

CLEAN BLUE PROMISE

x *7 Promise*

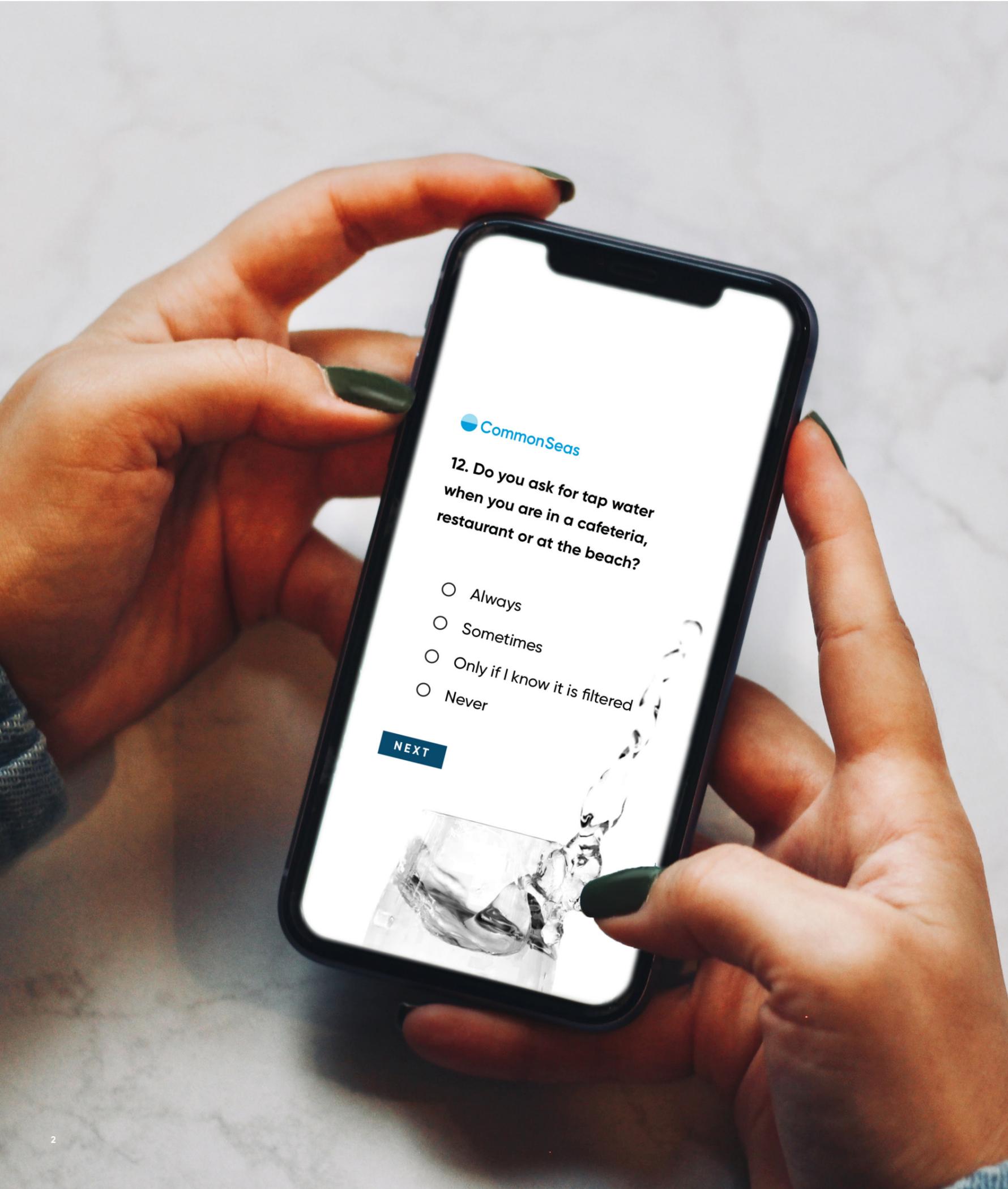
EST. 2022



# Social Survey Toolkit

UNDERSTANDING THE POTENTIAL OF YOUR COMMUNITY  
TO BECOME PLASTIC WASTE FREE





# Welcome to the Social Survey Toolkit

A social survey involves asking people about their beliefs and actions when it comes to plastic waste. Conducting this survey will provide invaluable information about why your region has a plastic waste problem, and help you find the right solutions to fix it.

“The data gathered through the social surveys has informed Common Seas’ decision to focus on business engagement, education, cigarette butts, drinking water and redesigning waste management.”

