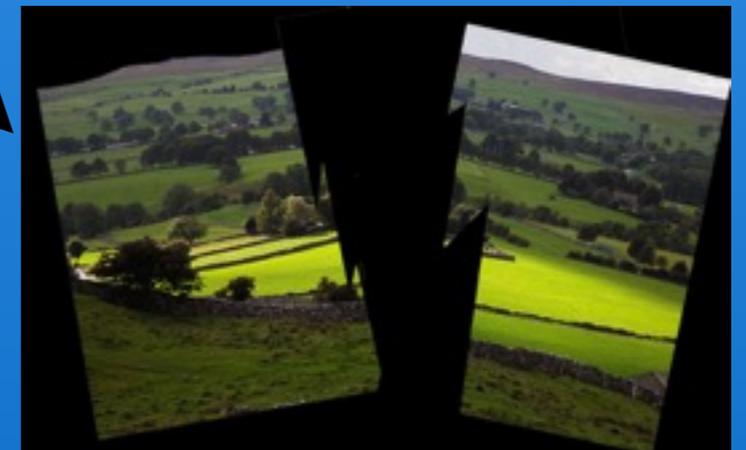


**Waste  
Reborn**

# 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

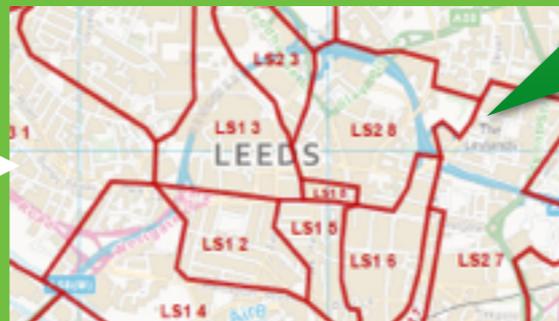
**Data Driven Communication!**

## Location Based Feedback to Public

understand what's happening  
where you live  
in your community

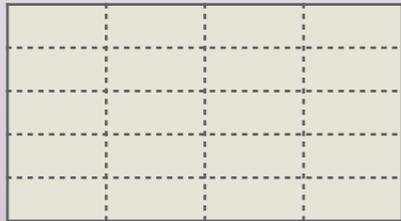
Show me...

| 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     |

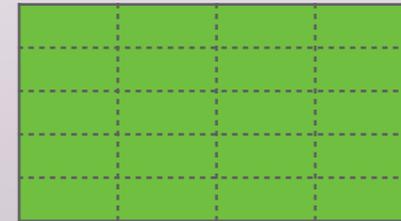


# Data Driven Strategy

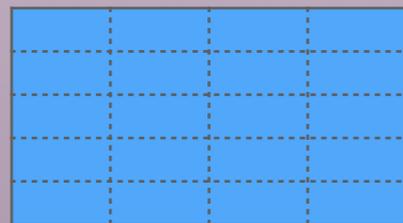
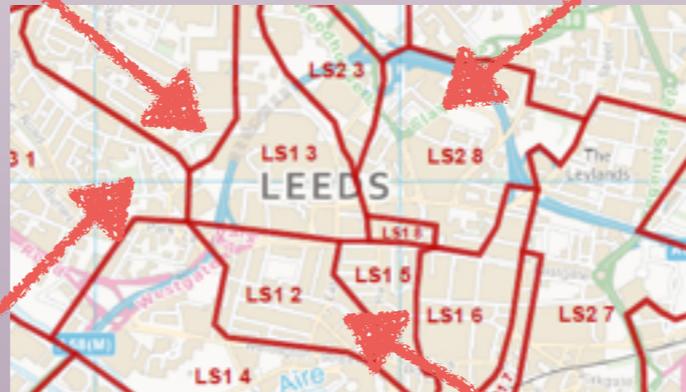
Everywhere is Different



