

Digital spotlight on recycling and waste reduction Survey results

Summary of survey results (9 responses from 7 Member Councils)

Most Council staff consider the weekly tips to be 'very effective' in delivering targeted education and engaging with residents at a time when waste and recycling behaviour is taking place. One Council considers the tips to be extremely effective whilst a few others consider them to be reasonably or somewhat effective.

The information being delivered through the app is considered to be extremely or very relevant and important.

Most Councils have not yet utilised the analytics platform to view how residents are interacting with the app. However those that have used the analytics, consider it to be very useful and those that haven't are keen to use it.

The information contained in the Waste screen section of the app is considered by Councils to be extremely or very relevant, useful and important to residents. One Council considered it to be somewhat relevant, useful and important.

When asked what further improvements could be made to the content and functions of the app in regards to waste and recycling information, most Councils were happy with how it currently is. Other comments were as follows;

The content of the campaigns is relevant to our residents and is delivered at a suitable time, however it is hard to say if it is changing the waste habits of our community.

No improvements needed, just needs higher uptake of the app to make sure more residents are reached by the information.

At this stage I don't have any suggestions, it has the necessary information with links to other sources for more in-depth answers.

I now have access to the Analytic platform and will review how our residents are using the app.