

# GrassCycling Social Marketing Campaign

Lindsay Lofthouse

[lindsay.lofthouse@calgary.ca](mailto:lindsay.lofthouse@calgary.ca)



Protecting what's precious.  
Land. Air. Water.

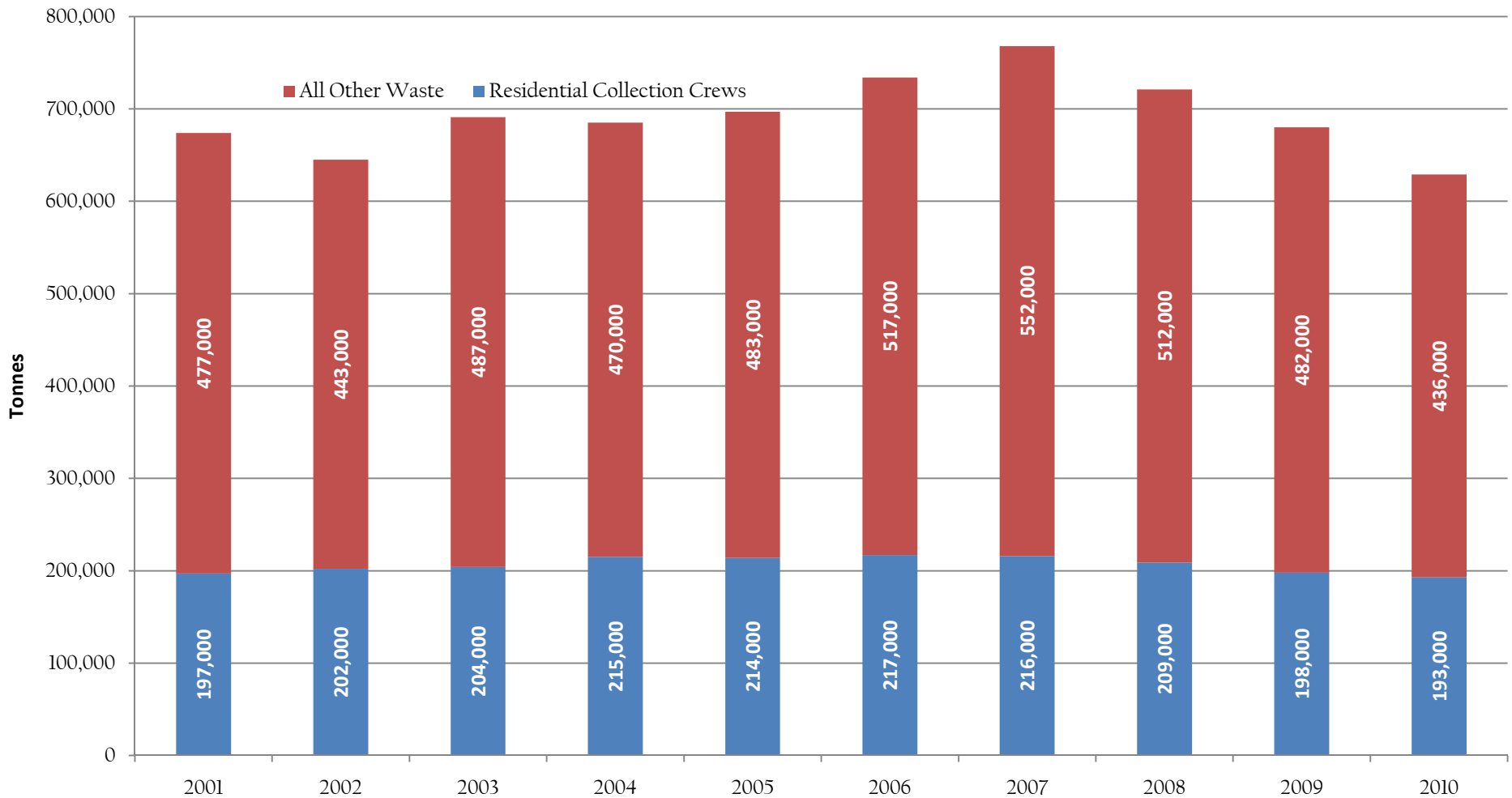
[calgary.ca](http://calgary.ca) | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

