


# CARU CYMRU

## Case Study

### CASE STUDY TITLE: Fly-tipping campaign – Cardiff University Engagement and Recycling Pop-Up

<b>Organisation</b>	Cardiff University
<b>Date/s case study covers</b>	<p>04/10/2022 – Freshers Fayre Engagement Event</p> <p>06/10/2022 – Freshers Fayre Engagement Event</p> <p>10/11/2022 – Recycling Pop-Up</p>
<b>Project summary (including location)</b>	<p>Working alongside Cardiff Council Waste Team. Keep Wales Tidy helped to run engagement events in the heart of Cathays during Freshers Week 2022, handing out food waste caddies and recycling bags to students and discussing about their household waste behaviors.</p>  <p>Our team managed to engage with lots of student households, surveying over 120 students which will help inform our upcoming campaign rollout, targeted at Students and Social Housing tenants.</p> <p>On the 10 November, alongside Cardiff Council Waste Team and Benthyc Cymru, we ran a recycling pop-up and engagement stand in a busy section on the student area.</p>
<b>Partners involved (other core funded projects, community groups etc.)</b>	<p>Cardiff Council Waste Team</p> <p>Benthyc Cymru</p> <p>Cardiff University Student Union</p> <p>Shared Regulatory Services</p>
<b>Resources (funding, staffing, volunteer time etc.)</b>	<p>Staffing from both Keep Wales Tidy, Cardiff Council Waste Team and Benthyc Cymru.</p> <p>Equipment set-up.</p> <p>Promotion and social media from Cardiff University, Cardiff Council, Benthyc Cymru and Keep Wales Tidy channels.</p>
<b>Any barriers, risks and issues overcome</b>	<p>We found that the timing of the events was a key factor in the success of the event.</p>

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	<p>The events held during Freshers Week proved a big success, with heavy student traffic by the union and stand and new students actively interested in getting bags and bins for their houses. Engaging with these students on our short survey and campaign proved a success as they spoke on the stand.</p> <p>The recycling pop-up with Benthyc Cymru was held a month later in a similar spot near the campus and student housing. As the business of Freshers had passed, the interest levels weren't there and thus proved more of a challenge to draw in students and engage with them.</p> <p>More work would be needed in securing the ideal location and at a perfect time for the best engagement levels and attendance for this type of event in future.</p>
<b>Feedback/quotes from participants / beneficiaries</b>	<p><b>Alexander Hill - Waste Campaigns Officer - Cardiff Council said:</b></p> <p><i>"Cardiff Council worked in partnership with Keep Wales Tidy to deliver a range of student engagement programmes throughout the student freshers period 2022.</i></p> <p><i>Working together at outreach events increases visibility for both groups, allowing a larger audience to be reached with key messaging about local environmental and community issues.</i></p> <p><i>We appreciate the input from Keep Wales Tidy to ensure our events are a success, and look forward to working together on future initiatives".</i></p>

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Photographs, videos, social media etc.



Keep Wales Tidy ✓ @Keep\_Wales\_Tidy · Oct 7, 2022

Great to chat to so many friendly students at Cardiff Freshers Fayre this week about their household waste habits ❤️

Many thanks to @cardiffcouncil Waste Team for having us. Take a look at our website for the latest event information 📄 [bit.ly/3qi1bOw](https://bit.ly/3qi1bOw)

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**Keep Wales Tidy** @Keep\_Wales\_Tidy · Nov 10, 2022

Ready. Set. Recycle 🗑️♻️👕👖👟

Join us and recycle your waste electricals and clothing items at Ruthin Gardens today 🗑️

We'll be here all day chatting to students alongside @benthbyg and @cardiffcouncil ❤️

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1 comment 3 retweets 12 likes

**Keep Wales Tidy - Cadwch Gymru'n Daclus**

Published by Sendible · 7 October 2022 · 🌐

Great to chat to so many friendly students at Cardiff Freshers Fayre this week about their household waste habits ❤️

Many thanks to Cardiff Council Waste Team for having us. We'll be working alongside Universities across Wales this Winter, take a look at our website for the latest event information 🗑️

<https://bit.ly/3q11bDw>

#CaruCymru @CyngorCaerdydd

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Braf cael sgwrsio â chymaint o fyfyrwyr cyfeillgar ym Mhrifysgol Caerdydd yr wythnos hon am eu harferion gwastraff cartref ❤️

Diolch yn fawr i Dim Gwastraff Cyngor Caerdydd am ein cael ni. Byddwn yn gweithio ochr yn ochr â phrifysgolion ledled Cymru y gaeaf hwn, cymerwch olwg ar ein gwefan am y wybodaeth diweddaraf am ddigwyddiadau 🗑️ <https://bit.ly/3r8wzr8>



See Insights and Ads

Boost post

12

1 share

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<b>Collective Impact: Outputs and outcomes and how they contribute to WFG Goals and Ways of Working</b>	<p>Cardiff Council Waste Team are now keen to run a regular awareness pop-up alongside KWT staff throughout 2023 at key intervals outside of Freshers week and in different student communities.</p> <p>Through the partnership with Keep Wales Tidy, at future events our fly-tipping campaign materials and messaging will be used to promote the event and distributed to students at each event promoting the themes of circular economy and extending the lifespan of student household items.</p>
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