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COMMUNICATIONS
GROUP

2018 EEC/WTERT

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Agenda

**Who's
afraid of
EfW?**

**Public attitudes to
EfW**

- Opinion vs facts
- Perception of risk
- Three fundamental truths in human behaviour

**Three steps
to greater
acceptance of
EfW**

Conclusions

Who's afraid of EfW?

Perception vs science

The perception – for some



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This equals...

Lets all play dead!



For others the perception is...



This equals.....



+



=



Public attitudes and EfW

Perception of risk!

Three disconnects between the public and their wastes

► Disconnect 1

- Its not their problem

► Disconnect 2

- Focus on recycling has isolated residual waste disposal

► Disconnect 3

- Waste and resources are not the same thing

► Result

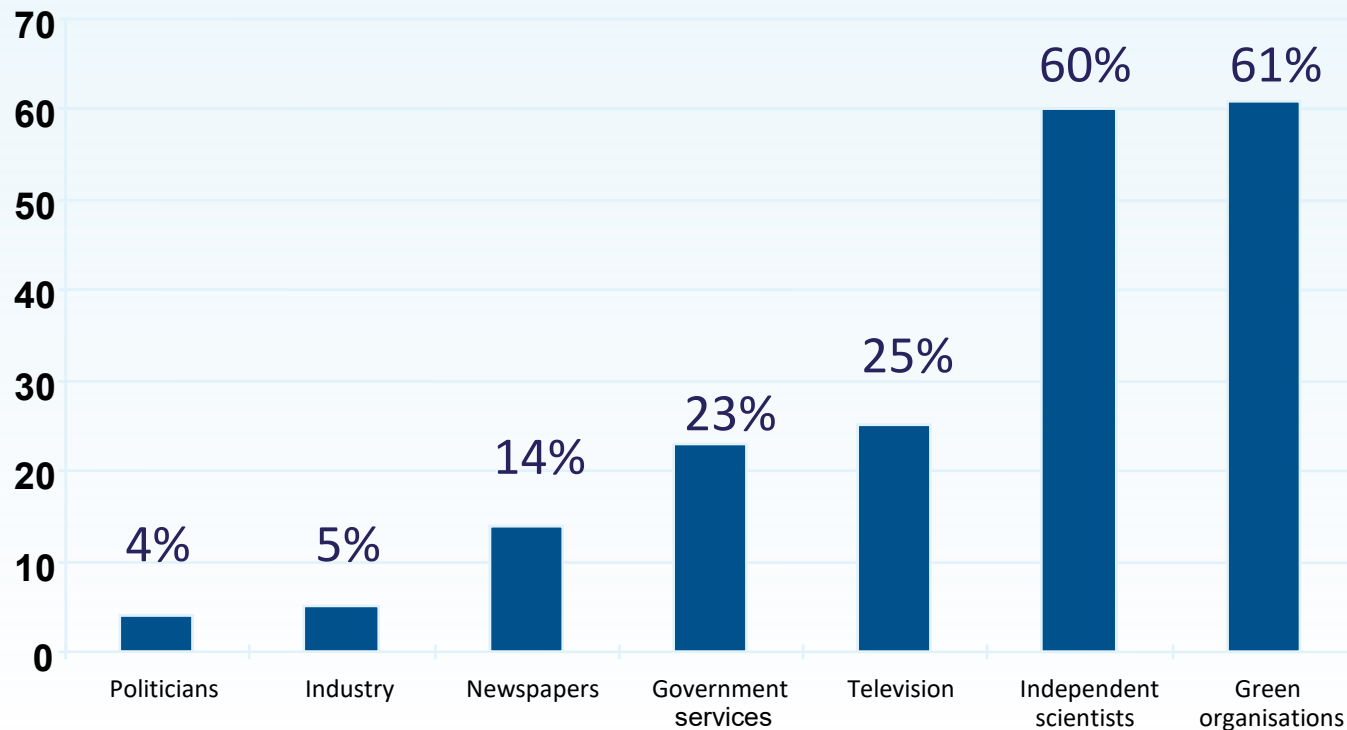
- They want minimum impact on their lives and at lowest cost
- So trying to reintroduce EfW is going to be difficult
- To achieve a true Circular Economy our approach has to change

EfW = “Death Factory!”

- ▶ In some countries EfW is seen as an unacceptable technology in some US states its still banned!
- ▶ The internet allows outdated and inaccurate information to continue to be circulated and spread via social media
- ▶ So, if a host community wants to find anti-arguments there are plenty out there
- ▶ Dioxins have an X in their name, so they must kill you!
- ▶ The waste sector does not invest enough in proactive reputation management
- ▶ Very true for the UK and USA, but it’s not the same everywhere

