

Environment Protection Authority

# Scrap Together grants

Guidelines for 2021 applications



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Scrap Together grants are available to NSW councils with food and garden organics collections (FOGO) to deliver the Scrap Together education campaign.

Co-designed with local government, Scrap Together addresses specific and common physical, social, knowledge and attitudinal barriers to using the FOGO service for optimum efficiency.

# Overview

The NSW Environment Protection Authority (EPA) Scrap Together grants support councils, or groups of councils, to deliver community education to maximise the efficiency of existing food and garden organics (FOGO) services. A funding pool of \$260,000 is available for grants of \$10,000 for each local government area.

Applications must be submitted using the EPA SmartyGrants<sup>1</sup> platform by the closing date and time on the EPA website.<sup>2</sup>

## Background

Analysis of 38 audits in March 2020 (Rawtec 2020<sup>3</sup>) found NSW FOGO services are very efficient at recycling garden organics, capturing 98% of garden waste put in kerbside bins. The audit data shows on average 44% of food waste is captured in the FOGO bin and 56% remains in the red lid landfill bin. Analysis of five bin-by-bin audits provides insights at a household level and found between 27% to 70% of households put no food waste in their FOGO bin. These households lower the average diversion efficiency of the council area.

To better understand the awareness, attitudes and behaviours around food waste and weekly FOGO services, an online survey was conducted of over 2,600 households. Using the results of this social research<sup>4</sup> and the bin audit analysis, the EPA worked with council FOGO educators to develop specific behavioural and attitudinal interventions under the banner of Scrap Together.

The Scrap Together campaign was piloted in three council areas in 2020. Pre- and post-bin audits, visual inspections and social research showed using the campaign – along with an investment of \$10,000 and in-kind support – was effective. Diversion efficiency increased by an average of 10%. An evaluation of the FOGO Deep Dive project<sup>5</sup> that developed and tested the Scrap Together campaign material is on the EPA website.

The key messages of the Scrap Together campaign are:

- food scraps are professionally made into compost and used by farmers to improve soil
- FOGO is a comprehensive service that can take all food scraps, including fish, meat and dairy
- many community members are sorting their food scraps and using the FOGO service now and can share tips on how to do it
- every bit of food scrap matters.

These key messages were made into three 45-second and 15-second video and radio clips (Every Scrap Matters, Scrap Sorted, Scrap Load Better) and a toolkit of images, social media posts, templates for blogs, interviews, stickers, signs, social media, flyers and media release templates

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<sup>1</sup> NSW EPA, 2021, *Smarty Grants*, <https://epa.smartygrants.com.au/>

<sup>2</sup> NSW EPA, 2021, *Scrap Together Grants*, <https://www.epa.nsw.gov.au/working-together/grants/organics-infrastructure-fund/scrap-together-grants>

<sup>3</sup> Rawtec 2020, *Analysis of NSW Kerbside Green Lid Bin Audit Data Report*, Somerton Park, [www.epa.nsw.gov.au/-/media/epa/corporate-site/resources/wasteregulation/fogo/green-bin-audit-2011-19.pdf?la=en&hash=EB4E21B1748BA82B6DF56EAF9B5A347372776946](http://www.epa.nsw.gov.au/-/media/epa/corporate-site/resources/wasteregulation/fogo/green-bin-audit-2011-19.pdf?la=en&hash=EB4E21B1748BA82B6DF56EAF9B5A347372776946).

<sup>4</sup> Micromex Research 2020, *NSW FOGO Deep Dive Education Project Community Survey – Stage 1*, Tuggerah, [www.epa.nsw.gov.au/-/media/epa/corporate-site/resources/wasteregulation/fogo/fogo-community-survey.pdf?la=en&hash=43025B209A667979ECFF31CE3397219BDF98712F](http://www.epa.nsw.gov.au/-/media/epa/corporate-site/resources/wasteregulation/fogo/fogo-community-survey.pdf?la=en&hash=43025B209A667979ECFF31CE3397219BDF98712F).

<sup>5</sup> NSW Government 2021, *Scrap together FOGO 'Deep Dive' Education Project*, Environment Protection Authority, Sydney, [www.epa.nsw.gov.au/-/media/epa/corporate-site/resources/wasteregulation/fogo/2021p3123-scraptogether-evaluation.pdf?la=en&hash=78E6D938A8161E35F5A048DD5A8DBDA696C25EF5](http://www.epa.nsw.gov.au/-/media/epa/corporate-site/resources/wasteregulation/fogo/2021p3123-scraptogether-evaluation.pdf?la=en&hash=78E6D938A8161E35F5A048DD5A8DBDA696C25EF5).

were developed and used in the pilot. A fourth video clip with a similar style and messaging around the issue of plastic contamination was developed in 2021. These materials can be viewed on the EPA website in the 'Scrap Together – FOGO education campaign'<sup>6</sup> section.

