

metroSTOR Webinar Transcript

Incentivisation of Communal Recycling

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Guest Speaker: David Landsberg, LitterLotto CEO

Nigel Deacon

So for those who just joined, again, welcome. Thank you very much for joining our webinar on incentivising recycling. Really appreciate you sparing your time and also we appreciate David Landsberg sparing his time today to share his thoughts. I wanted to start by doing a bit of an intro, in a moment, but I just wanted to start by doing a bit of a recap really, on the last event that we did, which was our great session from Livvy on behaviour change.

One of the key things that jumped out for me was that just knowing that we should recycle is not enough. Even a desire to recycle on its own is not enough, and starting to get an understanding of the cognitive influences, that is, how our brains work, which are often quite insightful. Understanding why people do what they do, and what we have to do to start to influence and change that. And one of the key things is, as we all know, aside from making it easy, is if we can introduce an element of benefit, as in, answer that question, what's in it for me? What's in it for the user, the disposer, whatever we want to call them, the waste producer. To create an element of incentivization is, perhaps I'll say, the holy grail, the thing that we're all trying to achieve.

I've been in conversations with David for a long time about how we can do this, and David has kindly agreed to join today to share his ideas about expanding the Litterlotto principle into recycling. Many of you are aware of Litterlotto ready and no doubt very interested to hear what he's got to say. So that's pretty much it from my introduction. Welcome, David, please, tell us about what you do, the background and where you're trying to take Litterlotto for us.

David Landsberg

Okay, I hope everyone can see that. So first of all, thanks very much, Nigel and metroSTOR for giving me the opportunity. I can see some names that I've spoken to before, so it's good to see you and some new names too. What I thought I'd do is I'd start by giving a bit of background on us and then walk you through what we've achieved and then talk to you about some new initiatives we've got coming out, which I think are probably the most relevant here for the specific applications that we're talking about.

So I know that this industry loves its acronyms, so this is actually an acronym of Litterlotto. So we wanted to create an app that incentivised people to do the right thing. I've got a passion for nudge technology, I loathe litter, it seemed like a natural pairing for me to come together and create this app.

The acronym seems to work as well, so that's a positive thing. It's a very simple app to use. You simply download it, you take a picture as you bin litter using the app and that's it, that's all we need to do. Straight away you're in for the weekly jackpot, it's £1,000 in the UK, and every time you bin litter it's another entry into the jackpot. So there's no limit, the more, you know, we want to incentivise people to do it more and more. So each time you do it, it's another entry and along the way, you know, we give spot prizes of virtual coins which I'll come on to in a minute.

it seems to be working, so to date we've had over eight and a half million pieces of litter binned through the app. We've given away over 400,000, it's actually 430-something thousand pounds to date. So when we launched it, you know, we really had no idea whether people would take to it, we didn't know how people would use it. The assumption was people would use it for first-party litter, you know, for the litter they were carrying. What I found really interesting was

that over 84% of the litter that people have binned through the app is what's termed as fugitive, which means it was picked up from the ground, so to all intents and purposes, outside of any waste stream. And to me that was probably the most exciting part, is to see that people were actually going out and hunting for litter. So they've put some value on it. Some of these images, you know, you can clearly see that they've been weathered. But we had 2000 analysed just to understand a bit more about the sort of waste that was going in there and where it was from.

So that was really exciting for us. So as we started developing, we added lots more bells and whistles and features so that local councils could start using it. So we created geo-fences, and the idea of geo-fences is that we can effectively create a lotto within the lotto, competition within the competition, a game within the game, so that local councils can add their own home page, they can add their own details and their own incentivization themselves. So some councils give double entries into the jackpot in their area. Others put an additional jackpot, they have a cash prize. The main thing about a geo campaign is it creates additional engagement because people can visualise that it's a localised offering and it feels a lot more local as well. We've also got the opportunity for local businesses to add rewards as well so they can be redeemed for virtual coins.

So we can create these geo fences to, you know, any size. We can actually go down to an individual bin and we can make that a magic bin or we can go, for example, to a football stadium. So we did a trial with Bristol where we created a geo fence around Bristol Stadium so that if you binned litter on a match day, you have the chance to win free tickets. But we can do, you know, match it for local festivals so you can win tickets for next year's festival, etc.. There's no limitations on what we can do with that. And we also, we give away these random prizes of virtual coins so you can win these any time between five, and I think it's 500 at a time, and you can redeem those for offers put in by local businesses. You can redeem them for more entries into the jackpot. You can redeem them for entries into other prize draws that are offered. So, for example, we've just drawn a prize draw for an iPhone and for gaming equipment as well. You can also redeem them for planting trees. You can retain them to, believe it or not, adopt a bin which some people are doing as well, we're going to try and make that a thing.

