GO BAGLESS
Waste Reduction through Grasscycling

WE GO BAGLESS
Edmonton Waste Management Centre

Edmonton Waste Management Centre
City of Edmonton
Market Segmentation
Lawn Conformist
Conformist Habits

• Aerate and fertilize lawn regularly
• Check on lawn conditions multiple times per week
• Has a set routine
Conformist Happy Place
Market Segmentation

Lawn Non-Conformist
Non-Conformist Habits

- Only thinks about lawn when required
- Will do work at the start and end of season
- Will make do with what tools are available
- Has no set routine for lawn care
Non-Conformist Habits

Tired of dragging your grass?

Start grasscycling. It works. You don’t.

Grasscycling is easy
Don’t bag your clippings. Leave them on your lawn

For more information call 311 or visit Edmonton.ca/grasscycling
Market Segmentation

- Non-Conformist: 40%
- Conformist: 60%
Conformist Barriers

• Harmful to lawn
• Clippings won’t break down causing thatch
• Thinks could spread disease or weeds
• Worries grass clippings will look untidy
• Doesn’t want to change routine
Conformist Benefits

• Part of health and sustainable lawn care
• More advanced lawn care practice
Non-Conformist Barriers

• Will have to mow more often
• Unsure about how to schedule around weather
Non-Conformist Benefits

• Less undesirable work, bagging grass
• Less watering and fertilizing
Behaviour Change Tools - Commitments

Door-to-door canvassing
Behaviour Change Tools - Norms

Lawn signs

WE GO BAGLESS
Behaviour Change Tools - Prompt
Lawn signs
Behaviour Change Tools - Feedback

Door-to-door canvassing
Mass Media

I do it for my lawn  

GO  

BAGLESS  

I do it because it’s easy  

edmonton.ca/gobagless
Go Bagless Program Results

- 16,000 doors canvassed in 2016
- 54,000 doors since the program start
- 91% of residents who bagged their grass clippings made a commitment to try grasscycling
- 67% of residents who grasscycle agreed to display a lawn sign
Go Bagless Program Evaluation

Weekly Grass Presence

- No Grass All 3 Weeks: 42.5%
- No Grass 2 of 3 Weeks: 35.4%
- No Grass 1 of 3 Weeks: 17.0%
- Grass All 3 Weeks: 5.2%
Neighbourhood Targeting

• Goal is to target neighbourhoods with high proportion of residents who bag their grass
• Demographics not always a good indicator for lawn care behaviour
Neighbourhood Targeting
Local Gardening Celebrities

GO BAGLESS

“Fresh grass clippings don’t contribute to a build-up of thatch and since they contain essential plant nutrients, I just leave them on my lawn. Besides, fresh clippings are about 80% water, so trucking ‘bags of water’ makes little sense!”

Please join Jim Hole and the Go Bagless community and leave your clippings on the lawn this summer. Show your support by signing up for a lawn sign at edmonton.ca/gobagless.