Increasing the efficiency of FOGO services through this grant program and increasing the number of FOGO services through the Organics Collections grants will help achieve multiple state and national targets and commitments including:

- net zero emissions from organic waste in landfill by 2030 (NSW Net Zero Plan)
- halving organics sent to landfill by 2030 (National Waste Policy Action Plan and NSW Waste and Sustainable Materials Strategy 2041)
- increasing resource recovery to 80% (National Waste Policy Action Plan and NSW Waste and Sustainable Materials Strategy 2041).

## Objectives

The objectives of the Scrap Together grant program include:

- increasing the proportion of food waste put in the FOGO bin – rather than red lid bin – in council areas with existing FOGO collections
- collecting extra audit and social research evidence to evaluate the effectiveness of the Scrap Together Campaign and the impact of different delivery activities.

# Eligible applicants

All NSW councils that operate a FOGO service which started before July 2021 are eligible to apply. Eligible councils may wish to apply as a group and have a regional campaign coordinated (and grant submitted and administered) by a regional waste group, joint or regional organisation of councils.

## Eligibility requirements

Applicants must:

1. use the existing Scrap Together campaign material and branding
2. use the key messages and design of Scrap Together in the development of any new campaign material. EPA approval is required before finalisation and use of any new material. Agree to allow other councils to use the new materials once you have tested them.
3. deliver the campaign over a minimum of four months
4. complete the campaign by no later than 12 November 2022. The EPA will conduct social research in late November 2022 similar to the FOGO Education Deep Dive stage two survey<sup>7</sup>, which evaluated the initial Scrap Together pilots.
5. Include in your campaign design as a minimum:
  - digital promotion – one video/stills post a week (for a four-month campaign) on the council Facebook page, supported with a boosting strategy
  - direct-to-householder activities – e.g. mailbox drop
  - media promotion – three local media stories/advertisements

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<sup>6</sup> NSW EPA, 2021, *Scrap Together – FOGO Education Campaign*, <https://www.epa.nsw.gov.au/your-environment/recycling-and-reuse/business-government-recycling/food-organics-and-garden-organics/scrap-together>

<sup>7</sup> Micromex Research 2021, *FOGO Education Deep Dive Education Project Community Survey – Stage 1*, Tuggerah, [www.epa.nsw.gov.au/-/media/epa/corporate-site/resources/wasteregulation/fogo/fogo-deep-dive-survey-stage-2.pdf?la=en&hash=883822F6DC8D4067A2EA47010FD47FEFB24E596E](http://www.epa.nsw.gov.au/-/media/epa/corporate-site/resources/wasteregulation/fogo/fogo-deep-dive-survey-stage-2.pdf?la=en&hash=883822F6DC8D4067A2EA47010FD47FEFB24E596E).

- tailored local stories/opportunities – three items such as case studies, events, newsletters, mayoral message, farmer stories etc.

Examples of the existing Scrap Together resources can be found on the EPA website in the ‘Scrap Together – FOGO education campaign<sup>8</sup>’ section.

6. Complete the application form in full

7. Submit application via the EPA SmartyGrants<sup>9</sup> platform by the closing date and time listed on the EPA website<sup>10</sup>.

Applications that do not satisfy all of these conditions will be deemed ineligible and will not be assessed.

## Monitoring

The EPA undertook social research on the attitudes, skills and behaviours of NSW households with FOGO services in 2020. This survey will be repeated in late November 2022 to measure the impact of the Scrap Together grants.

The EPA would also like to compare before and after bin audit data. However, not all councils regularly undertake bin audits, so it is not an eligibility requirement.

To help us more accurately evaluate the success of the intervention and these grants, councils that have conducted a kerbside green lid and red lid bin audit in the last 24 months, and plan to repeat the audit in the six months following delivery of the Scrap Together grant campaign, are requested to provide the reports and raw data sheets to the EPA. We will analyse these pre- and post-audits to quantify the effectiveness and inform decisions about future investment in the Scrap Together campaign.

Applicants are required in their grant application and final grant report to nominate and report on activities undertaken throughout their Scrap Together campaigns, and the effectiveness of these activities. Collectively this will inform interpretation of the social research and bin audit data outcomes.

## Budget

Applications are open to NSW councils with a FOGO service for grants of \$10,000 (excluding GST).

Partnership applications can include \$10,000 for each eligible council taking part in the campaign. Councils are not eligible to apply for individual and partnership Scrap Together grants.

The total funding pool is \$260,000.

A single upfront payment will be made after signing the Letter of Agreement. All applicants will need to complete and submit a final report detailing outcomes and activities before the grant will be acquitted.