And then the other thing we're introducing are league tables. So you'll be able to have, it could be county against county, it could be town against town, it could be a football team against a football team. Whatever it is, we can create league tables, either public or private and we've got a lot of interest in those, too. It's all about gamification and engagement. That's what really makes this app successful. One of the other things we're doing is we're introducing additional seedings. So, if you imagine how Pokemon used to be, we can actually have, can be drawn to places where, you know, there's extra Pokemon characters. We could do the same thing with Litter lotto, so we can incentivise people to visit specific areas because we've increased the number of coins that are planted there. So it's great for beach cleans or for recreational areas and riverbanks, etc. So we've got a lot of councils we are now working with. Although we launched over a year ago, we've only really started offering the additional council geo-fenced prize draws for the last few months and we've already got dozens and dozens that have signed up for us. We've got a lot more because there were delays because of the council elections which didn't, which means that we've got a big backlog now of councils that want to work with us.

So I know that, you know, you've talked about this before, Nigel, in your last webinar, I understand, but there's a lot of science behind what we're doing. I mean, I always feel how, you know, how complicated is it, to understand that if you give someone a prize or the promise of a prize, they're more likely to engage? But there is science behind that, it's called the habit loop, and it's all about the combination of easy entries, small regular wins and a larger weekly jackpot that people can actually visualise winning, and that's an important part of it. But then I also wonder why we need to explain this because over 70% of the UK population do the lottery anyway. But with us of course there's no cost to enter and you can enter as many times as you like.

So we've seen some really positive changes, we're reaching all demographics. We're also creating an army of litter pickers, and even existing litter pickers are now picking up more as a direct result of the app, they're going further than

they would have done previously, which is very encouraging because litter pickers are probably the most prolific, you know, the most prolific users of not just our app, but also they are making the difference where, you know, the casual one and two bits of litter don't make a difference. But combined, that's how we get it to eight and a half million. The feedback that we get is quite, it's quite phenomenal. People love picking up litter. They feel great. We also get reports that they are improving mental health, they're getting exercise benefits. I don't know how many of you have actually done litter picking, but it is very therapeutic. And once you start on it, it does become once you've got the initial, the incentive to do so, it does become addictive.

So having proven we can get people binning litter, we're now focused on going the extra mile and that brings us to segregation of waste and putting it into the correct waste stream. So recycling is now where we want to focus. So if you get waste into the correct waste stream, all of a sudden it's not waste, it's en masse, it's pre-sorted, it's gained value. So we've got these new initiatives that are now focused purely on recycling and going the extra mile. So the first one we got an innovation grant for, it's called At Home. And effectively what it does is it allows councils to incentivise users not just to pick up litter externally, but with a flick of the app, it changes to at home mode and incentivises you to put waste into your recycling bins at home. But it shows you what can go in there. So we want to increase people, increase people's use of recycling to do more of the right things. So for example, plastics in the bathroom, but just as importantly, we want to discourage them from wish-cycling and we want to reduce contamination. So our app clearly shows you what can go in the bin and incentivises you to put it in the recycling bin. And if it's not in that screen, you can't put it in the bin, you don't get any entries into the jackpot for doing it.

The second thing we're doing is we've got AI now. We've trained it on something like several million images, and because over 95% of litter doesn't have a barcode, we have to recognise waste from its most screwed up state, from its most difficult to identify state. So if you look at this cup, for example, we know exactly what it is, so we can tell the user exactly what they need to do, take the lid off, drain out and remaining liquid, and then we can also give the opportunity for Costa or Starbucks or another brand to create an offering at that point. And all these additional income streams create bigger jackpots for us and bigger bonuses for the users. So they'll not only get entries into the jackpot and spot prizes, but they'll also get the opportunity to maybe get, you know, Starbucks points or Costa points or whatever it might be. And we're doing the same thing when it comes to recycling at home as well. So that when you put, you know, a packet of Weetabix in your recycling bin, you'll get an opportunity to maybe get a redemption offer from Tesco's or Kellogg's or Weetabix or whoever it might be. So lots of opportunities there.

