



The "PAY WITH CLAY PROJECT" - Social Marketing for Behaviour Change

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Background

Pay With Clay is a 12 month community wealth building project that will soft-launch The Campaign to Eliminate Waste. It is year one of [a 3-year business, growth and delivery plan](#) that sits within the more general context [of building an alternative economy](#) (otherwise known as "The Stoke Model.")

The objective of the project is to raise awareness, recruit members and crowdfund our next round of investment.

The Pay With Clay project is funded by Transition Network. At the heart of the fundraising is the telling of a story the Re-birth of Burslem Town (against all the odds, for the people, by the people, working class values, pride etc) - and the first step to grassroots community wealth building. It will also be COMMERCIALLY attractive hence the elimination of waste and environmental awareness. Part of the commercial storytelling is to prototype new social marketing and behaviour change services (Suggestion for Name - Chamber of Social Value and Community Wealth Building) that will be delivered by the communities with Burslem Central. We will clearly communicate "what's in it for us" and "what's in it for them" - by explaining to the community that whatever projects we facilitate will benefit them and also promote the town which will change the perception of the town.

to "inspire people of all ages, to participate in the Quest to eliminate waste, raise environmental awareness and encourage the community to support them."

The purpose of the project is to creatively shed new light on what waste actually looks like in a poor town like Burslem; in other

words it isn't just rubbish you put in the bin, it's people's potential to contribute their time and talents to making something more of their lives and as a result becoming a positive influence in / on social media.

Concrete Results

During the 12 months we will recruit 12 local businesses (approximately 1 per month) who will partner up with 12 local community groups (list already generated) to participate in the Campaign to Eliminate Waste. All will become members of a local business network that The Stoke Model will support and develop. We will aim to recruit and grow our membership at a week over week rate of 7% so that we are able to demonstrate a consistent growth rate trajectory to investors.

A part of the prototyping process will be to test and refine our communications to INSPIRE the relevant people to get involved, but for now the services being prototyped are described as follows:

Chamber of Social Value and Community Wealth Building

- An Inclusive Community Regeneration Service,
- A Corporate Social Responsibility and Network Promotion Service
- A Positive Impact Reporting Service

Explainer

The Stoke Model will be using Corporate Social marketing (a way of marketing that reports on how businesses achieve their Social Responsibilities) (not related to social media) to create behaviour change. The process will be in multiple layers, behaviour change to:

- encourage volunteering
- reduce waste (however it is defined by the community) in all forms
- 'invest' in positive local community social impact and community wealth building by rebuilding the connection between the people and the places that create wealth and making those who benefit from it at the heart of what we do (join the network - bringing together both the community, the businesses and the investors)

To create behaviour change we need to be strategic in the campaigns and the messaging (like all effective marketing really) , plan out the audience, set the desired behaviour, identify barriers and benefits to change, then set out the deliverables and channels to overcome the barriers and promote the benefits.

Focusing limited resources to deliver the purpose

Everything we do needs to align to and support the purpose especially with limited resources. Sometimes that may mean not doing something, but most of the time we will work hard to unearth opportunities to create corporate social marketing projects that support the project aims.

The aim is for projects to be more than good things to do. They need to be saleable. They need to have a deeper meaning than the actual outcome within the activity to achieve step-change improvements not only in the physical regeneration in the town but in education, skills development, provide better outcomes for the community and increase environmental awareness.

The real behaviour change for organisations must not be in philanthropy. It must be operational and meaningful.

E.g- Businesses should not only buy trees to offset their carbon footprint, they must change their activity to reduce carbon, by using electric vehicles or switching material supply etc. The key to supporting businesses is giving them an operational benefit through the network acting as consulting agents that develop opportunities and facilitate them on their behalf. This is the service we are seeking to prototype and we will know if we are successful in doing so if a business helps us to understand what they would be willing to pay for such a service, or indeed if they would actually be prepared to part with some money.

All of the projects need to tie back into the bigger picture in the rebirth and regeneration of the town in some way through the use of art, creativity and a simple but all important message that the town is changing but it's being done through innovation (Wedgwood).