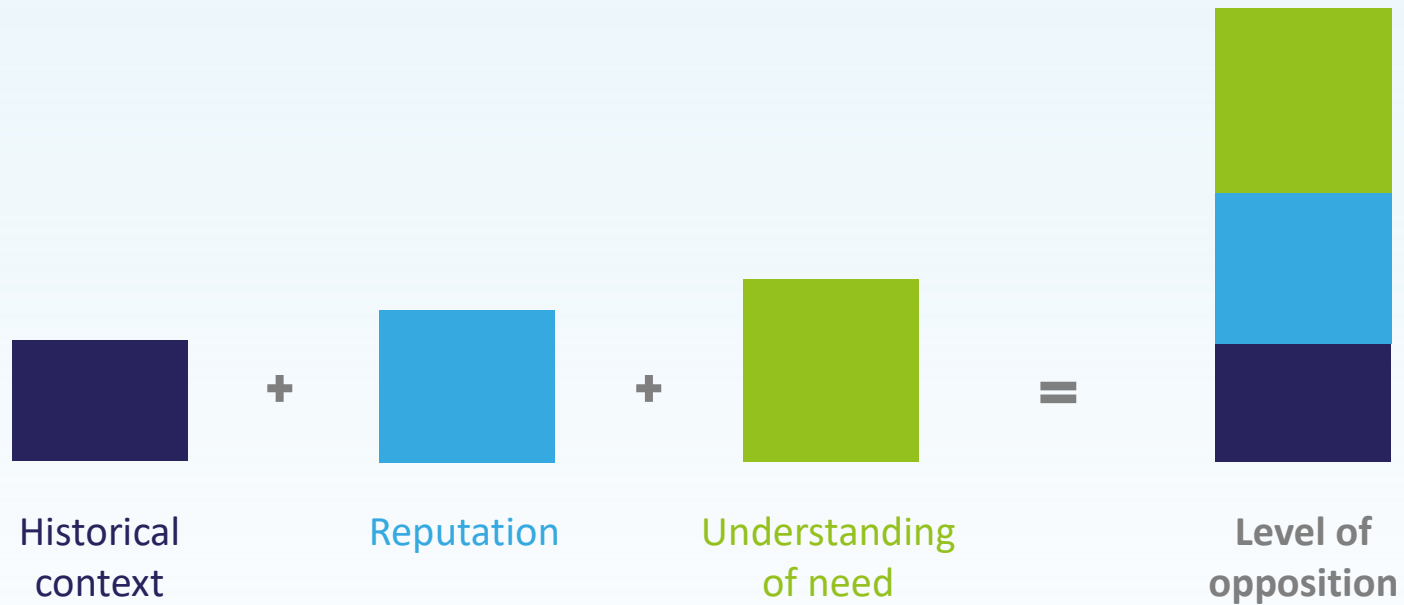
Who would you trust on the environment?

Who would you trust on the environment?



Source: Defra

The opposition formula



Public attitudes and resistance to change

Fundamental truths

Fundamental truths

People do not
like change

Especially if they feel
they have no influence
or control

Perception
is truth

Today opinion has the
same value as **facts**

What's in it
for me?

If they see no value in it
for them they are more
likely to object

But, a lot changes with proximity

Model of likely public reaction



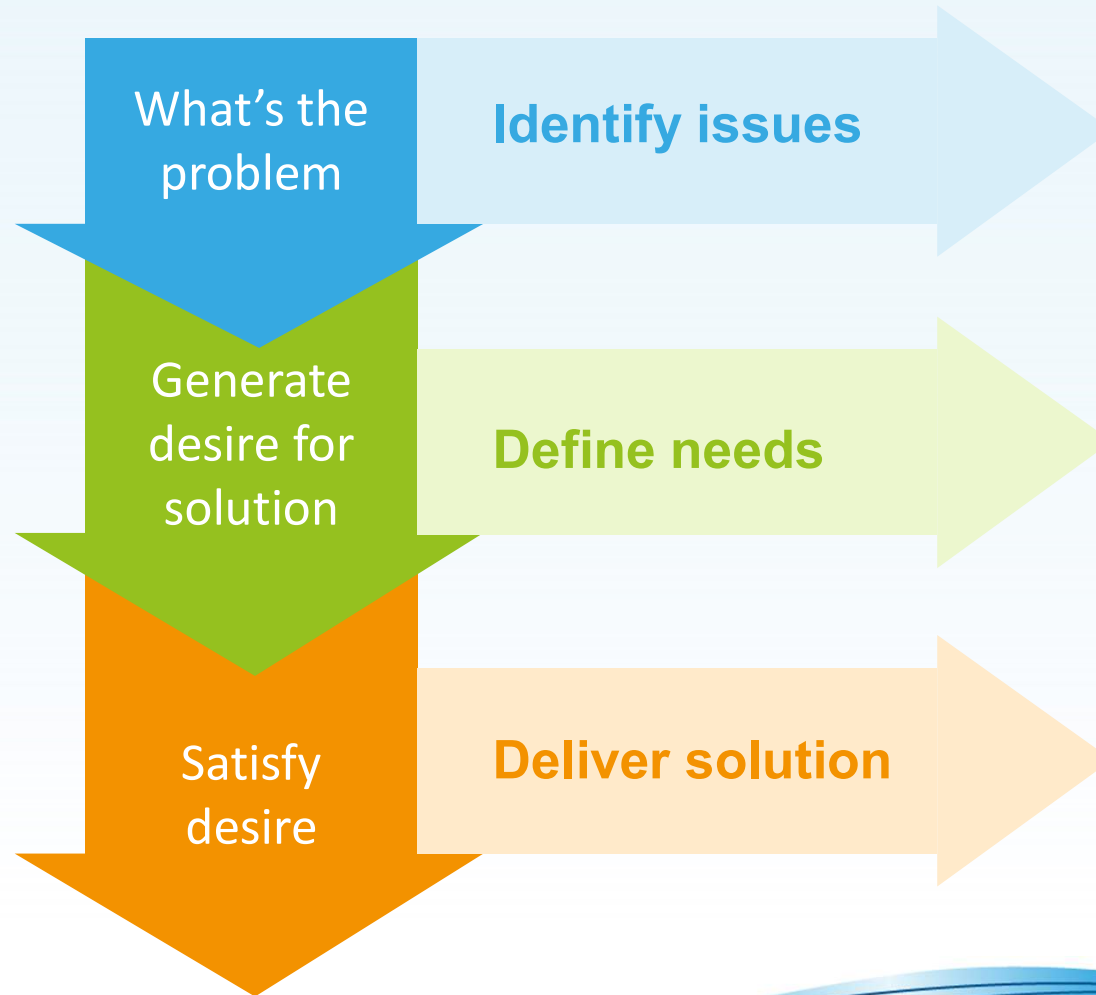
Three steps to greater acceptance of EfW

