

# One-day hack event to analyse recycling data

The objective of the day is to use this data to develop the current picture, spot trends and forecast recycling rates and neighbourhood recycling profiles. focus on three data driven development themes. These are:

1. understanding the **current** situation,
2. **forecasting** trends, and
3. developing a **game based intervention** to encourage active participation by communities.

The goal is to develop a proof of concept after analysis of the recycling data. This could be:

1. an **online education and engagement platform** to encourage high levels of good quality recycling,
2. a graphic **visualisation** or
3. a **data mash-up**.

You will work in small groups with Leeds City Council staff to develop a simple proof of concept on the day.

## Team Notes

2 Million tons? every month!

wagon = 10T

1000 tins x across Leeds = Tons = £Millions = Library / accessible services / sport & culture

waste = money

i.e. **directly affects your council tax**

everywhere is different:

- different languages
- different social media usage profiles
- age, status, occupation
- permanent resident
- student

- temporary housing
- education
- money

we know these differences exist, but what data analytics do we have (or are actively making use of) to quantify this?

do we have a cohesive data-workflow?

- know what data we have (systems analysis)
- understand how it can be joined up

many factors contribute to how an area acts and how they deal with their rubbish

the issues intersect with many other areas of social wellbeing and 'civic pride'  
is it right that it is in the hard-to reach communities we have the most to improve?

not about solving a problem, more about improving what we already have

people generally have a poor opinion of waste services

poor understanding of what happens behind the scenes

e.g. how putting the wrong things in green bins contaminates the whole load and leads to costing us money

by not explaining how it works, even people with the best intentions are doing the wrong things!

1. we realised that the first problem is how to create a consistent message

consistent  
engaging  
enticing  
enlightening

waste is a **complex** service!

it takes a lot of people and many processes → costs a lot of money

so explaining this is the first step

apps and data services on their own lose their impact if they are not part of a hub

joined up communications - between contact centre, PR, website, people on the wagons...

2. it can be made engaging by making the data a prominent part of it.

### **data driven education**

the problem is that we need to be more effective at spreading the recycling message, it needs to be more sophisticated than just putting words on a page (like a council tax booklet that nobody reads)

it also needs to be **personal**. i.e about my street.

engage with house holders by making those data driven apps to give them info that is useful to them

we also need a vehicle to promote them - consistent message

this might be:

better online resources

toolkits for schools and community centres

by using data analytics to improve our internal processes and how we manage the services (waste collection)

we might free up some resources (money) to target hard to reach areas

those communities which smartphone apps and social media don't reach

- that need more direct hands on engagement

with an accessible website, we can publish data that otherwise would be kept behind the scenes, or on corporate pages

there is a lot of forward thinking, exciting projects going on in waste and recycling, but we don't **promote** them enough, because we don't have the forums to so it

(or what we do have - facebook - twitter - we are under-utilising)

3. what incentives are there?

best street / village

see improvements over time

compare with other areas

measuring performance by data can be an incentive, and enable us to measure recycling performance at a local level

give local services (also private sector) a reason to engage  
e.g. bring more people to gyms by offering free days on basis of earning recycling points

decide how the data should be used  
and then make sure that the systems actually generate the right data:

- right format
- right metadata
- right granularity

the front of shop should drive the back-office, not the other way around!

~