aluminium food and drink cans (rinsed)
- Polystyrene plastic (Styrofoam)
- Some PET square juice and milk based containers

**No!**

- Food waste, scraps and peelings, cooking oil, garden refuse
- Cling wrap, disposable nappies, toothpaste tubes
- Motor oil containers, acid, solvents, paints or chemicals
- Batteries or any contaminated or dirty items
- Hot and food contaminated paper and cardboard
- Old clothing and shoes

**PLEASE HELP BY REMEMBERING TO:**

- Rinse out containers, lids and bottles and remove lids and caps
- Prevent glass items from breaking
- Flatten bag cardboard boxes and place beside the wheelee bin

Garden refuse and paint containers, pesticides, and poisonous chemicals should be taken to the nearest drop off site (Cape's Town or Kameelberg drop off site).

**THE THINK TWICE PROGRAMME**

If you are already taking your recycling to a school or another drop-off site it is up to you whether you wish to switch over to the City of Cape Town's free door-to-door collection service. Either way, your recyclables are being used and going back into the re-manufacturing stream.

**Thanks for your contribution - every bit of recycling makes a difference!**

**For more information, contact:**  
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Key framing : Easy and Popular.

# Recycling Behaviour Change: Methods and Tools

- Place prompts at the point of action

## Fridge magnet infocards



## Signage



# Recycling Behaviour Change: Methods and Tools

- **Give ongoing positive feedback.**  
Ensure accurate measuring and stats...



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### SBM 'We Care' Residential Recycling Service Langebaan Progress Update

Period: 5 October 2016 – 1 February 2017

#### Here's how to join in and recycle

Over 2000 Langebaan residents are already recycling. To join in, collect free starter bags from the municipal office in Bree Street (during office hours). Then during the week, fill your bag with plastic, paper, glass bottles and cans and put it out on Wednesdays, next to or on top of your refuse bin.

The municipality's recycling contractor will pick it up, leave a new bag for you and take your recyclables for sorting and reprocessing into new products again. See at right how much has already been recycled so far by Langebaan residents and what good things can be done with it all.

#### Holiday Visitors

Get your free bags to start recycling from the Langebaan municipal office in Bree Street (office hours).

For more information and a downloadable information leaflet on how and what to recycle, go to: [www.sbm.gov.za](http://www.sbm.gov.za)

By recycling 20.1 tons of PET plastic bottles...		...we have saved enough material to make 42,585 T-shirts from recycled PET fabric.	
By recycling 4.2 tons of metal cans...		...we have saved energy to light 2,361 globes for a day.	
By recycling 59.7 tons of glass...		...we have saved enough energy to make 3,294 computers run for a day.	
By recycling 22.8 tons of mixed paper ...		...we have saved enough water to fill 15,262 bathtubs.	