Driving Change through the Pay with Clay Project. Making Stoke Pound coins with recycled bottle tops.

Step 1.

How do we melt the plastic in order to make a coin?

- The Panini Press Method. - We melted the bottle tops with a panini press to try and press out a coin with a metal 'cookie cutter'.

Result

- We've established that the panini press method won't melt the plastic to a liquid enough state to allow us to press a neat coin.

(Mike we can use our video clips from Saturday morning as part of this process).

Advice - we asked both an engineer and a scientist, to help solve this problem. They both said that the recycled plastic needs to be in a liquid form rather than melted into sheets.

(I can get video clips from both these people to explain in more detail).

What would we need to carry out this experiment?

A crucible to melt the plastic and a mould in the shape of a coin.

- We can get hold of a crucible to melt the plastic and I have a contact who knows a lecturer at Staffs Uni who may be able to make a ceramic mould.

Experiment 2 - The Crucible and Mould Method. (Video Method and report on results)

Result - We look at the similarities between pouring plastic into moulds and the ceramic making process i.e. pouring clay into a mould.

Experiment 3 - Mixing waste plastic with waste slip clay -

- Engage Staffs Uni to become network members so that:

- Uni students become involved in this experiment

The University refines its community engagement techniques to develop engaging the community as a social science and as an education tool that may inspire further learning- Engage YMCA to become network members so they're young people can be included

- Engage Lucideon or Ceram Research to see if they would like to be involved?

- Engage the Age-Friendly Collective to see if they would like to be involved

Experiments 4 - Pressed recycled clay and recycled plastic pellets experiment; and **Experiment 5** - Pressed recycled clay and recycled plastic tile...both with the help of Johnson Tiles. (Video Method and report on results).

Produce 100% recycled clay and plastic tile.

- Engage Johnson Tiles as a network member and their lab and or Winkhill Mill alongside Staffs Uni students and YMCA.

(Video Method and report on results). Johnson Tiles engage the local communities in their production and operations in order to demonstrate potential as an employer. Particularly important to young people as it is a possible issue that the production workforce demographic at Johnson is ageing, as young people seek "cool jobs on computers". This activity is an employer branding opportunity for Johnson Tiles, helping them engage a local workforce for reciprocal benefit. - [As a reference, KMF have the Young Engineer of the Year programme which is excellent and worth checking out](#) - all about employer branding and great positive social impact story.

In this example we can weave in the non-profit sale too - it is possible the YMCA could offer Johnson Tiles a media package about this activity, crafted interviews with participants that Johnson Tiles can then use in their own promotion (and subsequent promotion of YMCA through the media and story).

These are just ideas, examples of how we can identify benefits to network members that add real operational value to joining the network, engaging in activities and changing behaviours.

Experiment 5 -

Use tile to crowdfund for the Market Hall.

- Produce commemorative tiles whether engraved or painted to help fund the regeneration of the market hall. All tiles to be used on a commemorative wall inside the Market Hall.
- Engage ceramic artists e.g. Emma Bailey to design simple patterns for the tile.
- Engage the likes of Philip Hardaker with the engraving of the tiles
- Engage the supplier of the clay and the recycled plastic pellets.
- Engage local expertise to put the tiles in the Market Hall.
- Engage YMCA in promoting the crowdfunding.

Crafting projects to achieve member aims

This might not form a part of the Pay with Clay Project, and is probably for the future but we aim to be working with the network's membership to find out their challenges and crafting activities to help overcome those challenges so they gain the real benefit from their engagement.

We will also search for and find network members that can contribute in a meaningful way to support an existing project. For example, in Pay with Clay, Annette has suggested Holdcroft Windows may be interested. It may not be possible due to the type of plastic they use and its higher melting point, but the natural win would be to recycle the plastic offcuts created during pvc window manufacture. If they cannot contribute, see if there is a network member that does have a waste product that can be used rather than engaging a member that will not benefit operationally.