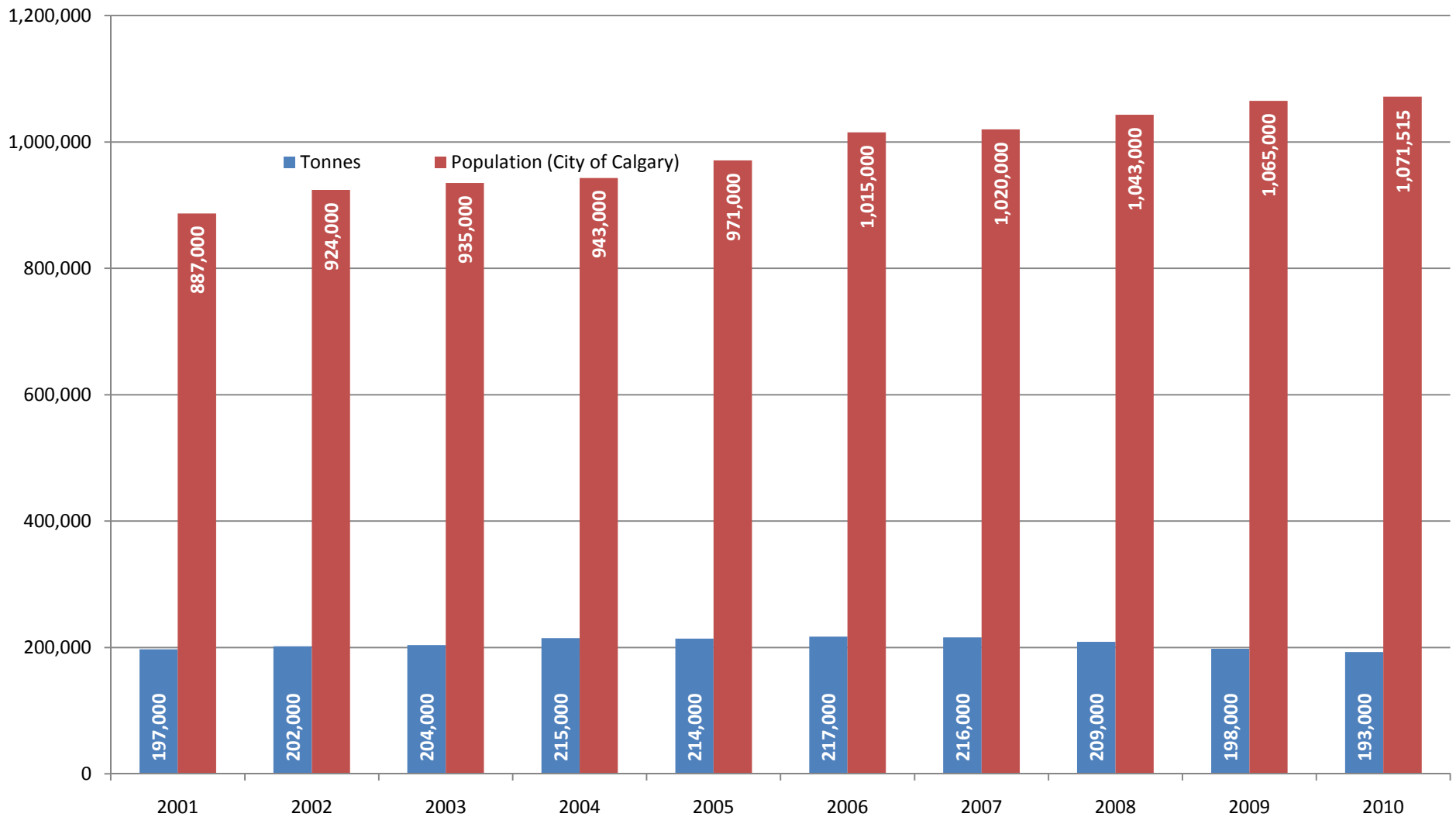
# Waste To Landfill

History of Waste Volumes in Calgary Landfills

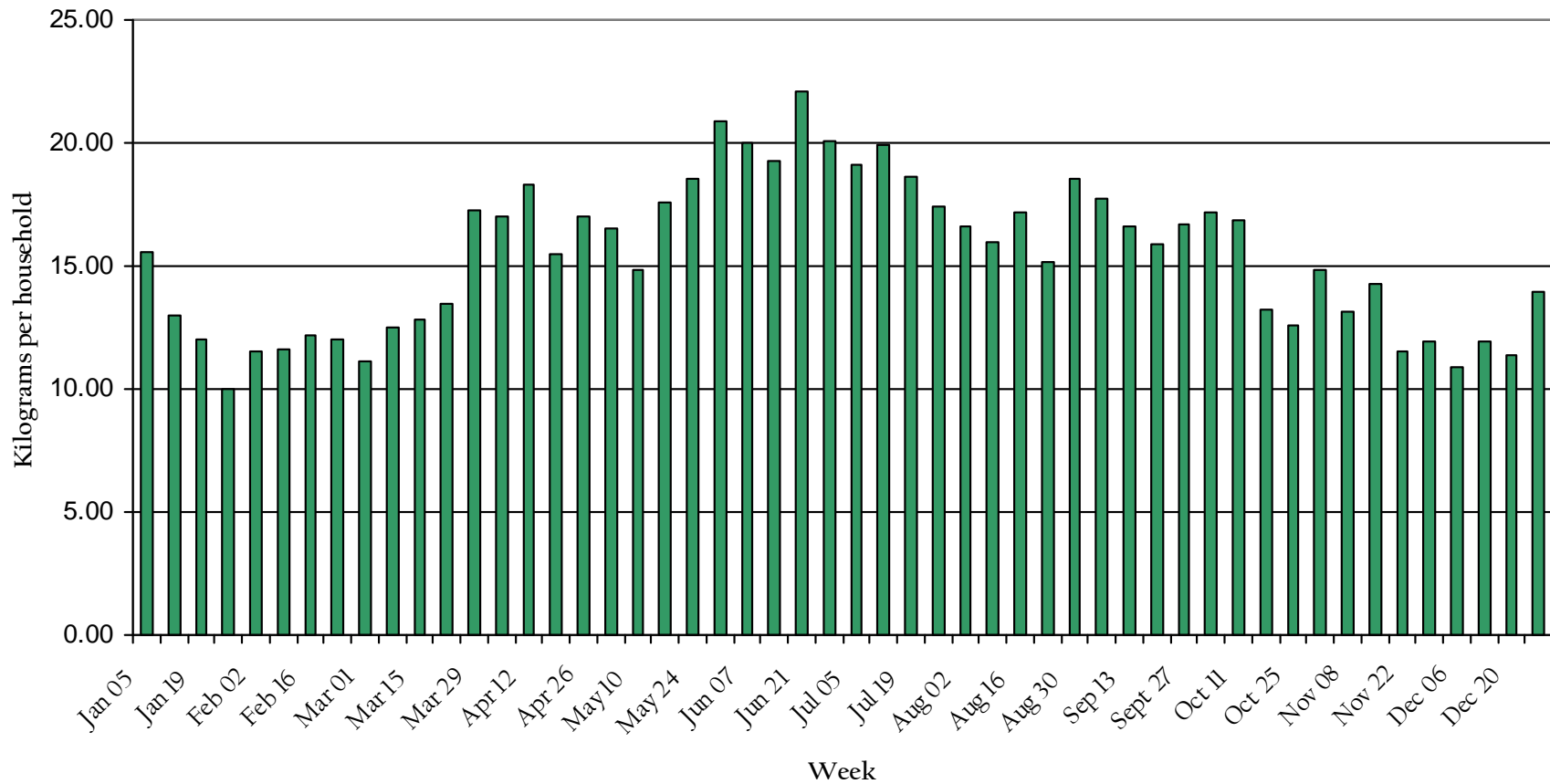


# Residential Waste to Landfill

Tonnes Collected by Residential Collection Crews