This is the one that I'm most excited about and this is something that I'm hoping you know, you'll appreciate, it's called Chip & Bin. We've got a patent pending on that. The best bit I think of this is you don't even need to have the app installed on your phone to be able to use it. So you just tap your phone against the bin, and the bin is just any bin that's got our poster on it, because within the poster we'll have the chip or you point it at a QR code that's going to be on the poster, and up pops what goes in that specific bin. So, you know, the details on this pop-up, which you haven't even downloaded anything for, will guide you into what can go into that bin. It will work you through the process of taking an image, entering the jackpot, and the only reason you'll need to download the app is to see what you've won. So there's no obligation. But we think obviously lots of people will download the app, and every time they use a Chip & Bin site, it will revert to this pop up. But of course they won't need to download the app anymore.

And this is about other types of waste. We're going to be directing into specific waste streams. This one is probably the most difficult of all, is batteries. When we think of batteries, we think of, you know, AA's and AAA's and what have you, but that's not where the problem is. But it's very difficult to communicate this to consumers. So what we've done is we've created a battery lottery with two sides to it. One is for loose batteries, and that's incentivising them to take loose batteries back to supermarkets and we can guide them with maps where the local drop-off point is. And we've also got a separate side of it, which is for anything that contains a battery, which is really where the issues are with lithium-ion and what have you. And we treat that as small WEEE and we can direct them back to household waste and recycling centres

so they can drop that off. And each one, of course, gets them entries into the jackpot.

So finally we're always searching, trialling and experimenting. We're always pushing limits. We won't always get it right, but we are passionate about making a difference here. So we are, you know, our team is always looking at new initiatives we can put together and we try to move fast and break things. I nicked that from Mark Zuckerberg, because, you know, it's all about how fast we can get these on the market and get people using them and learn from the way they use them to understand what we need to change to make them even more engaging.

So thank you very much for your time. I hope you found that of interest. And I'll be delighted to answer any questions.

Nigel Deacon

That's really exciting stuff Dave and I appreciate you sharing that. And, well, I've got a few thoughts, but does anybody want to put some questions forward for David? Feel free to stick your hand up and the floor will be yours.

And as I say, I find this hugely exciting. And the first question for me is, David, when can we have this stuff?

David Landsberg

So our issue is we've got so much in development and we're so eager to get it out quickly, we've got to schedule, obviously, to make sure that we get it right. We've got, AI is ready now, and AI will be in the app within the next 3 to 6 weeks. The Chip & Bin is in development, we've trialled it, we've got, you know, we've trialled it to the point where it's all about now getting the design right and getting it within the app, so that we're launching September, and we can have that in as many sites, we're not limited to the bandwidth because once we've developed something, it's done in a modular style so we can cope whether it's one bin or, you know, 10 million bins. So that's the beginning of September.

The At Home, which is the home recycling, is now in feasibility trials with Buckinghamshire Council that was launched two weeks ago as a trial there, and over the next three months we'll be gathering data and seeing how people behave with it and then we'll be refining it, putting all those changes in and making it available later this year too, to other councils.

Nigel Deacon

Yep. Very interesting. What would a council need to provide in terms of information and, etc. What would you need from the council in order to set something like this up?

David Landberg

That's a good question. So in the At Home mode, one of the things we've put in the app is the ability to create a reminder for when your bins go out. Now we've got two options on that, the user can set it themselves which is probably a much easier process for the councils, because otherwise councils have to give a huge amount of data on what's being collected where, on what days. So if they can give us that data, we can implement it, we can put it in the app. Otherwise it doesn't need to be. All we really need is an understanding of the different types of bins, different colour bins and what goes in each bin. And most of that is, we can draw that from council websites, but any nuances or what have you, or any wizards that we need to guide people through, we can take that from the councils.

Nigel Deacon

And any forthcoming changes to the way recycling streams are collected, and that sort of thing would be relatively easy to incorporate?

David Landsberg

Yeah, certainly. I mean so we already, you know we're already aware of the food waste issues that are coming up, soft plastics. They're just additional modules going within the app that will be able to process and incentivise for those specific streams.

Nigel Deacon

Yeah, Yeah. Okay, interesting. If a housing association, in some areas they have large number of flats and so forth, if there's a housing association wanted to participate insofar as they wanted to encourage residents place material, correctly recycling, etc., would they need to be working in partnership with the local authority as well in order to sort of make that work?