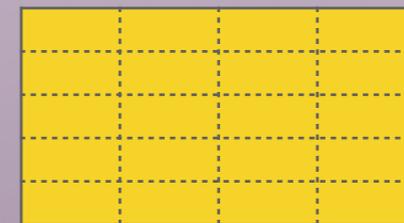
**Waste Performance**



**Social Media**

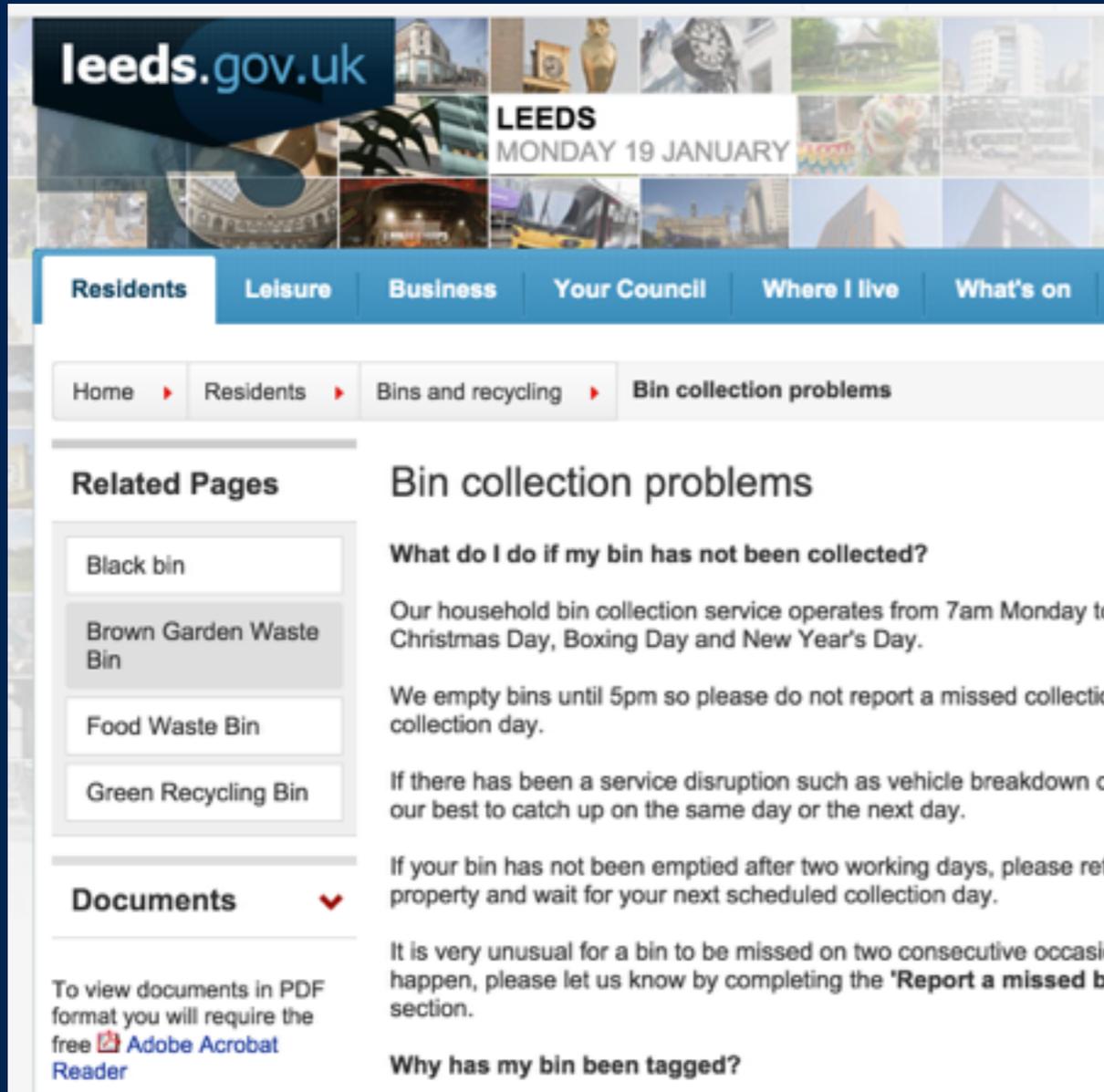


**Demographics**



**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