

**ZERO
WASTE
LEEDS**

A large, stylized pink circular graphic composed of several concentric, hand-drawn style lines, centered behind the text.

**We're building a movement to help Leeds
become a Zero Waste City by 2030.**



#LeedsByExample



Levi's





LEEDS SCHOOL UNIFORM EXCHANGE

[FIND NEARBY EXCHANGES](#)

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A few things we've learnt along the way

- Make it easy for people to do the right thing
- Good infrastructure - *and* good communications
- Social norms matter - *this is what people do around here*
- Focus on positive messages - and what people can do
- Be honest, transparent & authentic

ZERO WASTE GLASS



Gill Coupland
Zero Waste Leeds

BBC LOOK NORTH

Glass recycling in Leeds

- 750,000 residents, 325,000 households
- Glass is recycled at c 400 glass bank sites across Leeds
- Typically 10,000 tonnes recycled each year
- Estimated that 15,000 tonnes isn't recycled by residents
- In 2020, glass recycling increased by 37%
- How do we build upon that increase and make it last?

A three month social media campaign

- **Celebrate** success - the big recent increase in recycling
- **Encourage** people to maintain their glass recycling habits
- **Make it easier** to find your local glass bank
- Communicate **environmental impacts** in engaging ways
- Tell a **Yorkshire circular economy** glass story

Explore increasing the visual appeal of glass banks



Three questions

- How can you collaborate and involve local groups of citizens?
- Are there opportunities to communicate in more engaging ways?
- What is the value of “place-based” campaigns - that build upon local relationships, a sense of local pride & identity etc?

ZERO WASTE LEEDS

www.zerowasteleeds.org.uk @ZeroWasteLeeds
@TheSocBiz