Reduce vested interest and establish context

The public's view of planning decision making



Selling 'anything' to consumers



Implications

First – there is a problem

- Deliver historical context 'How did it come to this
- It cannot continue

Second – it involves the public at every level

- It's their waste!!
- They must have a role in solving the problem

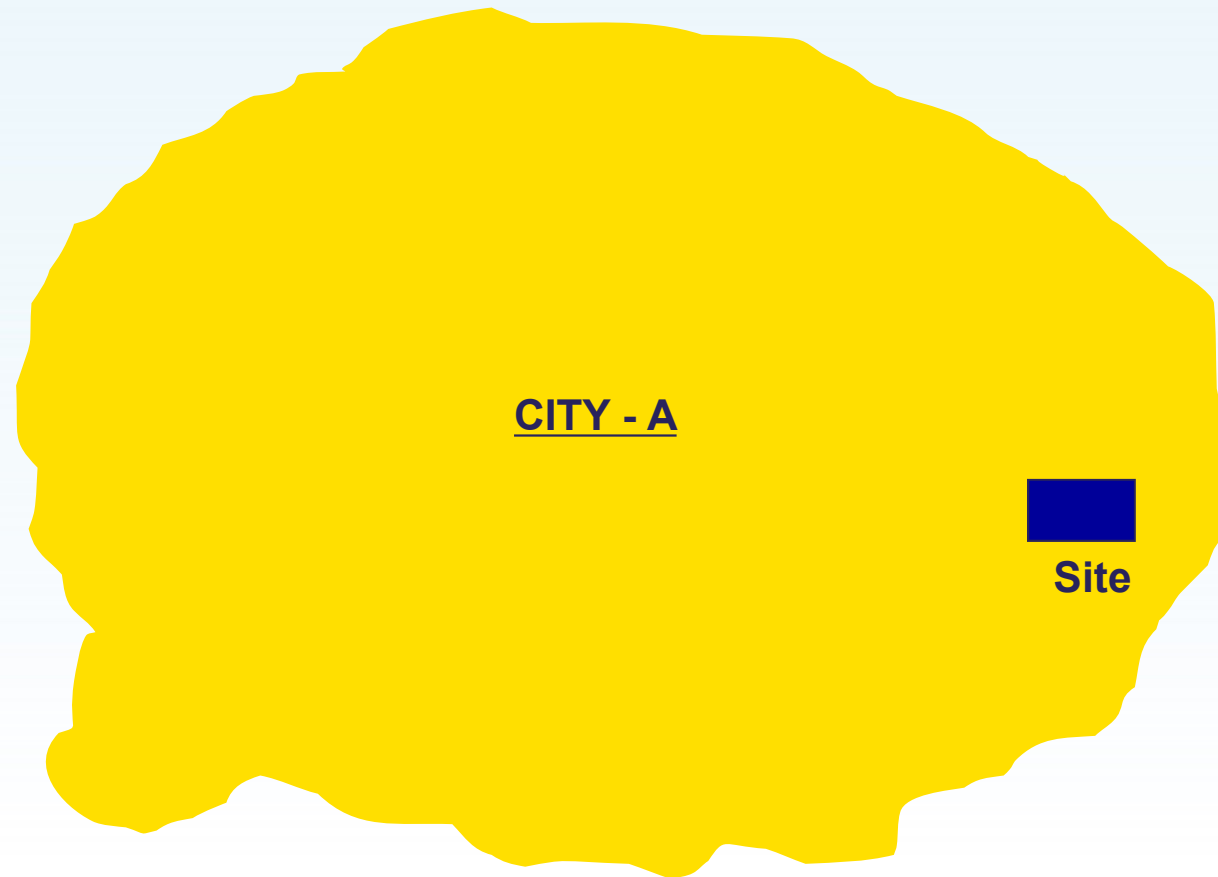
Third – If we can deliver the solution it will benefit everyone

