

Student Innovation Projects - Client Brief

Project Title: Changing Recycling Behaviours within Southampton**Business Issue or Need** (please contextualise this if appropriate):

Our business is committed to eliminating waste that goes to landfill, across all our operations including our customers' household waste.

Recycling rates across the UK have plateaued and research from across England has demonstrated that recycling rates are lower from flats compared to other properties. Our business has multiple blocks of flats with rubbish chutes where recycling rates are particularly low. We recognise, there is a need to identify new and innovative ways to encourage behaviour change and motivate customers to reduce, reuse and recycle.

Our first step is to identify how recycling can be made easier on our larger estates and pilot a communications campaign at a large block of flats in the Southampton area. With the aim to inform and encourage behaviour change to increase recycling rates.

Project Aims (please be mindful that the expected student outcomes are a set of recommendations, not to implement their suggested solutions):

1. Conduct a site visit to identify practical measures to identify how recycling can be made easier.
2. Desk based research to identify key barriers to recycling.
3. Produce a strategy to increase recycling rates at our Southampton site to include:
 - Practical and innovative measures
 - Communications Campaign aimed at residents to educate and encourage behaviour change
4. Address the potential risks and opportunities to increase the likelihood of success.

Skills you think the students will require to complete the project:

- Knowledge of behaviour change/behavioural theory and communication/marketing campaigns
- Project management and research skills
- Presentation and analytical skills
- A professional approach to business management.