**Save Water**  **Save Electricity**  **Recycle** 

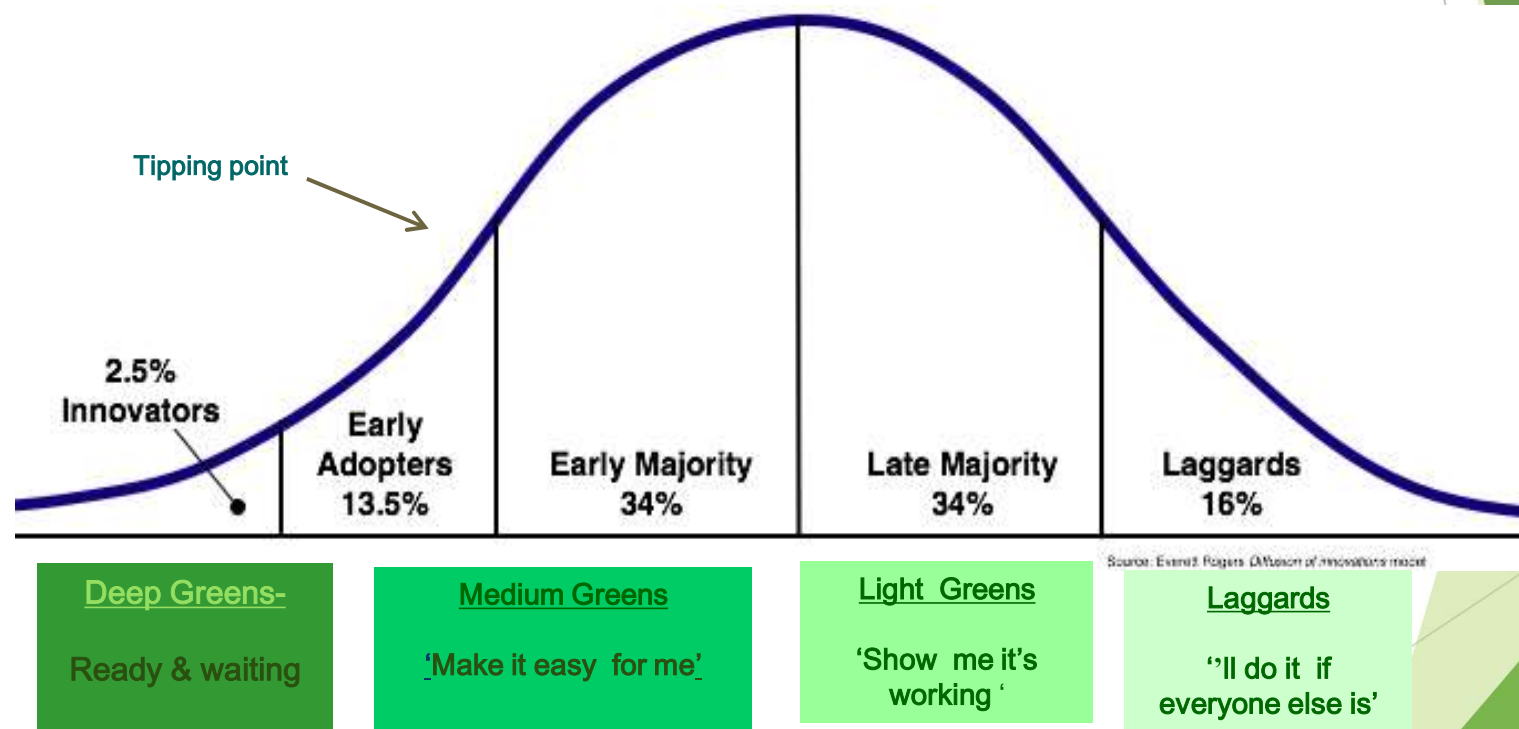
## Recycling Behaviour Change: Methods and Tools

- Promote recycling participation so it becomes the social norm: *'It's what we do around here.'*



## Sustainable Behaviour Change is a process.

- Align the message with the phase.



# ‘Water is Precious – Reduce your Use’

Public Awareness Water-Saving Campaign



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Behaviour Change



## Posters

# DROUGHT CRISIS

**WATER RESTRICTIONS:**  
Less than 100 litres per person per day



## Water is precious.

Reduce your use. Join the wave to save.



Report water wastage, leaks and breakages. Call 022 701 7061 / 022 701 6912 / 022 701 7000  
All-hours Cell/WhatsApp: 065 913 1306



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## Posters

### DROUGHT CRISIS

**WATER RESTRICTIONS:**  
Less than 100 litres per person per day



**Fix your leaking taps  
and toilets today.**

Water is precious. Join the wave to save.



Report water wastage, leaks and  
breakages. Call 022 701 7061/  
022 701 6912 / 022 701 7000  
All-hours Cell/WhatsApp: 065 913 1306



### DROUGHT CRISIS

**WATER RESTRICTIONS:**  
Less than 100 litres per person per day

**Six simple tips  
to reduce your use.**



**Take three minute  
showers**



**Do full loads only**



**Wash up  
twice a day**



**Wash only  
when necessary**



**Cook with  
less water**



**Flush three  
times a day**

**Water is precious. Join the wave to save.**



Report water wastage, leaks and  
breakages. Call 022 701 7061/  
022 701 6912 / 022 701 7000  
All-hours Cell/WhatsApp: 065 913 1306



# Generic Leaflet

**Keep handy for reference**

## DROUGHT CRISIS

### WATER RESTRICTIONS:

Less than 100 litres per person per day

### Simple tips to reduce your water use.

We are in a drought crisis and must learn to use less water. Here are some useful tips to help you save.

