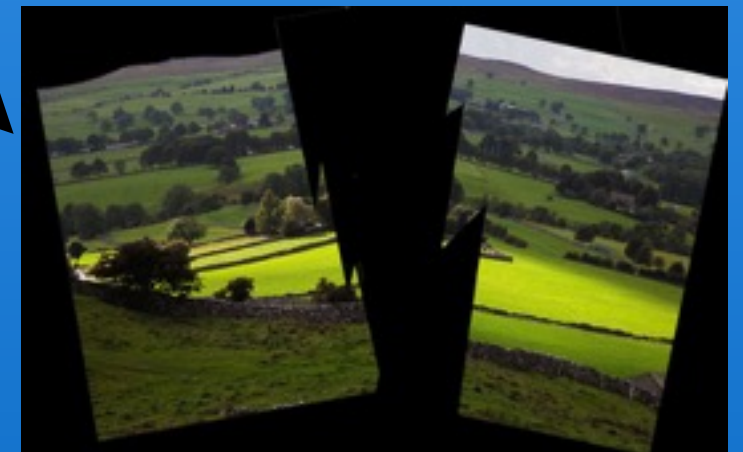


Waste Can Be **Good!**



but also **Bad!**

Rubbish *is* Money

Waste is £**Wasted** **Recycling** pays us back!

What's the problem?

Encourage more people to recycle...

... and recycle **better!**

The Solution

Data Driven Communication!

Location Based Feedback to Public

understand what's happening
where you live
in your community

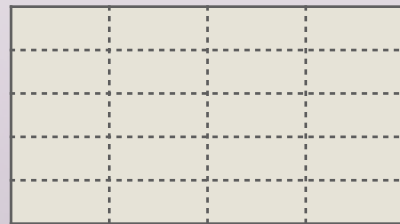
Show me...

Round	SORT1	SORT2	SORT7	SORT8
10/09/2014	Rejected		Low	Rejected
11/09/2014	Rejected			High
06/10/2014	High	Medium	Low	
07/10/2014	High	Medium		
08/10/2014	High		Low	
09/10/2014	Medium		Low	High

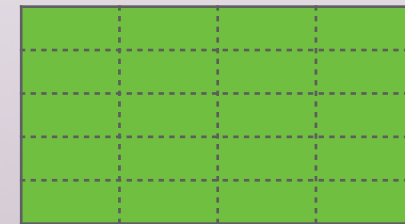


Data Driven Strategy

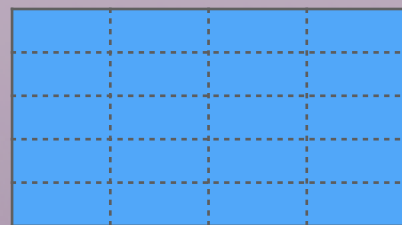
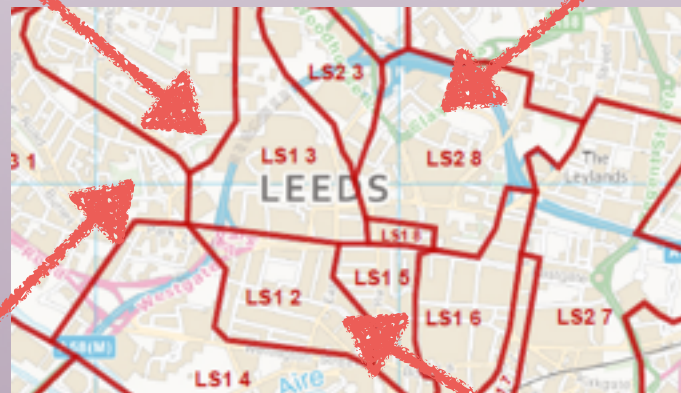
Everywhere is Different