# Seasonality of Waste



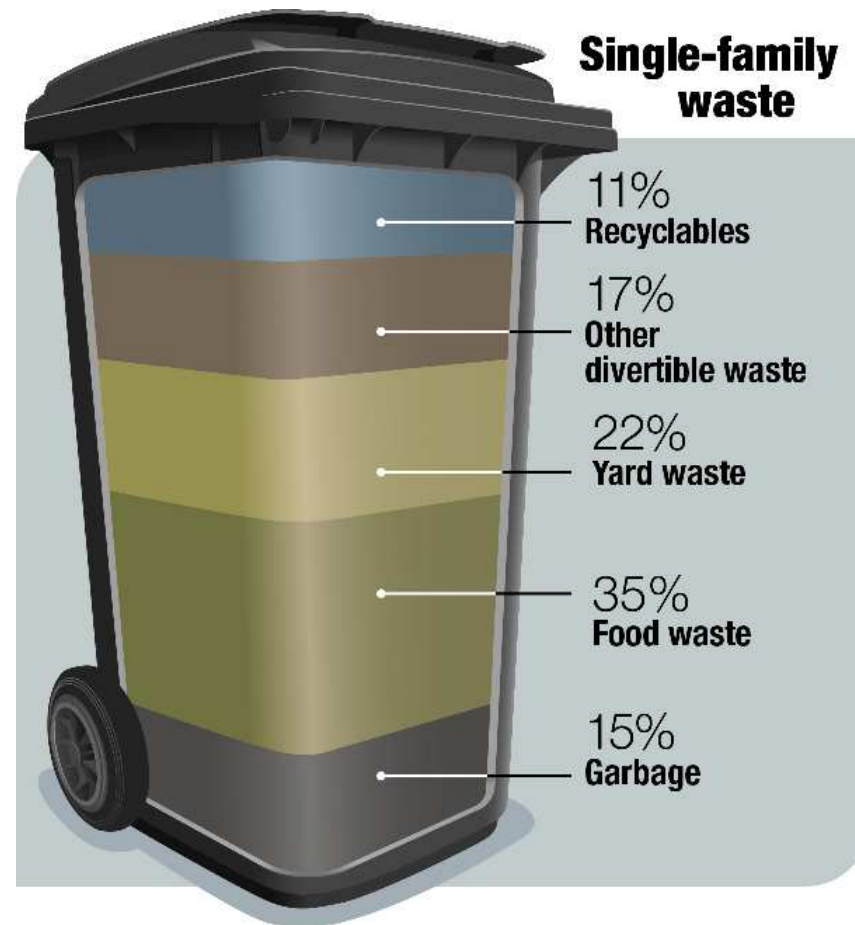
Protecting what's precious.  
Land. Air. Water.

calgary.ca | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

# Residential Waste Audit



Protecting what's precious.  
Land. Air. Water.

calgary.ca | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

# Summer 2010



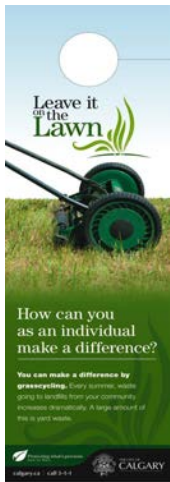
Protecting what's precious.  
Land. Air. Water.

