

RECYCLING 2.0 APP

WHAT WE HEARD

Background

Recycling 2.0 is Hobsons Bay's four-bin kerbside waste and recycling service. The service redirects waste from landfill into local recycling streams, using more of our existing resources and reducing what goes to landfill.

The Recycling 2.0 app is the latest tool to support Hobsons Bay residents with the new recycling system. We've already released a number of features that enable residents to have important information on hand at all times. These include:

- **Personalised Bin Schedule:** Enter your address to find out which bins to put out for the next four weeks with an option to set a timed bin collection reminder.
- **Which Bin Does This Go In?** Enter a household item into the interactive tool to check which bin it goes in. It also features information about additional recycling options, where available.
- **Provide your feedback:** Users can suggest improvements or additional features.

The community engagement process

At the time of this project, face-to-face consultations were unable to proceed due to COVID-19 restrictions. As an alternative, online engagement tools were used including:

- **Online survey:** have your say on the two concepts to determine which will be explored further
- **Email:** share your feedback to the Recycling 2.0 project team by emailing communityengagement@hobsonsbay.vic.gov.au

Who got involved

The project's webpage on Participate Hobsons Bay received 221 site visits during the engagement period between 6 August and 23 August 2020.

35 online survey submissions plus one email was received, with the majority of respondents from Williamstown, followed by Altona Meadows and Altona. There was significant interest by those aged 35 to 44 years and 45 to 54 years with 60% of responses coming from these age groups (30% each).

Facebook posts delivered a combined reach to over 10,000 people and 270 post clicks, whilst Twitter reached more than 5,700 people.

Community engagement material

Game

Concept 1

How good are you at recycling?

Take recycling into your own hands in a fun and engaging way. We know that improved recycling knowledge leads to less bin contamination and better outcomes for our planet. Why not challenge your friends to see who is the ultimate recycling champion?



Concept

Your screen is divided into five columns, or waste 'categories'.

As waste falls from the top of the screen, drag and sort these into their correct bins.

Learn about any items you have disposed of incorrectly as you try and improve on your score each attempt.

Challenge your family and friends to be the ultimate recycling champion.

Key features

- Gamification of existing disposal systems
- Scoring system and leaderboard
- Varied difficulty levels
- Pop-up information on waste disposed incorrectly



Tips / Stats

Concept 2

Our new recycling services do make a difference

You've asked if it's really worth the effort of sorting through your rubbish. Let us show you how your recycling is going, and give you some tips to make it better!



Concept

Find out how Hobsons Bay recycling outcomes

Learn about how you can not only recycle better, but how you can reduce your waste in the first place.

Hear from others in the community about their top recycling tips and tricks.

Key features

- Recycling outcomes in Hobsons Bay
- Community tips
- Information on how to reduce waste and improve recycling habits



What we heard from the community

The community were presented with two concepts for consideration:

Concept 1: Game

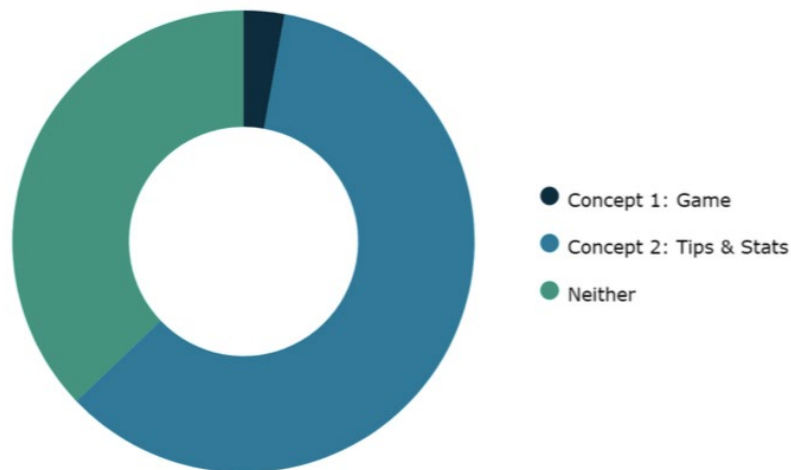
A fun and engaging way to improve your recycling knowledge and reduce bin contamination.