- It will reduce waste and make better use of resources
- It will clearly benefit the environment
- It will generate renewable energy – including heat

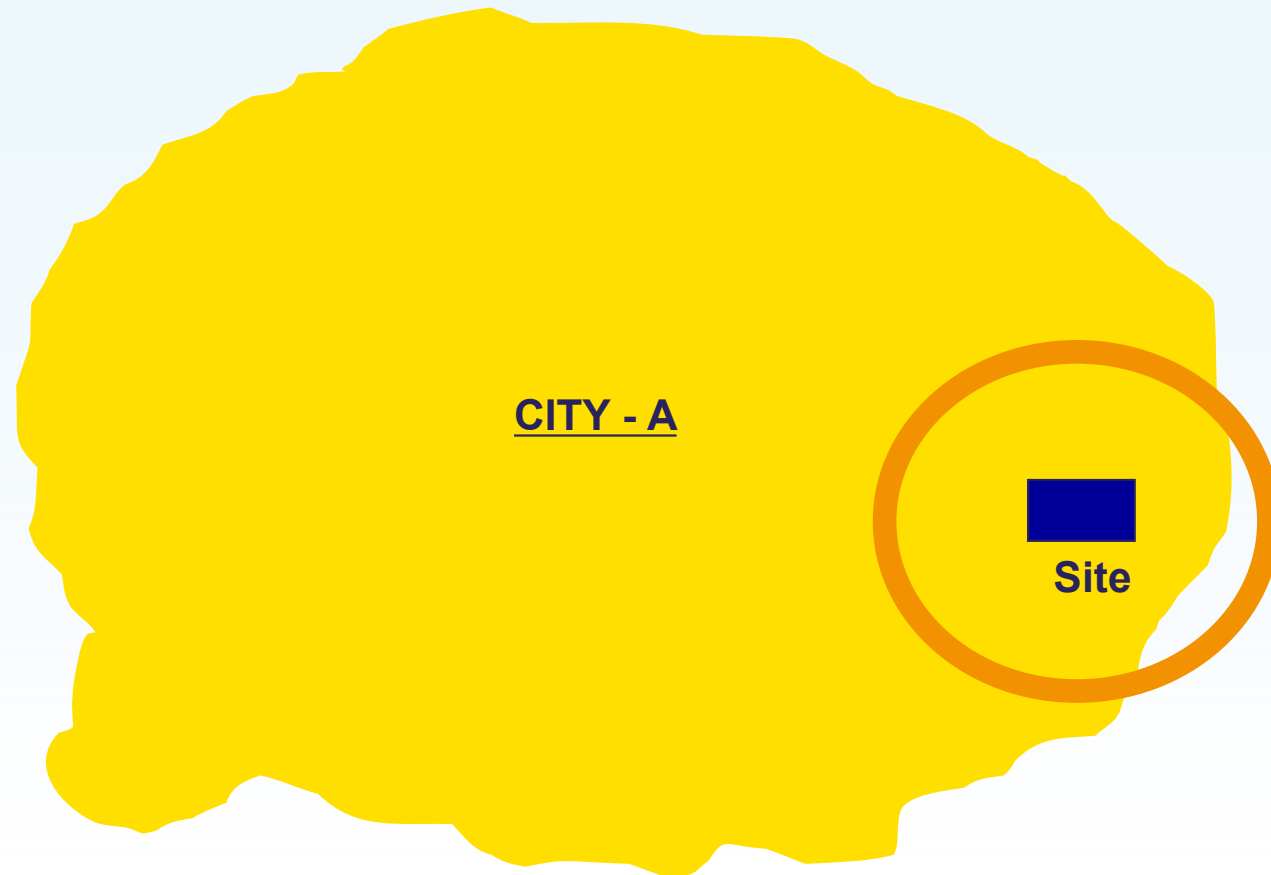
Communication nodes and opinion informers