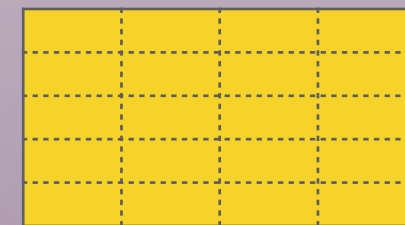
**Waste
Performance**



Social Media

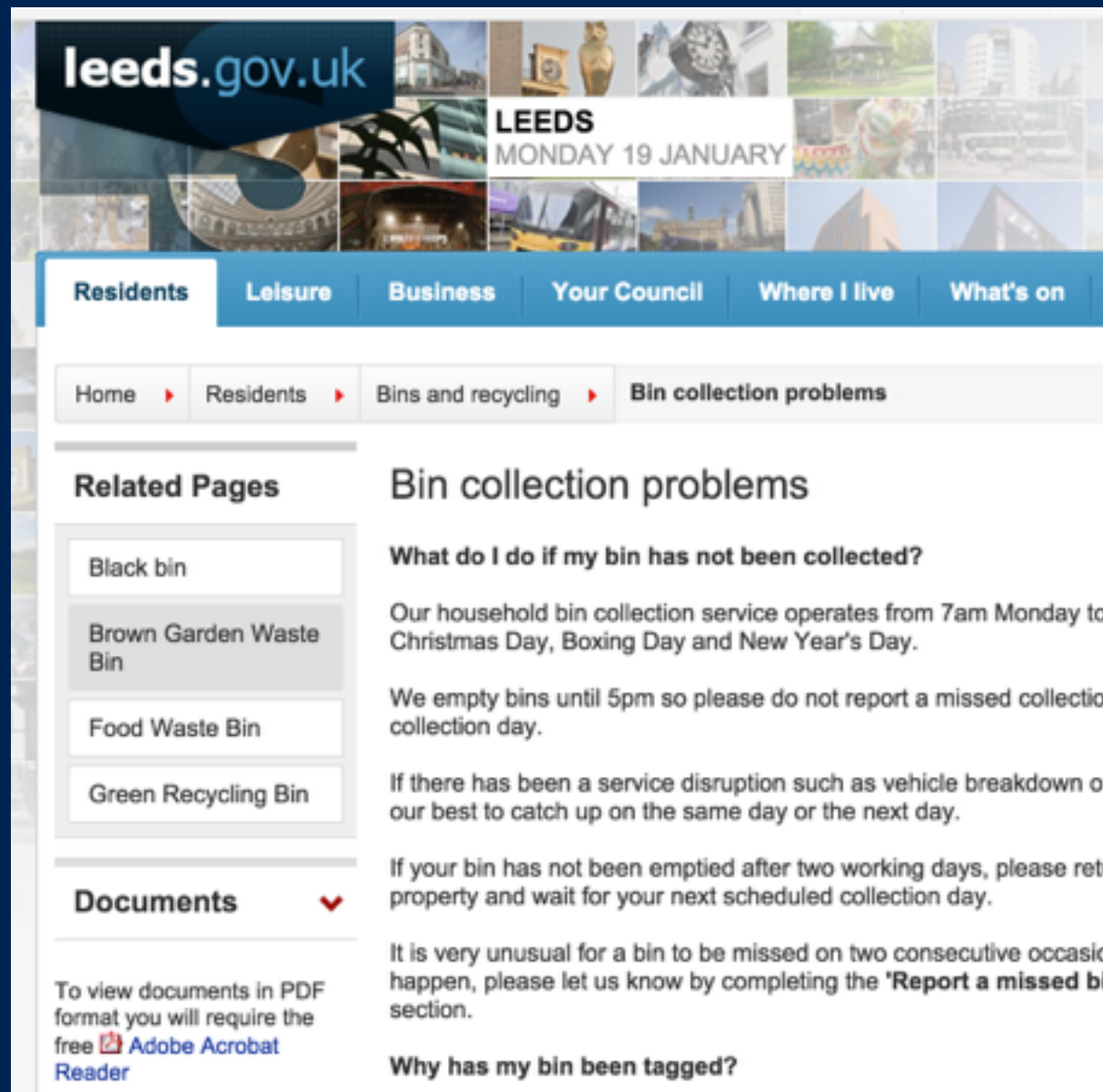


Demographics



**Schools and
Community
Centres**

Data Driven Education



School Toolkits
Competitions

My Street

Green Ward Award

Raw Data

Waste Reborn

- ★ A Data Driven Workflow
- ★ A Website Full of Educational and Fun Things
- ★ Joined Up Communication Channels
- ★ Positive Messages, Helpful Information
- ★ Targeted Projects