

Suffolk Waste Partnership

The county of Suffolk is situated on the east coast of England, bordered by 50 miles of coastline. It is mainly a rural area with urban centres including Ipswich, Lowestoft and Bury St. Edmunds.

The MetalMatters campaign in partnership with Suffolk Waste Partnership was launched in October 2022. The campaign targeted 350,000 households in the county over a six week period with a budget of just over £35K.



KEY FACTS

Number of households:	350,000
Recycling service:	Fortnightly collection for recyclables
Programme cost:	£35,064
Total cost per household:	£0.10
Additional annual value (est):	£60,115*
Return on investment (months):	7

* Based on Alu £800/tonne, Steel £100/tonne, Energy from Waste saving £100/tonne.



Results from six months pre and post campaign data:

YIELD RATE (kg/hh/annum)	2021/22 PRE	2022/23 POST	CHANGE
Alu Cans	4.3	4.5	5.3%
Fe Cans	6.8	6.6	-2.4%
Total	11.1	11.1	0.6%

Set against a reduction in overall kerbside recycling:

YIELD RATE (kg/hh/annum)	2021/22 PRE	2022/23 POST	CHANGE
Kerbside Recycling	144.1	134.6	-7%

“The Suffolk Waste Partnership teamed up with MetalMatters in Autumn 2022. The campaign was a great success, reaching tens of thousands of households and helping them to recycle more of their aluminium and steel packaging. Our communications were bright, bold and engaging, both online and offline, with the added bonus of providing a platform to promote Suffolk’s other recycling services. I am happy to endorse MetalMatters and would encourage other Local Authorities to get involved!”

Rob Cole, Suffolk Waste Partnership Manager

The Campaign

Launched in October 2022, the campaign consisted of:

- Interactive/animated video with a paid targeted approach on Facebook
- Organic assets posted on Facebook/Instagram/Twitter
- Newspaper adverts ● Bus adverts ● Radio adverts
- School visits by TATA Steel (One of the MetalMatters funding partners) to promote the benefits of metal packaging recycling to students.
- Press release

Overview

MetalMatters worked with the district councils across Suffolk Waste Partnership, to highlight their kerbside recycling service and drive an increase in the recovery of metal packaging.

The new digital version of MetalMatters was delivered to all residents within the Suffolk county area. An interactive animated video using a paid targeted approach was posted on Facebook over a six week period. Alongside this, a number of organic assets were posted on other social channels. The new assets inform residents, in a fun and engaging way, what metal packaging items they can recycle through their council's kerbside service whilst linking to a landing page on the council's website.

Additional communication support selected from Alupro's toolkit reinforced the messages. We ensured that all residents had the opportunity of seeing the campaign from the varying communication activities.

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



Summary

From the social media analysis, engagement rates were highest during the early stages of the campaign. Interestingly, it was an older audience who engaged more with the video on Facebook and most engagement took place outside of working hours and up until late evening. The organic assets worked particularly well on Twitter across all audiences, with viewers following the link to learn more about recycling.

The variety of other supporting communications in addition to the digital assets worked well, giving the campaign messages as much opportunity to reach Suffolk residents.

Despite a decline in the collection volumes of dry mixed recycling, it was extremely positive to see that aluminium recycling had not just maintained its collection volume but had actually increased.

METALMATTERS FUNDING PARTNERS (AT AUGUST 2023)

INDUSTRY ORGANISATIONS:



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MetalMatters

www.metalmatters.org.uk/case-studies
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