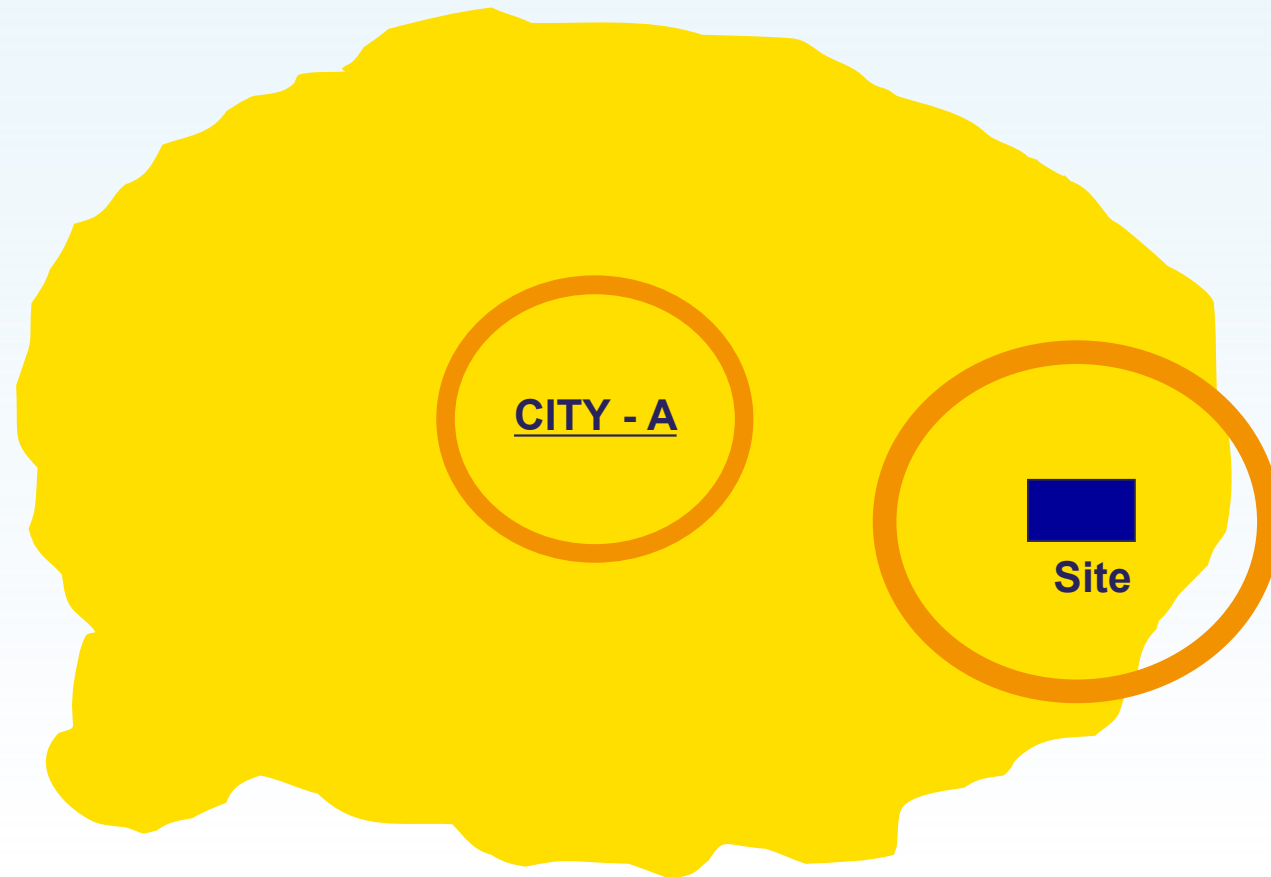
Communication nodes and opinion informers



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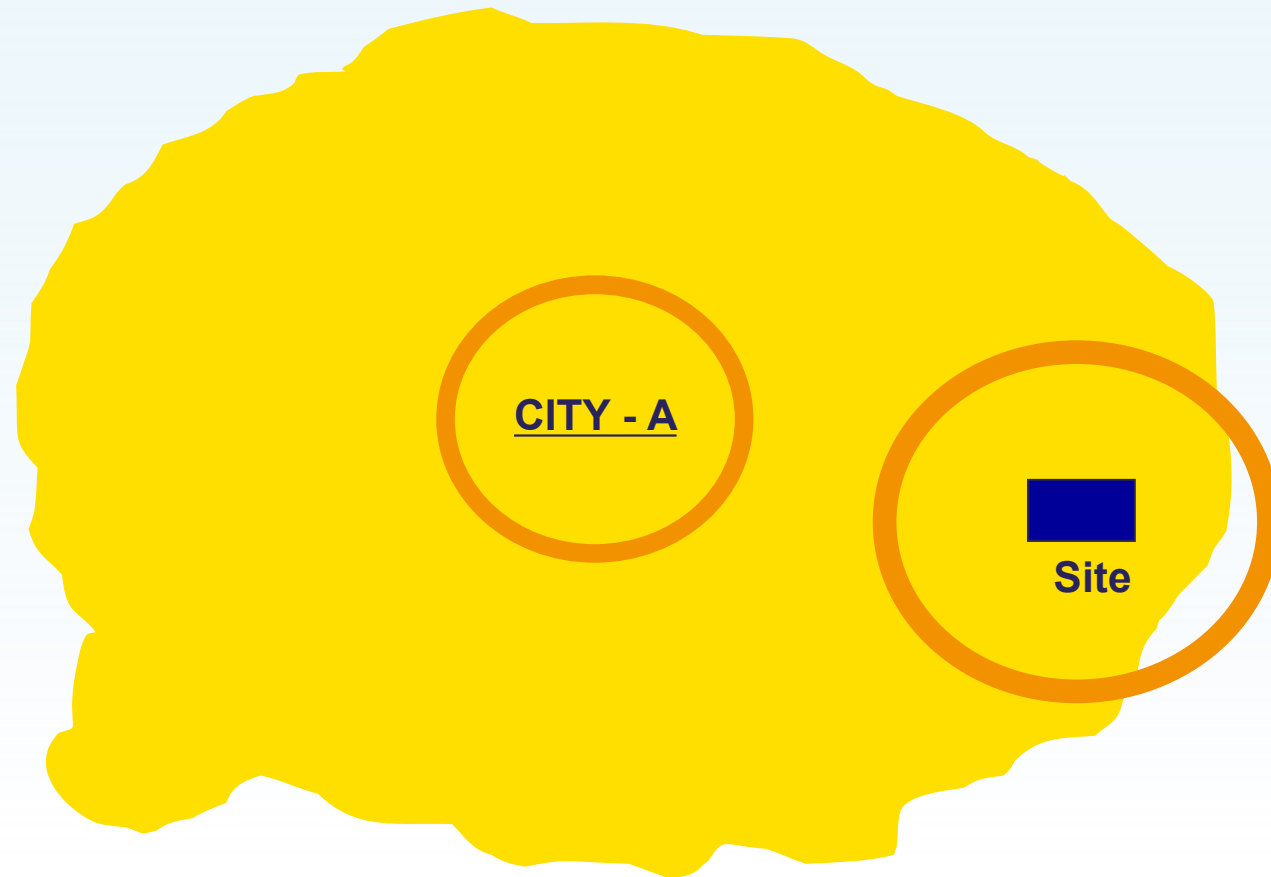
Communication nodes and opinion informers