Dr. Spyros Bofylatos,  
Adjunct Lecturer, Department of Product and Systems  
Design Engineering, University of The Aegean

## Contents

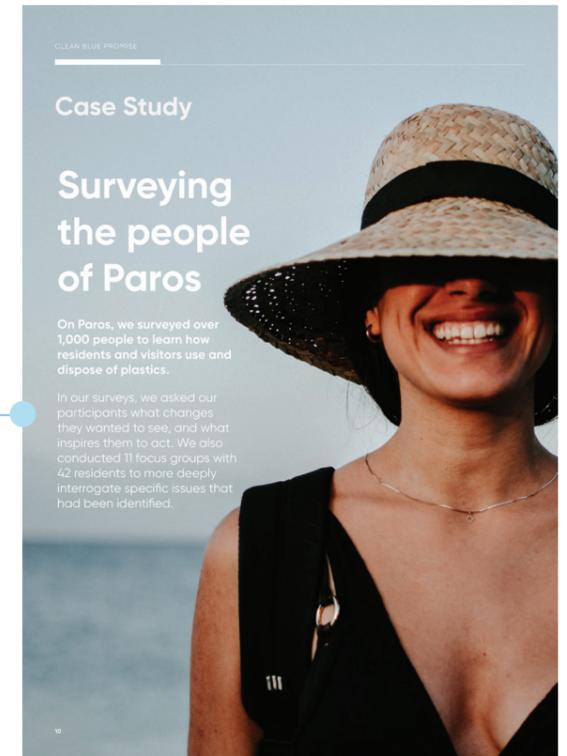
### This toolkit contains:

**Case study** Use this to understand how to conduct a social survey

**How to guide**

**Survey Template**

**Sharing template for social**



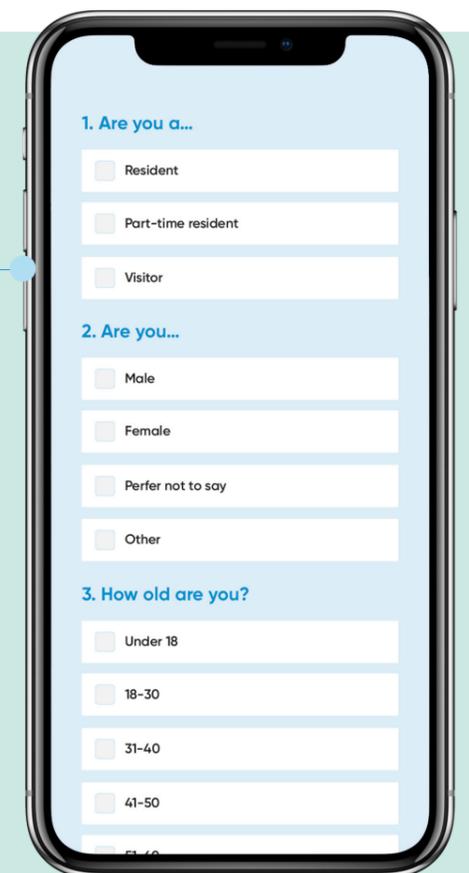
### What you'll need:

1. SurveyMonkey questionnaire

2. Volunteers to disseminate questionnaire

3. Press release announcing start of social audit

4. Contacts list to send press release



## Introduction

**Welcome to Common Seas' Social Survey Handbook. This guide will help you run a social survey about plastic waste in your community and support you to explore the results.**

You should end up with a better understanding of what's going on where you live – in terms of how and where plastic pollution is being created, and the strengths and weaknesses of existing efforts to reduce it.

### Our social survey investigates:

- 1. How aware are people** about plastic waste disposal practices, collection systems and recycling.
- 2. How ready your your community is** to take personal, organisational and collective action to reduce plastic waste, as well as what will motivate that behaviour change.
- 3. Who is perceived as responsible** for addressing plastic waste
- 4. How satisfied people are** with existing plastic waste management infrastructure and systems.

## What is a social survey and why should you do one?

**A social survey is simply a questionnaire you send to a sample of people living in or visiting your community.**

Your findings will help you work out how much impact you could have on reducing plastic waste, and make strategic choices about which solutions to focus on.

This survey also provides a strong foundation for deeper investigations. Having identified the key issues in your community, you can conduct targeted focus groups to dig deeper.

Running a social survey is a useful place to start tackling plastic pollution in your community because of the insights it provides. We recommend you run these surveys annually so you can track any changes.