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<sup>8</sup> NSW EPA, 2021, *Scrap Together – FOGO Education Campaign*, <https://www.epa.nsw.gov.au/your-environment/recycling-and-reuse/business-government-recycling/food-organics-and-garden-organics/scrap-together>

<sup>9</sup> NSW EPA, 2021, *Smarty Grants*, <https://epa.smartygrants.com.au/>

<sup>10</sup> NSW EPA, 2021, *Scrap Together Grants*, <https://www.epa.nsw.gov.au/working-together/grants/organics-infrastructure-fund/scrap-together-grants>

Generally, applicants can determine how the budget will be allocated to different activities tailored to their individual projects, provided the items align with the 'What will be funded' and 'What will not be funded' sections of these guidelines.

## Co-contribution

A cash co-contribution is encouraged but not required for this grant. Applicants are required in their grant application and final grant report to detail any cash and in-kind contributions, such as using existing resources owned by the applicant, volunteer time or leveraging communication channels, such as mailbox drops, Mayoral Columns and rates notices. The Scrap Together grant program evaluation will include an assessment of the impact of additional contributions and activities on diversion efficiency, attitudes and behaviours. This information will help inform future decisions about the value of investment.

## What will be funded

Funding is available to deliver a range of communication and education activities based on the Scrap Together campaign material and FOGO Deep Dive research. Examples of activities eligible for funding include, but are not limited to:

- graphic design costs to tailor provided resources to the council and local community
- media placement/buy
- social media boosting
- printing
- participation at community events and event delivery
- new content creation.

## What won't be funded

Grant funding will not be provided for:

- activities that have already been undertaken before the Letter of Agreement has been signed
- projects and activities that are not directly related to increasing the proportion of food waste put into the FOGO bin rather than the red lid bin
- development of resources that do not use the Scrap Together creative and/or FOGO Deep Dive research findings
- infrastructure projects such as the purchase of major capital items, defined as furniture, vehicles, building improvements and equipment, computer hardware and media equipment
- activities that target non-residential collections (i.e. business organics)
- at-home organics recycling such as composting or worm farming
- food waste-avoidance education.

If you are unsure if an item or activity is eligible for funding, please contact the EPA's Organics Unit at [organics.recycling@epa.nsw.gov.au](mailto:organics.recycling@epa.nsw.gov.au).

# Grant conditions

In addition to eligibility, successful applicants will be required to sign and return a Letter of Agreement confirming their commitment to comply with the funding conditions, including:

- seeking EPA approval of new campaign material to ensure it aligns with Scrap Together key messages and style

- notifying the EPA Organics Unit of any changes in project expenditure and activities
- submitting a financial acquittal report
- providing a final report on outcomes and activities undertaken
- holding appropriate insurance and public liability coverage
- attending bi-monthly joint grantee meetings
- acknowledging the support of the NSW Government on publications relating to the project, in accordance with the Letter of Agreement
- inviting a NSW Government representative to any launch or public event associated with this funding.

## Key dates and timeframes

**Applications must be submitted using SmartyGrants by the closing date and time outlined on the EPA website.**

After the assessment and approval process, successful applicants are expected to be notified by March 2022.

Projects should be delivered and completed within eight months of signing the Letter of Agreement. This includes resource development, campaign delivery and evaluation. All campaigns must be in the market for at least four months and completed by 12 November 2022.

## Assessment

Once submitted, applications will undergo an eligibility check. Eligible applications will then be assessed and ranked by a Technical Review Committee (TRC) against the assessment criteria set out in the following table. In the event of over-subscription, funding will be awarded to applicants according to rank. The text in bold indicates the sections in the application form for each criterion. The dot points provide extra information on the types of considerations relevant to each criterion.

The EPA Organics Unit is available to help applicants with their application. Please email us on [organics.recycling@epa.nsw.gov.au](mailto:organics.recycling@epa.nsw.gov.au) for assistance.

Criteria	
The description of <b>context, partners</b> and <b>collaborators</b> demonstrates detailed planning has been undertaken.	<ul style="list-style-type: none"> <li>• use of FOGO Deep Dive data and local data in the design of the grant project</li> <li>• specialised communications staff are involved in planning and delivering activities</li> <li>• the campaign will include local identities and/or tailoring of collateral to suit local needs</li> <li>• multiple people or groups are involved in planning and delivering activities</li> <li>• local skills are used and/or enhanced so the design of future FOGO education projects is easier</li> </ul>
The planned <b>activities and timeline</b> are value for money and likely to result in good reach and behaviour change in key audiences.	<ul style="list-style-type: none"> <li>• multiple communication channels and methods planned</li> <li>• activities are more than the minimum requirements (see eligibility requirements section of these guidelines)</li> <li>• delivery of activities does not rely on one person</li> <li>• some activities are targeted specifically at residents new to the area</li> </ul>

**Monitoring and evaluation** is clearly integrated into the program design.

- a detailed **budget** has been provided
- there are cash and in-kind contributions by applicant(s)
- monitoring methods are listed for all activities
- targets are listed for all activities
- monitoring methods and targets include behaviour change, not just reach
- monitoring and evaluation doesn't just rely on the survey the EPA will undertake in November 2022.