

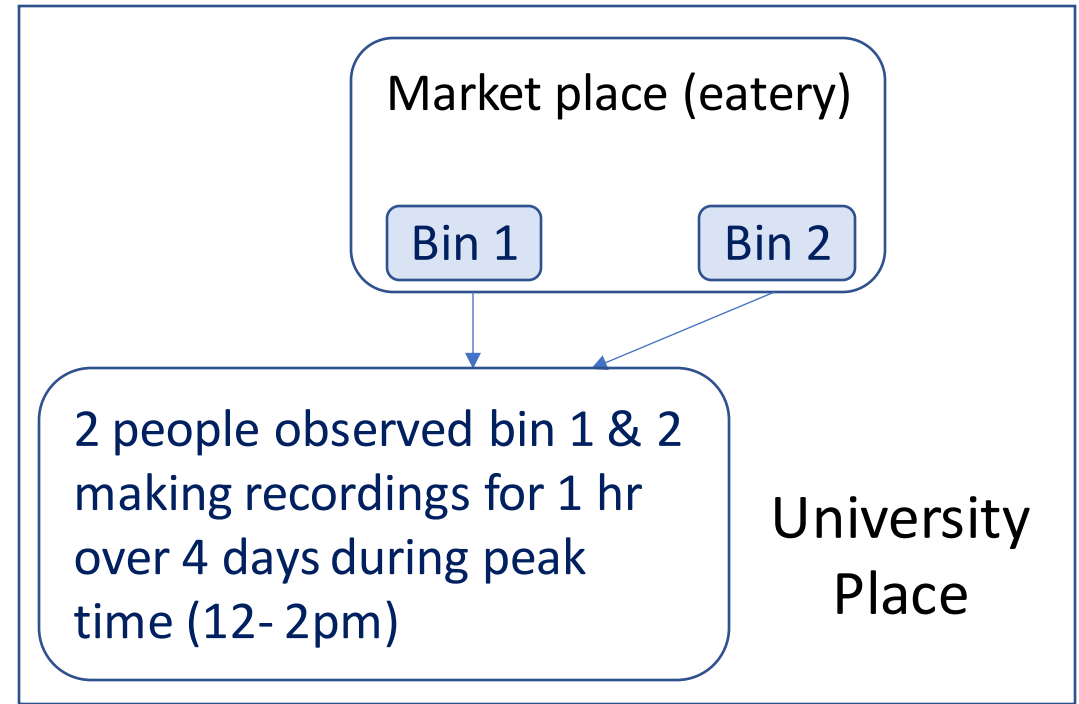
# **Auditing waste segregation in the Market Place area and using behavioural change interventions to improve recycling and sustainability**

March 2023

# Waste sorting audit (wk 1)

## Observations

- 98% contamination rate in food waste stream – students disposed of entire food tray: food, containers and cutlery - all bags ended up in general waste
- Guidance on the bin lacked clarity
- All retail outlets serve food in single-use containers



Waste Stream	Times used	Correct (%)	Incorrect (%)
General Waste	541	91%	9%
Food Waste	458	2%	98%
Aluminium Cans	36	84%	16%
Plastic Bottles	28	82%	18%
Paper	7	71%	29%

# Intervention 1: New food waste sign on bin1 (wk 2)



- Cooked and raw meat
- Dried foods
- Peelings
- Bones
- Tea and Coffee



- Trays
- Wrapped food
- Plastic bags
- Food containers
- Aluminum Foil
- Cling film

Sign improved compliance but not massively

	Wk 1		Wk 2	
Waste Stream	Times used	Correct (%)	Times used	Correct (%)
Food Waste Bin1 sign	458	2%	175	19%
Food waste. Bin 2 no sign			86	7%



**RECYCLING AT THE MARKET PLACE**

Please help us be sustainable on campus by using the correct bins



- ✓ Food waste
- ✗ Plastic bottles
- ✗ Food packaging/containers



- ✓ Plastic bottles
- ✗ Paper cups
- ✗ Aluminium cans



- ✓ Magazines, newspapers, leaflets, card, receipts
- ✗ Paper cups, drinks cartons
- ✗ Laminated paper



- ✓ Empty food containers, paper cups, chopsticks, cutlery
- ✗ Food waste

# Intervention 2: Information flyer on tables (wk 3)

Waste Stream	Wk 1		Wk 2: sign on bin 1		Wk 3: sign on bin 1 + flyer on table	
	Times used	Correct (%)	Times used	Correct (%)	Times used	Correct (%)
Food Waste Bin1 sign	458	2%	175	19%	149	17%
Food waste. Bin 2 no sign			86	7%	108	30%

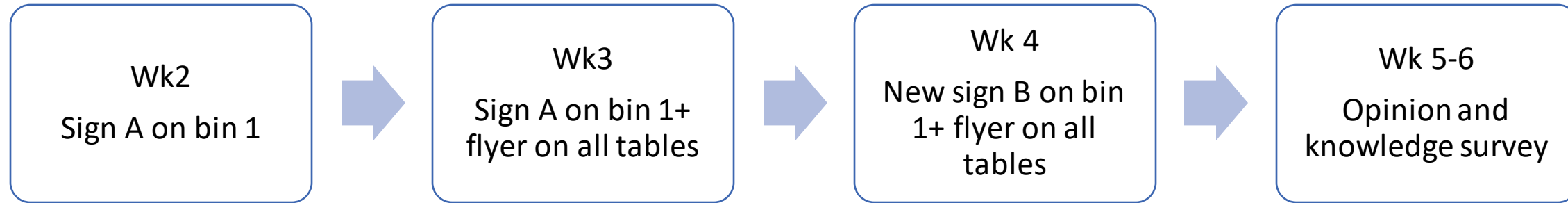
# Intervention 3: Alternative food waste sign on bin 1 (wk 4)



	Wk 1		Wk 2: sign on bin 1		Wk 3: sign on bin 1 + flyer on table		Wk 4: alternative sign on bin 1 + flyer on table	
Food waste bins	Times used	Correct (%)	Times used	Correct (%)	Times used	Correct (%)	Times used	Correct (%)
Bin 1	458	2%	175	19%	149	17%	139	24%
Bin 2			86	7%	108	30%	86	7%

# KEY RESULTS

## ACTIONS



WASTE SORTING KEY RESULTS	Wk 1		Wk 2: sign on bin 1		Wk 3: sign on bin 1 + flyer on table		Wk 4: alternative sign on bin 1 + flyer on table	
	Food waste bins	Times used	Correct (%)	Times used	Correct (%)	Times used	Correct (%)	Times used
Bin 1	458	2%	175	19%	149	17%	139	24%
Bin 2			86	7%	108	30%	86	7%

## SURVEY KEY RESULTS

- Results did not reflect waste audit observations – 87% of students agreed they recycled correctly.
- Most students agreed there were enough recycling points on campus.
- Many students stated bin signs were not informative enough/unclear.
- The main component of identified as influencing correct recycling was opportunity - availability of bins on campus was good
- The main barrier to recycling was capability – lack of awareness/knowledge