

Wednesday 01 December | Regents University, London

09:00 – 09:45 Registration and networking

SESSION ONE: DESIGN, INNOVATION, AND IMPACTING CHANGE

09:45 – 09:50 WELCOME ADDRESS

Steve Einton, Editor, Letsrecycle.com

09:50 – 10:10 USING BEHAVIOURAL INSIGHTS TO IMPROVE WASTE PERFORMANCE

Dr. Anna Scott (MCIWM), Director of Services (maternity cover), Keep Britain Tidy

10:10 – 10:30 ENGAGE, INFORM, EDUCATE AND MOTIVATE

Brian Shepherdson, Head of SHQ, Biffa

10:30 – 10:40 Question and answer

10:40 – 11:00 TRANSFORMING A SMALL OR NON-EXISTENT BUDGET INTO INNOVATIVE COMMUNICATIONS

Rachel Melvin, Waste and Recycling Services Team Manager, South Staffordshire District Council

11:00 – 11:20 THE IMPORTANCE OF VISUAL IDENTITY AND THE USE OF DESIGN

Mike Bond, Strategy Director, Bond and Coyne

11:20 – 11:30 Question and answer

11:30 – 11:50 Tea, coffee and networking

SESSION TWO: DIGITAL MEDIA AND TRANSFORMING ONLINE PRESENCE

11:50 – 12:10 WASTE COMMUNICATIONS: MAXIMISING ENGAGEMENT WITH RESIDENTS THROUGH DIGITAL COMMUNICATIONS

Debbie Slater, Local Authority Technical Consultant, WRAP

12:10 – 12:30 COMMUNICATING THE CIRCULAR ECONOMY

Cathryn Wood, Senior Circular Economy Officer, Essex County Council
Leah Martin, Programme Communications Lead, Essex County Council

12:30 – 12:50 HOW INSIGHTS CAN INFORM AND SHAPE CAMPAIGNS

Eric Saldanha, Designer, Hubbub

12:50 – 13:10 Question and answer

13:10 – 14:00 Lunch and networking

SESSION THREE: HOW CAN COMMUNICATIONS SUPPORT DIFFERENT WASTE STREAMS

14:00 – 14:20 WHO SAID BINS HAD TO BE BORING?

Sam Warren, Environmental & Sustainability Officer, Love your Chelmsford - Chelmsford City Council

14:20 – 14:40 TACKLING FOOD WASTE THROUGH SUCCESSFUL COMMUNICATIONS

Darren Orchard, Recycling Officer, Dorset Council

14:40 – 15:00 TEXTILES - HOW COMMUNICATIONS CHANGED RESIDENTS BEHAVIOUR

Cathy Knubley, Head of Waste, London Borough of Hillingdon

15:00 – 15:20 Question and answer

End of conference