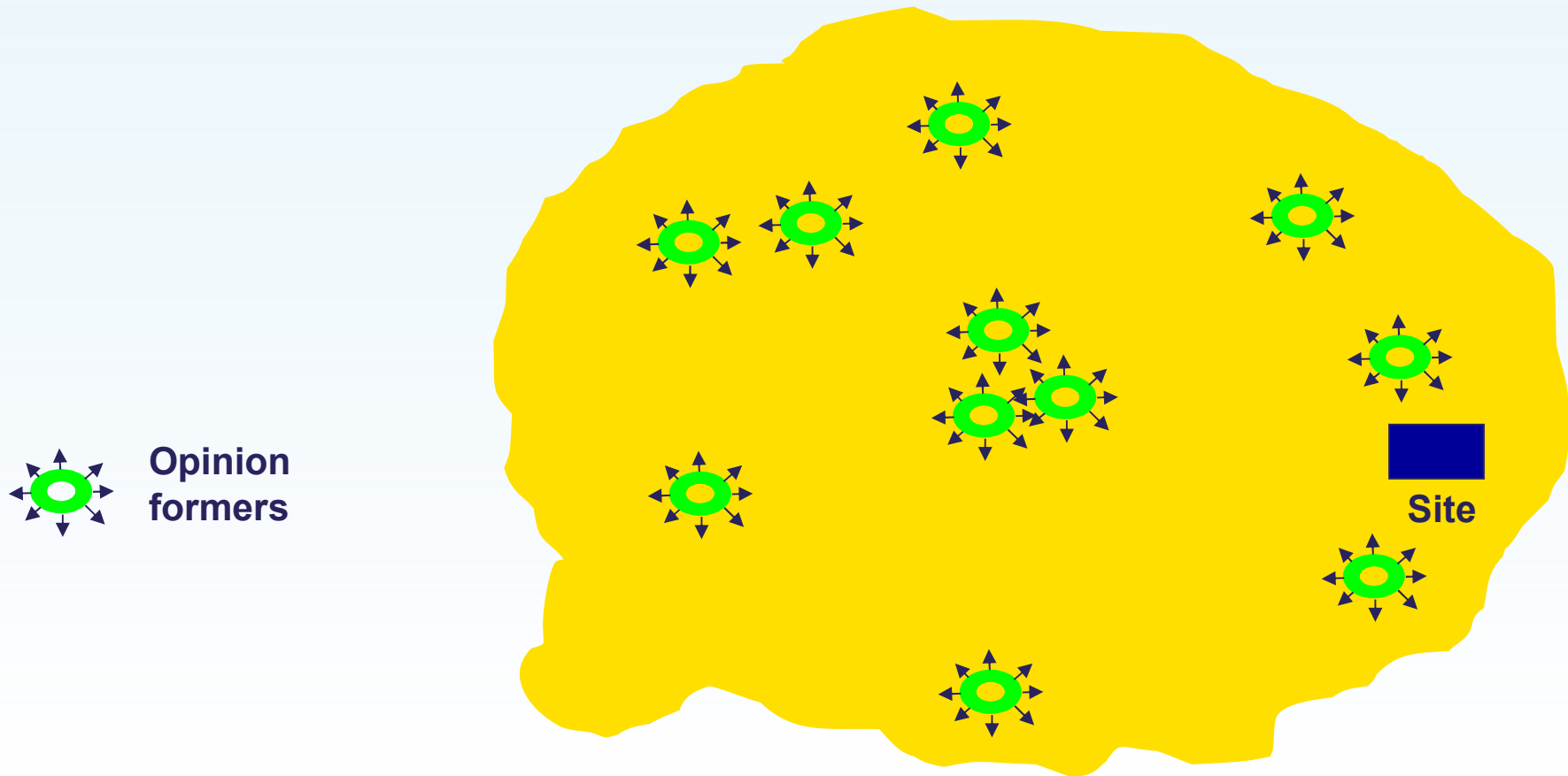
Communicate with the whole community



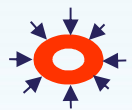
Communication nodes and opinion informers



