The Methods Used by London to Create Awareness of Waste Management

Posted on March 6, 2018

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Abstract

Waste management is one of the most challenging tasks that several countries and cities face. London is one of those cities with a huge pile of waste that must be appropriately managed. However, to create awareness of recycling waste materials so that a sustainable environment can be built, London has deployed several strategies, such as marketing tools like posters placed all over the city to encourage residents to take their waste to the nearby recycling center. Therefore, this paper discusses the methods being used by London to create awareness across the city and the impact of the awareness on London.

Introduction

Waste management is one of the most challenging tasks for governments worldwide. The problem of waste management is rampant because of a lack of awareness of recycling methods for household waste. Recycling is important because it reduces the need for more raw materials such as forests, oil, and metal, reducing the environmental impact. The level of raw material consumption in the United Kingdom is high. Consequently, it is essential to increase the recycling of waste materials to conserve raw materials. Research has indicated that 45% of waste disposed of in ways that pollute the environment is disposed of by people who do not understand the importance of waste recycling. Recycling waste will make the environment well-managed and sustainable, improving economic growth. For instance, making a ton of aluminum usually requires a lot of materials, including eight tonnes of bauxite. However, when aluminum is recycled, fewer materials are needed, and it also helps save the environment from other gases produced when such materials are being manufactured (Nixon & Ruan, 2014, p. 21). Therefore, recycling waste is essential for environmental sustainability. To raise awareness of the recycling of waste materials, London uses marketing materials such as posters and radio, public engagement activities, online promotion of services, and collection methods to ensure residents are aware of recycling techniques.

Ideally, the recycling rate of waste materials has increased tremendously over the last few years. However, a lot still needs to be done so that the rate can be increased to almost a 90% success rate for recycling waste materials (Morar & Bogdan, 2013, p. 18). Several studies have indicated that over

the last decade, the government of London has been carrying out several marketing and advertising campaigns to improve awareness of the recycling of waste materials. The government has partnered with media stations and other organizations to conduct proper marketing throughout London. Recently, posters have been placed on various billboards and advertisement boards to inform the public of the importance of recycling waste materials. Studies have indicated that the majority of people who are not aware of recycling waste materials live in the countryside; therefore, posters and other forms of advertisement are being used to inform the people about the recycling of raw materials (MIRANDA & ANGELES, 2009, p. 438).

The government has developed strategic communication messages to create awareness among households. It is noted that campaigns with specific messages have been developed by the government and organizations that deal with environmental issues to use as campaign messages to convince the public to recycle waste materials. For instance, the “Don’t bin it, bring it” campaign is being carried out throughout London so that every household can be aware of ways that can be used to recycle waste materials. This is because several studies have pointed out that most households still dispose of waste in landfills, making it impossible to achieve environmental sustainability, a crucial policy being implemented by the government of London.

Research has also indicated that most households have some old materials such as electrical cables, bottles, and other household equipment (Lowe, 2016, p. 15). This equipment is usually thrown into the dustbin without considering its environmental impact. These materials are small, and they are not given much attention. The campaign “Don’t bin it, bring it” encourages households to take recyclable materials to a nearby recycling center instead of disposing of recyclable waste materials in the dustbin. Studies have indicated that waste thrown into the dustbin contributes to 90% of the waste in most landfills in the United Kingdom; therefore, taking such materials to the recycling center will contribute immensely to a sustainable environment.

The government has also initiated public engagement forums to educate people on recycling waste materials and, at the same time, encourage residents of London to take recyclable waste to the recycling center (Ioannis NEOPHYTOU, 2012, p. 15). Some of the public engagement activities that the government, in partnership with local organizations, has conducted include road shows on major roads in London and doorstepping through partnerships with local nongovernment organizations. The idea is to inform people about recycling waste materials for the sustainability of the environment. A report by the Environment Protection Authority (EPA) indicates that social media platforms have been used to create awareness of the recycling of waste materials. It also encourages households within London to take recyclable waste to the recycling center and to educate other people who do not have access to the platform (Clarck, 2013). According to Lowe (20), the government also prints brochures, leaflets, and booklets and then distributes them to different locations where people can access them easily for educational purposes.

It is also important to note that most schools throughout London have adopted environmental studies and teaching on recycling waste as part of their curriculum so that students can be taught to recycle

waste materials. According to Nixon and Ruan (35), to ensure that the knowledge taught is adopted, most schools usually organize recycling days, during which students are expected to come with used bottles and clothes and take them to the nearby recycling center. Most schools have developed a program called Help School Recycle to teach students about recycling, which has helped create awareness across London. The strategy developed increased the rate at which residents recycle waste materials by almost 45% per year and reduced the volume of waste being taken to or disposed of in landfills in the London region.

Most importantly, several companies have come to the realization that a cleaner environment is needed for the growth of the economy. Therefore, companies like Coca-Cola have changed their packaging materials and use recyclable packaging to promote a sustainable environment (Aljaradin, Persson, & Hossam, 2011, p. 521). This is one of the ways Coca-Cola has adopted to encourage the rest of society to get involved in recycling waste materials. Research has indicated that since companies like Coca-Cola started participating in encouraging households to recycle waste materials, many households are now involved, and the volume of waste being recycled has also increased. It has reduced waste materials disposed of in landfills or dustbins by almost 45% annually. Another survey has also indicated that the volume of waste disposed of in landfills per household has been reduced, and many households take waste materials to the recycling center (Watson, 2013).

In conclusion, to create awareness of the recycling of household waste in London, protect the environment, and become more sustainable, the government deployed various strategies, such as using marketing materials like posters to reach several people and educate them on the importance of recycling waste materials.

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