David Landsberg

No, I don't think so. I mean, if they're using Chip & Bin, we can create for a single bin, we can create a poster for a specific bin. Obviously the more posters that we create for the same bin type makes it more efficient. So if a whole council was going to cover all their bins, for example, to be extreme, with Chip & Bin posters, that would make it much more efficient than if we were to do one housing association, but we can absolutely take one housing association.

Nigel Deacon

Right, we've got a hand up, which is great. Jon, do you want to come in with your question or observation?

John Grundy

Yeah. Thank you. Jon Grundy from Harlow Council. What's it cost?

David Landsberg

Okay. That's the only question that I'm looking for guidance on. We've got our own ideas, we haven't finished with our pricing yet. I'm interested to know how you'd value it. That's a tough one, isn't it? That's the question back, what are your thoughts? I can talk you through the pricing of the other projects we're doing, but Chip & Bin is the one we haven't finalised yet.

Jon Grundy

Yeah, if you can talk us through the price of the basic model that you've got that would be useful, I think.

David Landsberg

Okay. So for a Council, the basic model is around £4,000 and then there's lots of different add-ons. So for example, we've got a module that is purely for litter pickers, because litter pickers pick in bulk, they won't necessarily want to take an image of each piece of litter they've binned, so if they're a verified litter picker, we can, we will just accept a picture of the sack that they filled up. So that's an add on, which is about, I think, £2,000. We've got add-ons for league tables and various other components. But it starts, you know, if you think £4-6000 gets you pretty much the whole package, the only thing that we haven't priced out yet, as I say, is the Chip & Bin, which is about, you know, a cost per bin per year.

Jon Grundy

Okay. Okay. So that's £4,000 per annum. Yeah.

David Landsberg

Yes. Yeah.

Jon Grundy

Okay. And that goes towards the award money, the prize money, yeah?

David Landsberg

Yeah, so with that you get access to, it comes to £1,000 a week jackpots, all the spot prizes, all the tech and what have you. But we do invite Councils to put their own additional jackpot on top of that, because that creates a lot a lot higher local engagement.

Jon Grundy

Thanks very much, David

Nigel Deacon

Thank you Jon, appreciate that. Anyone else want to ask only any questions?

Silence...

David Landsberg

I don't know whether that is a good thing or bad thing, Nigel!

Nigel Deacon

Yeah, indeed! And, just you know, the sponsors for the actual jackpot and that sort of thing, where, it's not purely the fee from the council, is it?. Who else do you work with in terms of, you know, funding?

David Landsberg

Yeah. So we've got different income streams, so we work with major brands, so we work with McDonald's, KFC, for example, who pay for the licence to promote Litterlotto. And in some councils where it's allowed, they may be within the app as well. So that's one stream. The other stream is councils. But we also will be monetising the AI so that brands will have the opportunity to communicate with customers post consumption, which is going to be a big area for them, particularly with EPR coming up.

Nigel Deacon

Yeah, interesting. Now clearly the data you've shared on the number of items of litter that have been collected is very, very impressive. Have you any data around, sort of the cleanliness of, sort of, streets, the high streets and that sort of thing? Have you had feedback from councils, on that level?

David Landsberg

We've had feedback, but it's anecdotal. We don't have any data, it's very difficult to get data on sort of, a before and after. But we've gone out to our users and we've asked them to fill in surveys, we've spoken to various councils and asked them to look at litter hotspots and to see what differences there are, there is a difference. It's not an immediate difference because behavioural change isn't an immediate, you know, it does take a while to do it, but we have seen definitely that there are areas where it's made a difference, and I think that over time, as we perfect, and as we get even higher engagement, we'll see more and more of an improvement. And you know, the old thing is the smashed windows, isn't it? The less litter that there is about, the less litter people will drop?

Nigel Deacon

Yes, hugely. Well, as you know, increasing recycling from communal areas and blocks of flats and things like that is something that's very close to my heart. Would you be interested in approaches from Councils and, with social housing, would you be interested in approaches from those that would be willing to sort of participate in, piloting the Chip & Bin?