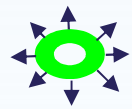
Communication with opinion informers



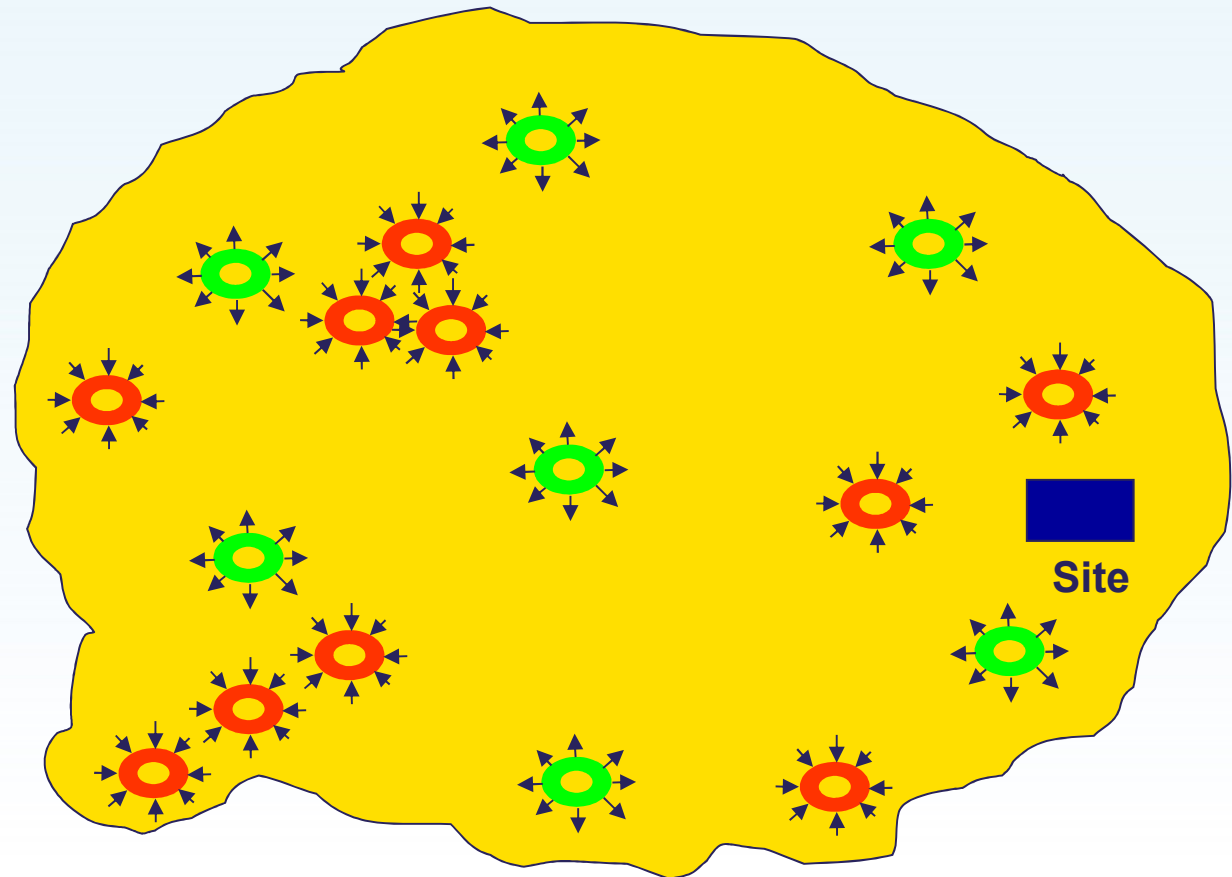
Communication nodes and opinion informers



Nodes



**Opinion
formers**



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Case study

Positive engagement in Peterborough



PETERBOROUGH CITY COUNCIL

– OVERVIEW

- ▶ Peterborough City of 200,000 people, set to grow substantially over the next 15 years, located 75 miles north of London
- ▶ At the time of the project they were the UK's top recycling area with a rate of 45% for MSW
- ▶ The city's one landfill site was filling up fast and had only a few years left to run
- ▶ Landfill tax was continuing the rise meaning that a solution for the city's residual waste was urgent
- ▶ The city decided that EfW would solve a lot of the problems and Proteus was asked to run a PR campaign that justified PCC's decision to build an EfW facility in the city and to support a planning application
- ▶ In other words justify the decision and minimise opposition