# What is a social survey and why should you do one?

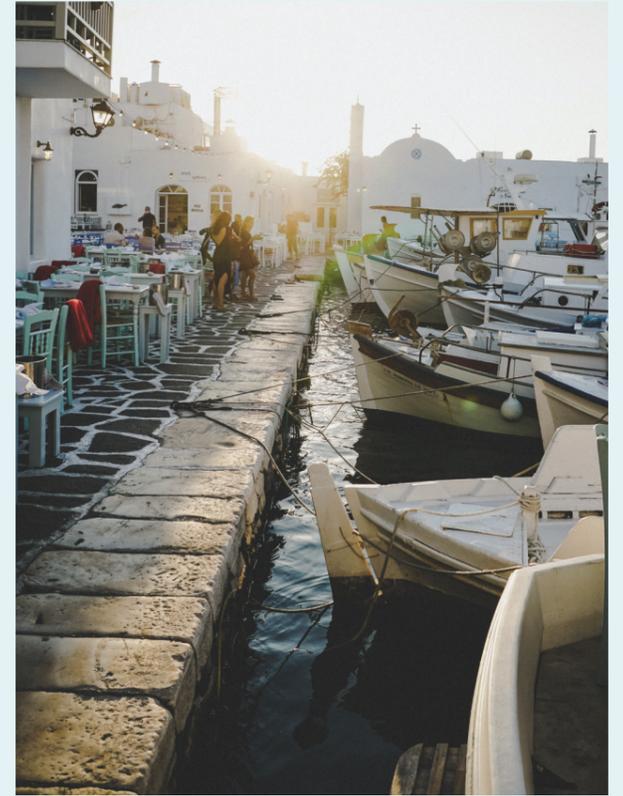
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## Your findings will help you work out how much impact you could have on reducing plastic waste



**Running a social survey is a useful place to start tackling plastic pollution**



## Case Study

# Surveying the people of Paros

On Paros, we surveyed over 1,000 people to learn how residents and visitors use and dispose of plastics.

In our surveys, we asked our participants what changes they wanted to see, and what inspires them to act. We also conducted 11 focus groups with 42 residents to more deeply interrogate specific issues that had been identified.



## 1. What we learned

**The insights we gathered from our social survey and focus groups fed directly into our strategy.**

For example, we could see that the local community was engaged and that there was a big opportunity to help people switch to drinking tap water.

We also identified the potential impact of working with local hospitality businesses to reduce their single-use plastic use.

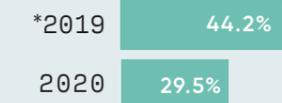
As you can see in the 2021 result on the final question about water safety, we're also using these surveys to monitor the ongoing impact of our work.



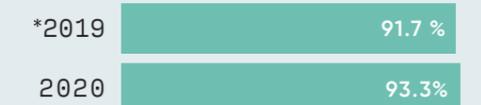
## Findings

Here is a selection of some of what we learned.

### % Respondents unhappy with Paros' waste management system



### % Respondents who said they'd change their habits to reduce plastic



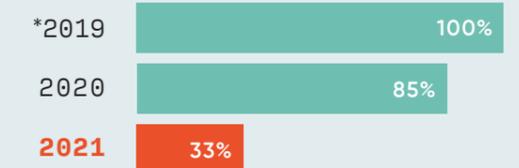
### % Respondents who think Paros' coastal environment is part of their cultural identity



### % Respondents who expect businesses to tackle plastic pollution



### % Respondents who believe the water on Paros is non-potable



# Social Survey Toolkit

## How to run your social survey

This how to guide will help you set up and run your first social survey.