calgary.ca | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

1

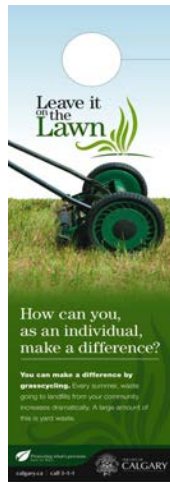


Individual / Negative Name



Individual / Negative Name

2

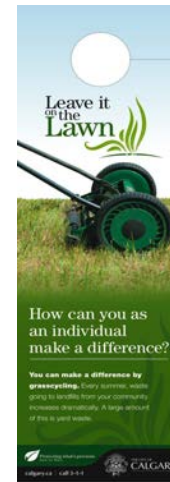


Individual / Benefit

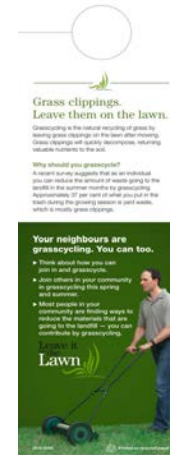


Individual / Benefit

3

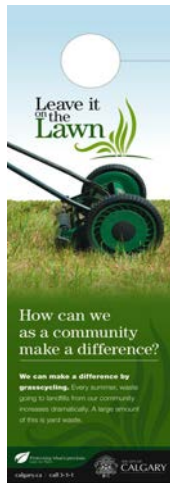


Individual / Descriptive Name



Individual / Descriptive Name

4

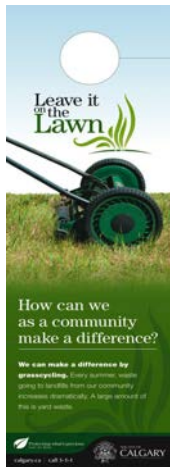


Group / Benefit

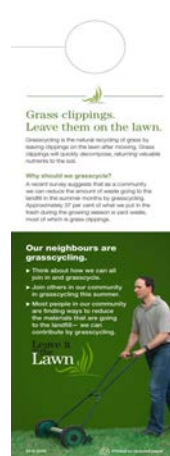


Group / Benefit

5



Group / Benefit



Group / Benefit

6



Group / Benefit



Group / Benefit



Protecting what's precious.  
Land. Air. Water.



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

calgary.ca | call 3-1-1

# A Word on Norms

- Norm: the rules that a group uses for appropriate and inappropriate values, beliefs, attitudes and behaviours.
- What the U of C project did was combine two (norm) appeals in a single message.



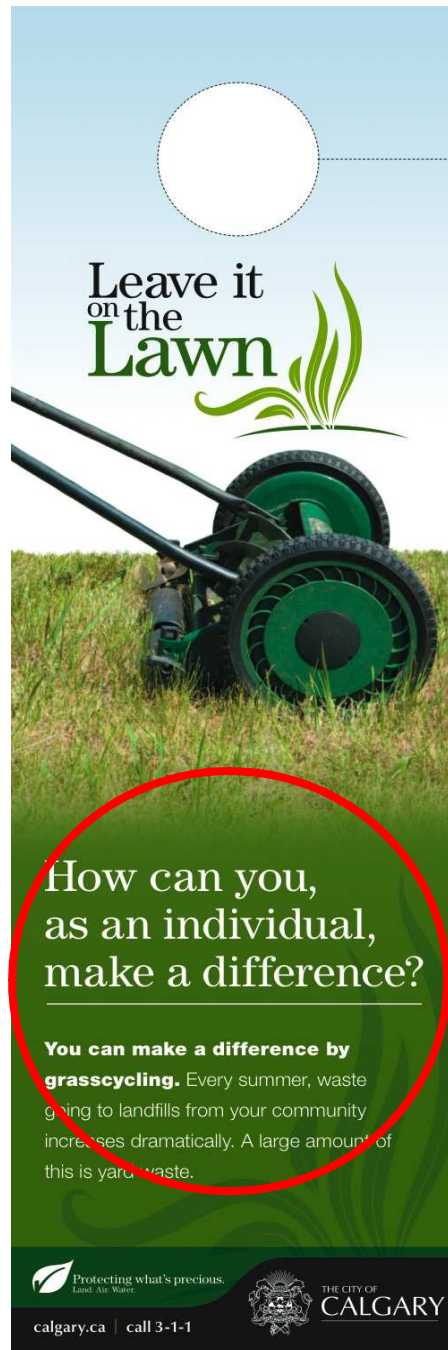
Protecting what's precious.  
Land. Air. Water.

calgary.ca | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

# Location of Appeals



Leave it  
on the  
Lawn

How can you,  
as an individual,  
make a difference?

**You can make a difference by grasscycling.** Every summer, waste going to landfills from your community increases dramatically. A large amount of this is yard waste.