Concept 2: Tips/Stats

Demonstrating how your recycling is making a difference and tips to improve it even more.

Out of the two concepts, 60% of respondents stated that the tips/stats feature would help them most with their recycling. Most other respondents perceive that additional features to the app were not required, and a small percentage believed the game feature would help most with their recycling.

Out of the two concepts, which one do you think would help the most with your recycling?



Concept 1: Game

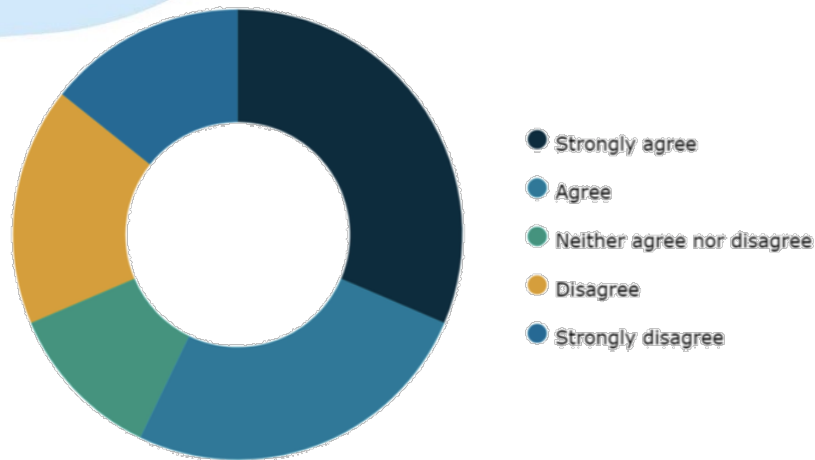
Around 20% of respondents believed the game sounded moderately to very appealing, and 15% believed it would encourage them to use the app more or download the app if they didn't already have it.

Overall there was concern that the game feature was too child focused and not reflective of the importance of recycling and sustainability. Especially given the current climate and COVID-19 restrictions, which is adding additional pressure on people's time, game playing was perceived as a luxury.

Concept 2: Tips/Stats

More than half of the respondents believed that having regular updates about the impact that the Recycling 2.0 service is having would motivate them to improve their recycling. More than 60% of respondents said they would find it useful to receive updates on how much waste has been diverted from landfill.

Having regular updates about the Recycling 2.0 service outcomes would motivate me to improve my recycling at home



There was also strong agreement that it would be useful to receive tips on wastes reduction and good recycling habits from others in the community, however comments were made expressing the need for this information to be delivered in an appropriate way, appreciating that everyone's situation is different.

Additional comments reinforced recycling and sustainability as an important issue for the local community. Whilst some people felt that they fully understand recycling and have been recycling appropriately for a number of years, there were requests for clear, concise and timely information to assist the community with the new system.

Some requests for information were made relating to information already available via the app, indicating that further education and promotion of the new Recycling 2.0 service and the supporting tools currently available would be beneficial.

Additional comments were made relating the fortnightly scheduled bin collection as part of the Recycling 2.0 service as opposed to the app development, which will be considered separately by Council officers.

Where to from here

We would like to thank everyone for their contribution and interest in the Recycling 2.0 app.

Council will evaluate all contributions made, with this information informing future features for the Recycling 2.0 app.

Council will continue to share app development updates using push notifications within the Recycling 2.0 app. To download the free Recycling 2.0 app on your smartphone, head to the Apple App Store or Google Play Store and search: 'Recycling 2.0'.

If you have any questions regarding the project, call 9932 1000 or email **communityengagement@hobsonsbay.vic.gov.au** and ask to speak with a member of the Recycling 2.0 app project team.