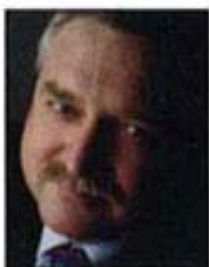


? Question: Are Tory plans to pay people to recycle, rather than fine them, the right way forward?

Under a Conservative government, schemes where householders are paid to recycle more would be encouraged. The party argues that financial incentives are more effective than penalties. So, is the 'carrot' approach better than the 'stick'?



Paul Davison

Managing director,
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Research suggests that almost 5% of the population would not recycle under any circumstances – but that leaves 95% who would.

The issue here should not be about using the stick or carrot, but how to engage with the 95% to get them to recycle more. A sustained change in human behaviour requires answers to two questions: first, what is the benefit for me? Second, how do I change? What is needed is clearer communications about why and how to recycle. Avoiding LATS fines and the genuine environmental benefits of recycling, if done correctly, will be enough to motivate most people and could result in a situation where it is as socially unacceptable not to recycle as it is to, say, smoke in a hospital ward. When you achieve that situation, local authorities will be applauded for fining the remaining 5% who just don't care.