Protecting what's precious.  
Land, Air, Water

calgary.ca | call 3-1-1

THE CITY OF  
CALGARY

Individual / Benefit



Leave it  
on the  
Lawn

**Grass clippings.  
Leave them on the lawn.**

Grasscycling is the natural recycling of grass by leaving clippings on the lawn after mowing. Grass clippings will quickly decompose, returning valuable nutrients to the soil.

**Why should you grasscycle?**

A recent survey suggests that as an individual you can reduce the amount of waste going to the landfill in the summer months by grasscycling. Approximately 37 per cent of what you put in the trash during the growing season is yard waste, most of which is grass clippings.

**Think about the benefits for you as an individual if you grasscycle.**

- ▶ Grasscycling improves your lawn quality.
- ▶ Grasscycling reduces the amount of fertilizer and water you need to use on your lawn.
- ▶ Think of the time you can save on your yard work. With no raking involved, grasscycling can reduce the amount of time and work your yard requires.

Leave it  
on the  
Lawn


2010-0944

Printed on recycled paper

Individual / Benefit

# Terms: 2 Main Categories (side A)

- Group: collective
- Individual: self



Leave it  
on the  
Lawn

How can you,  
as an individual,  
make a difference?

**You can make a difference by grasscycling.** Every summer, waste going to landfills from your community increases dramatically. A large amount of this is yard waste.



Protecting what's precious.  
Land. Air. Water.

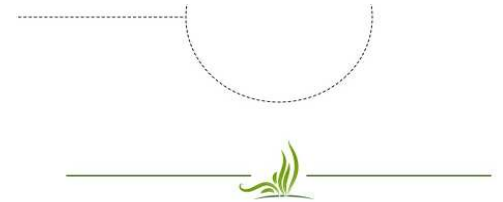
calgary.ca | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

# Terms: 3 Sub-Categories (side B)

- **Injunctive norms:** behaviours which are perceived as being approved of by other people.
- **Descriptive norms:** are perceptions of how other people are actually behaving.
- **Benefit:** something that is advantageous or good.



## Grass clippings. Leave them on the lawn.

Grasscycling is the natural recycling of grass by leaving clippings on the lawn after mowing. Grass clippings will quickly decompose, returning valuable nutrients to the soil.

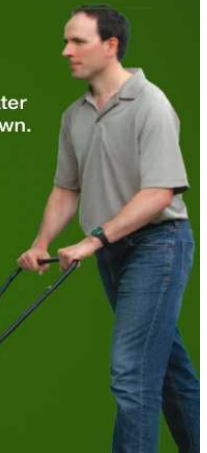
### Why should you grasscycle?

A recent survey suggests that as an individual you can reduce the amount of waste going to the landfill in the summer months by grasscycling. Approximately 37 per cent of what you put in the trash during the growing season is yard waste, most of which is grass clippings.

### Think about the benefits for you as an individual if you grasscycle.

- ▶ Grasscycling improves your lawn quality.
- ▶ Grasscycling reduces the amount of fertilizer and water you need to use on your lawn.
- ▶ Think of the time you can save on your yard work. With no raking involved, grasscycling can reduce the amount of time and work your yard requires.