David Landsberg

Yeah, absolutely. That's exactly what we're looking for now. We're looking for areas where we can trial it. I mean, we want to do it not just on specific waste types, we want to do it on generic litter bins as well, because, you know, it can, if people will tap, look at the QR code through for generic litter, then it will still say, you know, put your litter in here and get your entry into the jackpot. The reason we want to do it on all types of bins is because the biggest is, you know, we've got hundreds of thousands of downloads of the app, but the biggest barrier is downloading an app. So if we can actually cut that out where people don't have to download the app to enter the jackpot, we think that's going to make a big difference.

Nigel Deacon

Yeah, that's really interesting. So anyone on the call got any thoughts around their areas that they think that they could really start to bring some benefit, and I see Lorna has kindly put a comment, I take it Lorna you're referring to blocks of flats?.

Lorna Turnbull

It's actually a whole area, you know the Devonport area of Plymouth, there's a huge issue with litter and fly-tipping, but litter as well when you walk around, and I think the Chip & Bin would really help in that area as well. I just think the whole thing is fantastic actually.

David Landsberg

Your accent threw me, Lorna, I wasn't expecting you to talk about Plymouth!

Lorna Turnbull

Oh right, sorry!

David Landsberg

But absolutely, I mean, yes, please make contact and we'll send you details of how we can work with you.

Lorna Turnbull

Okay. So how long do you think it'll be in places like Plymouth and Cornwall, or do you think it's just too far away from this, to civilization?

David Landsberg

Absolutely not, no. I mean, it makes no difference to us where, it's live now, you know, across the UK. What's not live is Chip & Bin, you know, as soon as we release it in September, you know, and you put your posters up, it's live so there's no, there's no long lead up to it.

Lorna Turnbull

Right. Okay. And does the council have to be, obviously I'm sorry if you've already said this it's my slow mind. If Plymouth Council aren't participating, then the app won't work, I take it?

David Landsberg

You know, it will, it works everywhere today. The only thing is if a council is participating, it sort of gives an additional engagement, a level of engagement, simply because people, when it's localised, people feel more engaged with it. That's the thing we've learned. But no, we can do, it's national today and if you do Chip & Bin in Plymouth, then when you do Chip and Bin it will be live nationally and in Plymouth there'll be an additional, you know, benefit of using it, using Chip & Bin.

Lorna Turnbull

Brilliant, thank you.

Nigel Deacon

Lorna, appreciate your comments. Ed, do you want to come in?

Ed Jelliffe

I do. Hi. Is there a way that we can, again, you probably said this, so is there a way that we can express interest, kind of, on behalf of our council in doing any element of your app specifically, if that makes sense?

David Landsberg

Yeah, Well, so we have Carly, who heads up our local authority campaigns, she's starting to reach out to Councils, local authorities and what have you. We've not worked with housing associations before, So I guess, you know, just email David@Litterlotto.com or Carly@Litterlotto.com. that gets to us and then we'll start you know, we'll start sending out information and the release dates.

Ed Jelliffe

Okay, great. Thanks.

David Landsberg

Thanks.

Nigel Deacon

Sorry, Mark, only just noticed your hand up there, you're off my screen view.

Mark Edgar

If you've got litter in your front garden and you pick it up and put it in your wheelie bin, does that count, or...?

David Landsberg

Yes. So even now it does count. It does. There's lots of different anti-fraud measures in there. We can tell when someone's gaming the system, but we actually want to encourage people taking litter home as well. So if people are putting packaging and food on-the-go into their home bins, that works for us as an entry. So absolutely, we want to encourage, you know, it doesn't matter where it comes from, if it's litter going into a bin then it's an entry into the jackpot.

Mark Edgar

Is that at the moment currently live, or is that...?

David Landsberg

Yes, that's right. No, that's live, you can bin litter in any bin for it to be an entry into the jackpot draw.

Nigel Deacon

So was the £4,000, sort of fee that you were talking about earlier, is that relating to Chip & Bin or to the current Litter lotto arrangement?

David Landsberg

That's Litter Lotto. For a Chip & Bin it's going to be a cost for a licence and then a small add-on for the cost of the posters for each bin, the posters for each bin will have two things. They'll have the QR code on them, so if people don't want to tap the bin, they can use the QR code. But whether it's got the chip in the poster, the chip is going to be in the posters, or they use the QR code, it's going to be relevant to the specific bin. So we need to program it, so there's a cost, there's a set up cost, there's a cost per poster and then there's a licence cost to use it. But we want to keep the costs as low as possible to make it as attractive to, you know, councils, local authorities, housing associations, you know, stadia, facilities, everything.