PETERBOROUGH CC – HOW PROTEUS HELPED

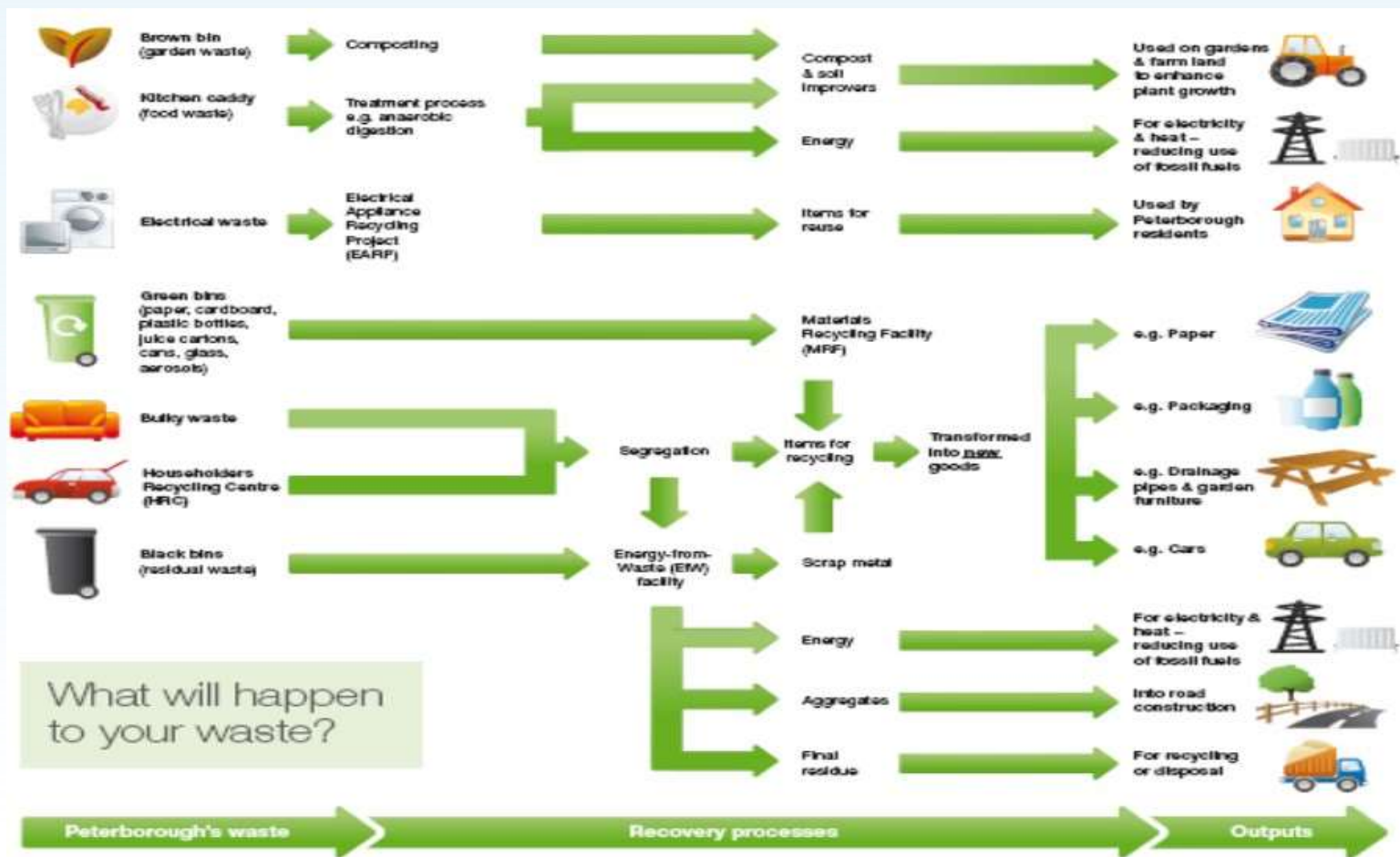
- ▶ Strongly recommended a different strategy to place the EfW facility firmly in the context of Peterborough's ambitions to retain its status as a top recycler and attain European Environment City status
- ▶ Developed a detailed communications strategy with the key objective of broadening the debate to encompass a "total sustainable solution" to waste management in the city ie the need for an integrated waste management plan
- ▶ Produced and implemented a new brand – 65% PLUS – under which all waste and recycling messages could be communicated
- ▶ Developed timetable of stakeholder briefings, planned and manned roadshows to launch 65% PLUS to public and developed supporting materials including brochures, website, exhibition displays etc

Integrated wastes management



Recycle for
a sustainable
Peterborough

Integrated wastes management



PETERBOROUGH CC – THE OUTCOME

- ▶ More than 60 stakeholder organisations were briefed and every household in Peterborough received information about 65% PLUS and its aims
- ▶ The campaign took to the streets and schools
- ▶ Planning application for the EfW facility was successful within one year, with no appeal
- ▶ No protests and just three letters of objection and many letters in support
- ▶ Construction complete and operating



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Integrated wastes management



November 2017



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PETERBOROUGH CC – WHAT THE CLIENT SAID

“The 65% PLUS campaign has enabled Peterborough City Council to demonstrate a clear strategic vision and proactively and positively engage with its public, resulting in a far better understanding of the need for change, the technological solutions available to manage our waste in future and the public’s role in the process.”

Richard Pearn

Waste Infrastructure Programme Manager



Conclusions

Conclusions

- ▶ EfW not WtE
- ▶ EfW provides an opportunity for a rare genuine win-win-win
- ▶ Remember E stands for energy, not electricity
- ▶ It needs to be delivered as part of an integrated approach to wastes management and energy generation
- ▶ Establish context before discussing solutions
- ▶ Be proactive in your communications and encourage third party advocates
- ▶ The solution will benefit everyone - so take the population with you as you develop the solution to 'their' problem



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Thank you

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