**Personal Hygiene**  
We all need to keep clean, but see how little water you can use to stay fresh and healthy.  
(Take this tip and use only 6L per day).

**Washing up**  
Leave the washing up till after breakfast and supper. This will mean less washing up to do during the day and more savings for you at month-end.  
(Take this tip and use only 18L per day).

**Take three minute showers**  
Quick showers are fresh and cleansing. And you'll get to work earlier.  
(Take this tip and use only 30L per day).

**Toilet**  
Your toilet is most often the biggest user of water in the house. Keep water use to a minimum by flushing only four times a day.  
(Take this tip and use only 36L per day).

**Washing machine**  
Half (or quarter) loads of washing in a machine wastes both water and electricity. You save both ways when you do full loads.

**Cooking**  
Be more sparing with water when preparing and cooking (like steaming instead of boiling) and you will reduce your use.  
(Take this tip and use only 8L per day).

**Taps**  
Leaking taps and toilets can be big water-wasters. Look out for drips and leaks and fix them as soon as you find them.

**Water is precious. Join the wave to save.**

Report water wastage, leaks and breakages. Call 012 701 7067 / 022 791 8912 / 022 791 3900.  
(All Areas Cape Town) 022 912 1381

Report water wastage, leaks and breakages. Call 012 701 7067 / 022 791 8912 / 022 791 3900.  
(All Areas Cape Town) 022 912 1381

## Peel-off Sticker Sheet

Prompts at the Point of Action

### **DROUGHT CRISIS** WATER RESTRICTIONS:

Less than 100 litres per person per day

#### **'Reduce your Use' Stickers**

To help you reduce water, peel off and place stickers where you can save.



**Water is precious. Join the wave to save.**



Report water wastage, leaks and breakages. Call 022 701 7061 / 022 701 6912 / 022 701 7000

All-hours Cell/WhatsApp: 065 913 1306



## Bumper Sticker and Licence Disc

**Water is precious.**  
**Join the wave to save.**



Report water wastage, leaks  
and breakages. Call 022 701 7061/  
022 701 6912 / 022 701 7000

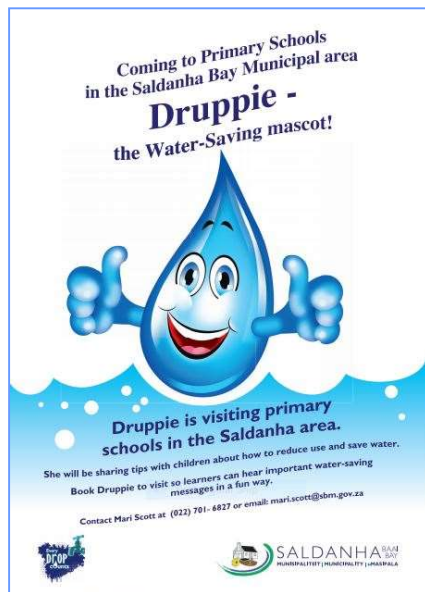


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## 'Druppie' Water-saving Mascot

Schools Edutainment Invitation




'Druppie' mascot with learners




## Roadside Hoarding

**DROUGHT CRISIS - Water Restrictions**  
Less than 100 litres per day per person.




**Water  
is precious.**

Reduce your use. Join the wave to save.



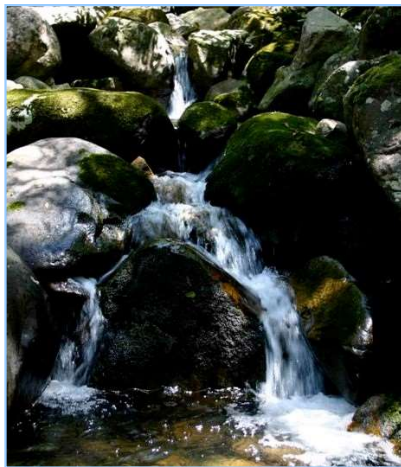
Report water wastage, leaks, breakages.  
All Hours: Cell/WhatsApp: 065 – 913-1306



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