Nigel Deacon

From a metroSTOR perspective we're certainly keen to support this. And I think as many of those on the call will know, use of bin enclosures is something which not only keeps the areas looking tidy, helps direct people towards the right bins, but also provides a canvas, if you like, for conveying this type of messaging and and we're, you know, willing or more than willing for those councils that want to participate in the scheme, or make use of the scheme, to include the symbols etc., within the signage that we fit to the bin enclosures.

I've got a few points on, you know, how we can support in terms of the infrastructure, but...

David Landsberg

There's a question, Lorna asking how you know whether your council is involved.

Nigel Deacon

Thank you.

David Landsberg

Unless you're in the council, you know, specifically involved, you know, when you open your app, it will show you if you can see the council's offering something specific. But if you're in a Council that's not involved, it will just be the regular Litterlotto app that you can use anywhere in the UK.

Lorna Turnbull

Sorry, just another, just a very quick question. Is it okay if your council isn't involved, Plymouth Council isn't involved, but would it be okay to put a poster up advertising the app in my area or not?

David Landsberg

Yes, it would, it would be okay. But I mean, we need to start, you know, we need to create some income for us. So we will charge a licence fee for councils to promote it.

Lorna Turnbull

Okay. That's lovely. Thank you. And sorry, how much is that licence fee?

David Landsberg

I couldn't tell you of the top off my head, but I mean we would encourage you to do the localised, the geo-fenced offer.

Lorna Turnbull

Right. Okay. That's good because I'm obviously with a housing association and not a Council. Okay. Okay. That's lovely. Thank you.

Nigel Deacon

That's a really interesting point, Lorna, because I think there's huge potential for housing associations and housing departments within councils to work more closely with the waste and recycling teams in each council. And I think identifying things like this, it can make a difference as well as making sure we've got the right bins, we've got access to food caddies, recycling bags, all those sorts of things will all help, you know, contribute, move towards the change in behaviour, change in people's relationship with the stuff that they're discarding and the way that, you know, they do that.

So I've just got one or two more slides to just run through very quickly. But again, please do put comments on the chat. Any more questions for David, I'm sure he will have time to answer those.

So I just wanted to talk very briefly about the 5C's that we're developing at metroSTOR. I say, we're developing- it's common knowledge, it's good practice in terms of waste management and recycling. But I guess it's verbalising and putting into a process and tools that everyone involved in communal waste management can use. Which as you can see there is, capacity, convenience, communication, consistency and cleanliness, which really is what metroSTOR is all about. But whether you use metroSTOR or whether you don't, these are the principles which you need to adopt in order to get the outcomes that we're looking for: a clean, tidy environment, clean recycling and, you know, and active participation in recycling programs.

So just to unpack those a little bit, capacity, this is relating to flats but the same principle applies anywhere. If you're in a street, you're making your best judgement in terms of how much material we are actually going to be collecting. And it's in relation to the frequency of collections and this may be something that you can manipulate and it may not be, but essentially it's making sure that you've got enough storage capacity for the expected volume being produced between that frequency of collections, and making sure that that's then split between refuse and the correct recycling streams. As we all know, there's some potential for that to change in the reasonably near future. We all wish we knew when, hopefully it's not going to be too much longer, making sure we got bins that the authority will service, empty, and also have a plan in place for the bulk waste, particularly in residential areas, but it can occur anywhere, as we know, and

almost two thirds of all fly tipping incidents are actually household waste, which is, you know, telling us, I think that that there's there's a gap between what we're providing and, you know, what we what we need to provide or in terms of how we're making it clear what people should be doing.

Convenience for me is probably the biggest thing of all, and it's if we don't make it easy, it isn't going to happen. That's one of the secrets of behaviour change, is designing for a path of least resistance. It's building friction around those things that don't help in terms of recycling, so chutes, refuse chutes are pretty disastrous in terms of recycling, never mind fire safety and maintenance costs and that sort of thing. And it can be, as I mentioned just now, it could be providing the food caddies and the reusable bags and that sort of thing, which just make it easy for people to recycle, right from the point at the kitchen where they're separating material. Because if you don't do it there, it certainly isn't going to happen when they get to the bin store. Co-locating recipes and recycling bins together, eliminating the need for them to open doors, lift lids, all the things which might stop, you know, the desired behaviour from happening, and of course making it easy for the bin crews to service. Another essential part of that equation, if you like.