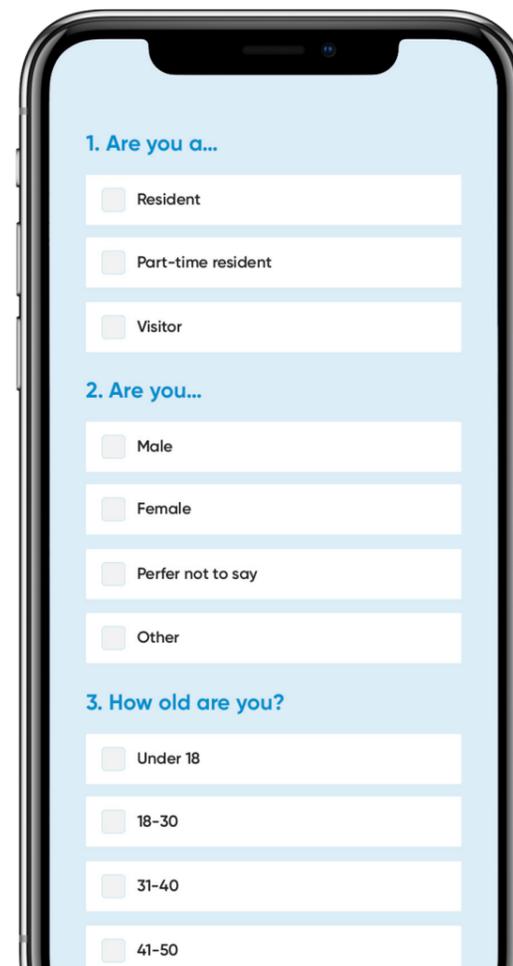


### 1. Decide a point person for the project

Appoint someone who can circulate the survey link and answer any questions participants might have.

### 2. Ask us for the survey link

Email us at [promise@commonseas.com](mailto:promise@commonseas.com) with the subject line: Social Survey {Municipality name}. We'll send you two links to the survey – one English, one Greek. Send these links to survey participants, and use them to review your progress and view your results.



### Reach your minimum sample size



#### Get the word out

Build buzz around your social survey by sharing it with your municipality, via local businesses and in local groups.



#### Use launch communications to share the survey

If you're launching Clean Blue Promise more widely in your community use the launch communications to share the survey – it's a great way to get people engaged from the start



#### Use press and social media

Below, we've included a social template you can use to share the survey on social media and local blogs. In Paros, we also issued a press release.



### 3. Gather responses

Get survey responses from at least 172 participants – any fewer and your results won't be statistically reliable.

### 4. End your survey

Once you've collected enough responses, email us to end your survey. You can then view your results via the original links. For questions 7 to 19, you'll see a graph, with advice on how to interpret and act on the results.

Pro tip: If you want to use the graphs for a presentation, click to enlarge and take a screenshot.

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**Get survey responses from at least 172 participants**

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#### Make your survey representative



It's important you make your group of participants as inclusive as possible, with different ages and educational backgrounds represented. Include visitors, residents and people working in different sectors.

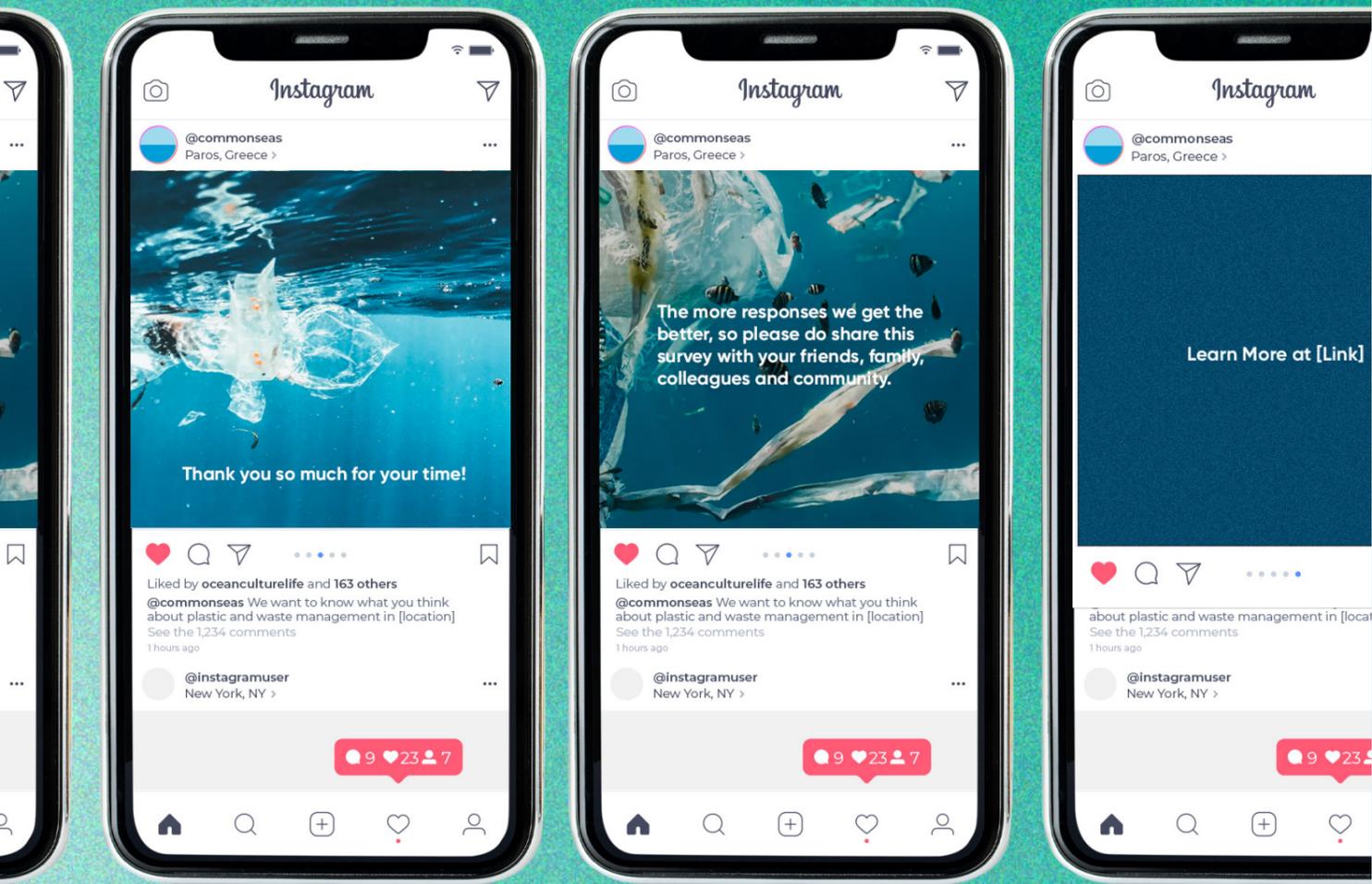
You can use the survey link to monitor participant demographics and if you see an imbalance, try and correct it.