Leave it  
on the  
Lawn



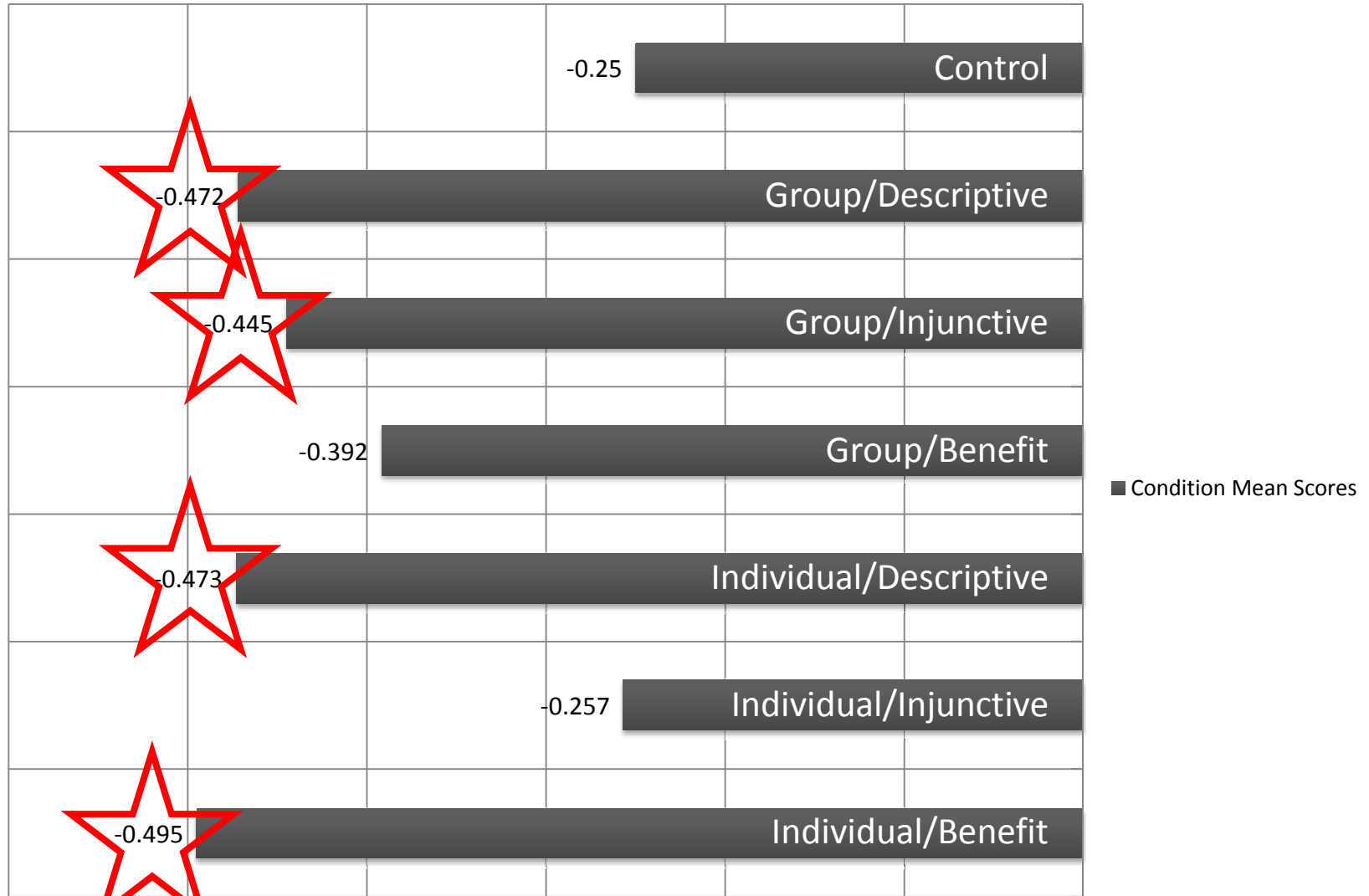
Protecting what's precious.  
Land. Air. Water.

calgary.ca | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

Figure 1. Grass Disposal Difference Scores



# Example

- Simplified and presented in the same manner as the U of C door hangers.



Protecting what's precious.  
Land. Air. Water.

calgary.ca | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

# Example

- Getting Tom to buy Lindsay flowers.



Protecting what's precious.  
Land. Air. Water.

[calgary.ca](http://calgary.ca) | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

# Tom & Flowers Part 1 of the Appeal

- **Individual Appeal:** Tom you should buy Lindsay flowers.
- **Group Appeal:** Buying Lindsay flowers is good for Calgary.



Protecting what's precious.  
Land. Air. Water.

calgary.ca | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

# Tom & Flowers Part 2 of the Appeal

- **Injunctive norm:** It makes Lindsay happy when you buy her flowers.
- **Descriptive norm:** 90% of your friends buy their wives flowers.
- **Benefit:** When you buy Lindsay flowers, she will make you a steak dinner.



Protecting what's precious.  
Land. Air. Water.

calgary.ca | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

# Tom & Flowers: Individual Appeals

- Tom you should buy Lindsay flowers because it makes her happy.
- Tom you should buy Lindsay flowers because 90% of your friends buy their wives flowers.
- Tom you should buy flowers because you love steak dinners.