The way we communicate, I think use of colours, graphics, symbols and things, rather than text, especially in areas where we've got so many different languages being spoken and English language may not be the mother tongue, so to speak. Incentivization there, look at that. Different sized openings, so large openings for refuse, smaller openings for recycling go a huge way in reducing contamination. Telling people what is acceptable, what's not acceptable, and potentially penalties for non-compliance, and of course, opportunities for reward, as we're hearing.

Making sure that's consistent. So anything, any information that residents receive at home, the same when they go down the high street, when you get to the CA site, it's consistent. They can see, they know what's expected of them, they can tell very quickly without having to, you know, delve into lines and lines of text.

And cleanliness really is the last one. If we can keep waste and recycling areas looking clean, they'll stay that way. It's the broken window scenario, as David mentioned earlier. So keeping them enclosed, you look at wind blown litter, stopping food going on the floor are the big things for vermin. Using enforcement where you need to, but minimising contact, that's the thing where you don't have to open the lids and removing those sort of, closing out those spaces where people tend to fly tip.

So they're really the key things from the metroSTOR point of view in terms of getting an infrastructure which makes it easy for people to recycle, wherever they are. Whether it's at home or on the street, whether they live in a house or whether they live in a flat. It shouldn't, you know, flats, communal areas shouldn't be the poor relation. We should be able to recycle just as well. And we know, you know, historically it's not like that, recycling in flats is usually less than 10% without any intervention. But in some Boroughs you've got as much as, such as in London boroughs and some of the Scottish cities like Edinburgh and Glasgow, up to 80% of all households can be flats. So you can see what impact that has on the overall recycling rates and why it's really crucial, we think, to establish some form of incentivisation in those type of environments.

So that's really it from me. Any other questions, either for David or myself? Share any learnings from this session, or other things that you've, has anybody tried any other forms of incentivisation of recycling? I certainly haven't come across any. So, David, have you got a parting shot, a call to action in terms of how people, other than what you've already kind of, given Carly's details, I think, but what would you like to see happen from here?

David Landsberg

Well, I'd encourage people to keep an eye on our website. We've got a live counter of the amount of litter that's actually gone through the bin, through the app, which is where we get our figures from. Contact details are on there, I'd love the opportunity to work with housing associations, Councils. You know, I'm excited. I'm really excited about Chip & Bin. So the more opportunities we get to try and get it out there, the better for us. And you know, I'm always open to new

opportunities as well. If someone's got an idea that we should be incorporating within the app, which is where we get a lot of, we get a lot of the ideas from webinars like this, from talking to councils, local authorities and what have you. I'd love to hear it because we'll try and we'll try and implement it. So many thanks to you, Nigel, for hosting us on this webinar.

Nigel Deacon

I really appreciate your time, David and I would echo that, I mean, as metroSTOR we are equally excited about the possibilities of this and we'll be working closely with David to make it easy to implement in terms of, you know, the clients, many people on the call we're working with in terms of of bin enclosures in communal areas and we'll, you know, as part of our ethos is that we we look after the whole process end to end so if you're thinking it's, you know, it could be quite time consuming maybe to get it set up or make sure that have all the right labels on everything all the right chips on every every bin, we'll be on hand to, you know, facilitate that and make sure that everything ends up in the right places.

One other thing I thought, David, is have you a, I mean, you mentioned about feedback on ideas and that sort of thing. Have you a formal preferred method of communication? I mean, is that LinkedIn or that sort of forum where you'd encourage people to put ideas forward and feedback on how things are working?

David Landsberg

I'd like to say we're formalised on, you know, we've got a steady stream of ideas coming through a specific area, but we don't, no, we get hit from all ways so you know, email me, LinkedIn or wherever, wherever you get an opportunity to communicate with me I'll be happy to get into a dialogue with you.

Nigel Deacon

Thank you. I really appreciate that. And certainly from our point of view, we're all about sharing, you know, sharing good practice ideas, sharing the ideas that, you know, are working. And I'm keen to, you know, set up working groups, if anybody wants to contribute to that, be part of that going forward and then can be very pleased to hear from you.

So I won't prolong it, any other questions at all, or we'll shut up shop? So I would say, a very big thank you to everyone who's taken the trouble to join. And thank you very much, David, for your time and everyone. Been very interesting and look forward to seeing how it all develops. I hope you enjoy the rest of your day.