“  
The social surveys have helped us understand the drivers and barriers to behaviour change on Paros.”

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Adjunct Lecturer, Department of Product and Systems  
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# Social Survey Toolkit

# Social template



## Social Template

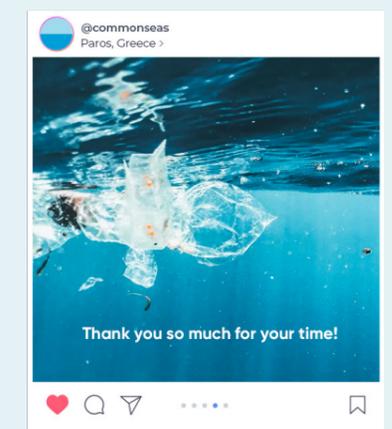
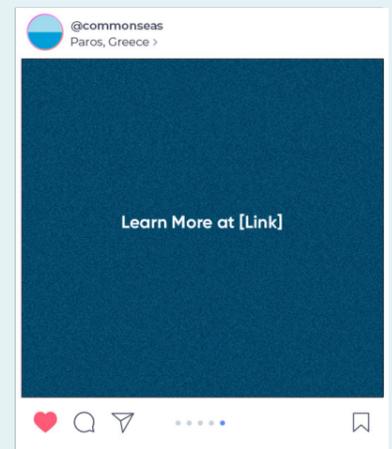
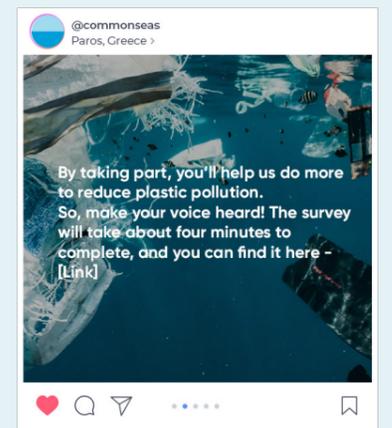
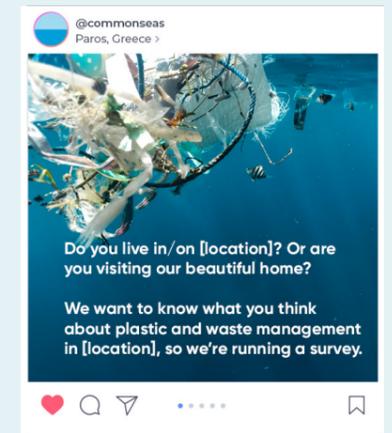
We recommend sharing your survey on social media. Here's a draft message to use on Instagram or other social channels. Please amend the design and messaging as appropriate.

Do you live in/on [location]? Or are you visiting our beautiful home? We want to know what you think about plastic and waste management in [location], so we're running a survey.

By taking part, you'll help us do more to reduce plastic pollution.

So, make your voice heard!

The survey will take about four minutes to complete, and you can find it here.



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# Thank you

