

## MetalMatters: a programme proven to boost recycling performance for metal packaging



# MetalMatters

# MetalMatters: The Business Case for Recycling Communications

**MetalMatters helps educate and motivate householders to recycle metal packaging and makes a positive contribution to lasting behaviour change.**

MetalMatters is one of the most cost-effective ways to motivate residents to recycle more. Thanks to the value of the additional metal packaging collected, the campaign pays for itself in just a few months, delivering outstanding return on investment (ROI) for local authorities.

## How does it work?

MetalMatters is a part-funded communications programme delivered with local authorities to boost recycling. The campaigns are funded by contributions from MetalMatters and partners including local authorities, waste management contractors and government.

Two leaflet drops, typically six weeks apart, inform and remind householders about what and how to recycle and explain what happens to metal packaging after it is collected. The communications materials are tailored to fit with existing local authority or waste partnership branded campaigns.

## What can the MetalMatters campaign achieve?

MetalMatters boosts recycling in:

- urban and rural areas
- co-mingled and source separated collection schemes

The programme can be delivered in a single local authority, to targeted groups, or across a waste partnership area.

"Partnerships are the key to delivering services while cutting costs. MetalMatters can help local authorities deliver professional communications campaigns, bolstering recycling rates and delivering excellent value for money."

Rick Hindley, Executive Director of project managers, Alupro

**MetalMatters is funded by the metal packaging and recycling industry and leading brand owners.**

**It is supported by the Waste & Resources Action Programme and managed on behalf of the funding partners by Alupro.**



Shropshire



Lewisham

Contact MetalMatters for a cost effective boost to your recycling programmes



## The Benefits of MetalMatters

**MetalMatters helps local authorities communicate to householders about the benefits of recycling packaging.**

The focus is on the recovery of metal packaging, which is easy to recycle and contains the most value.

The MetalMatters campaign provides fresh stimulus in areas where recycling rates are starting to plateau, driving increases in the recovery of metal packaging and other dry recyclables.

## MetalMatters offers:

- A proven programme delivering consistent improvements in recycling performance
- Highly visual materials - for improved campaign recognition
- An opportunity to directly target households in two phases - informing and reminding
- A hassle-free campaign - using proven, template materials and 'off the shelf' resources with free advice and support

## Effective communications

**Effective communications encourage residents to recycle more. MetalMatters provides the ideal way to deliver a proven campaign, and is especially valuable in areas where communications budgets have been cut.**

Better communications lead to higher recycling rates.

Higher recycling rates generate more revenue.

MetalMatters helps councils deliver cost-effective campaigns.

### CASE STUDY

#### Bedford Borough Council – 2013

- Two-phase leaflet drop to every household
- Livery fitted to five recycling vehicles
- Dedicated page on Council website
- Advertising in key regional newspapers
- Local roadshows
- Social media support

Campaign cost 33p/household  
Metal capture increase + 19%  
ROI: 9 months



Bedford

**MetalMatters is part-funded, providing an affordable way for councils to continue communicating with residents about the what, why and how of recycling. The proven approach delivers outstanding ROI and positive lasting results, every time.**

Find out how MetalMatters can boost recycling in your area

## MetalMatters Successes 2012-2015

**50 local authorities**

**3 Million householders**

**costs around 27 pence per household**

**increase recycling of metals by around 18%**

"MetalMatters is a great example of how industry and local authorities can work together to engage local communities, drive up recycling rates and also support further development of our waste management and recycling sectors."

Richard Lochhead MSP, Cabinet Secretary for Rural Affairs, Food & the Environment, Scottish Government

"MetalMatters managed all the artwork and prepared everything. It was incredibly simple to implement. We have dealt with funding pots in the past that have been very difficult; by contrast, this was extremely easy."

Penny Goodwin, Chief Executive, Wastesavers (Newport City Council's collection partner)



Kent

	Kent Resource Partnership	Bedford	Newport	Lewisham	Shropshire	Glasgow
Increased Metal Capture	+9%	+19%	+9%	+12%	+25%	+18%
Cost per household	21p	33p	31p	25p	25p	30p
ROI (months)	4.5	9.2	15	9	3	10

"Campaigns such as MetalMatters are key to getting more people to recycle more often, by increasing awareness of the value of household materials. And metals are a great example of this as they can be recycled endlessly without a loss in value. As such, campaigns like this could play a crucial role in increasing closed loop recycling in Scotland."

Pam Walker, Principal Waste Management Officer, Aberdeenshire County Council

See more MetalMatters success stories: [www.metalmatters.org.uk](http://www.metalmatters.org.uk)



## What colleagues say about MetalMatters

"MetalMatters materials are tried and tested, and incorporate experience gained with other local authorities' campaigns; we also have our own way of doing things – but the two combined really well. The funding from MetalMatters made a real difference – without it we wouldn't have been able to run an integrated marketing communications campaign across the whole borough."

Paddy Swift, Waste Initiatives and Contract Officer,  
London Borough of Lewisham



"MetalMatters gives you an off-the-peg, ready-made solution and is certainly something we would recommend to other authorities. It is clearly a no-brainer that at a time when public finances are strapped, councils should be investing more in quality communications."

"Based on our experience, local authorities will almost certainly see a guaranteed return on investment, uplift in recycling, and less waste to dispose of, which also saves taxpayers money."

James Thompson, Waste Prevention Officer, Shropshire Council



### MetalMatters provides\*

- Campaign planning
- Leaflet artwork templates
- Vehicle livery
- Bus and tram rears, interiors and stops
- Radio advertising
- Outdoor advertising
- PR support
- PR launch event
- Local press release templates
- Display materials e.g. banners and pull ups
- Roadshow activity
- Social media activity – Facebook and Twitter
- Provision for the leaflets to be available in other languages

\*Individual campaign elements are based on local requirements and budgets



Visit our website to see MetalMatters campaigns in action.

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## About MetalMatters

MetalMatters was developed and is funded by the metal packaging manufacturing industry, reprocessors and fillers. The programme works in partnership with local authorities and their waste collection partners to promote metal packaging recycling, and thereby improve capture rates for metal packaging at the kerbside. The MetalMatters programme is supported by WRAP.

MetalMatters is being managed on behalf of the funding partners by the Aluminium Packaging Recycling Organisation (Alupro).

For details of MetalMatters campaigns and case studies visit **[www.metalmatters.org.uk](http://www.metalmatters.org.uk)**

Sefion



Wrexham

### METALMATTERS FUNDING PARTNERS



# MetalMatters