Protecting what's precious.  
Land. Air. Water.

calgary.ca | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

# Tom & Flowers: Group Appeals

- Tom buying Lindsay flowers is good for Calgary and she wants you to.
- Tom as most Calgarians have already discovered buying your wife flowers is good for the City.
- Tom buying Lindsay flowers is good for Calgary after all we could all use more steak dinners.



Protecting what's precious.  
Land. Air. Water.

[calgary.ca](http://calgary.ca) | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

# If this was like grasscycling then...

- Least effective:
  - Tom you should buy Lindsay flowers because it makes her happy.
  - Tom buying Lindsay flowers is good for Calgary after all we could all use more steak dinners.



Protecting what's precious.  
Land. Air. Water.

calgary.ca | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

# If this was like grasscycling then...

- Most effective:
  - Tom you should buy Lindsay flowers because 90% of your friends buy their wives flowers.
  - Tom you should buy Lindsay flowers because you love steak dinners.
  - Tom buying Lindsay flowers is good for Calgary and she wants you to.
  - Tom as most Calgarians have already discovered buying your wife flowers is good for the City.



Protecting what's precious.  
Land. Air. Water.

calgary.ca | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

# However the Most Effective Appeal:

Tom you should buy Lindsay flowers because  
you love steak dinners.

Individual / Benefit



Protecting what's precious.  
Land. Air. Water.

[calgary.ca](http://calgary.ca) | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

# Back to grasscycling: Appeals from most to least effective

1. Individual / Benefits
2. Individual / Descriptive
3. Group / Descriptive
4. Group / Injunctive
5. Group / Benefits
6. Individual / Injunctive



Protecting what's precious.  
Land. Air. Water.

calgary.ca | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

# Where to go from here: Option #1

1. Individual / Benefits ←
2. Individual / Descriptive
3. Group / Descriptive
4. Group / Injunctive
5. Group / Benefits
6. Individual / Injunctive



Protecting what's precious.  
Land. Air. Water.

calgary.ca | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

# Text from #1

- Front: How can you as an individual make a difference? You can make a difference by grasscycling.
- Back: Think about the benefits for you as an individual if you grass cycle



Protecting what's precious.  
Land. Air. Water.

calgary.ca | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

# Where to go from here: Option #2

1. Individual / Benefits
2. Individual / Descriptive ←
3. Group / Descriptive ←
4. Group / Injunctive
5. Group / Benefits
6. Individual / Injunctive



Protecting what's precious.  
Land. Air. Water.

calgary.ca | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

## Text from #2 & 3

- #2 Front: How can you as an individual make a difference? You can make a difference by grasscycling.
- #2 Back: Your neighbours are grasscycling. You can to.
- #3 Front: How can we as a community make a difference? We can make a difference by grasscycling.
- #3 Back: Our neighbours are grasscycling.



Protecting what's precious.  
Land. Air. Water.

calgary.ca | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

# Options

- Remember that odds are going with option 1 or 2 probably won't matter as both were proven effective.



Protecting what's precious.  
Land. Air. Water.

calgary.ca | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

# 2011 Program

Front: You can make a difference by leaving grass clippings on the lawn.

Back: There are many benefits for you if you leave clippings on the lawn.



Protecting what's precious.  
Land. Air. Water.

calgary.ca | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

# 2011 Program

Front: You can make a difference by leaving grass clippings on the lawn.

Back: There are many benefits for you if you leave clippings on the lawn.



Protecting what's precious.  
Land. Air. Water.

calgary.ca | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

# Disclaimer

Grasscycling is a behaviour that is different from other behaviours (such as recycling or composting) thus we cannot assume that these messages would work for these other behaviours. However, these results can help inform decisions we make about how we influence other behaviours.



Protecting what's precious.  
Land. Air. Water.

[calgary.ca](http://calgary.ca) | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES

Thank you!



Protecting what's precious.  
Land. Air. Water.

[calgary.ca](http://calgary.ca) | call 3-1-1



THE CITY OF  
**CALGARY**  
WASTE & RECYCLING SERVICES