



MERSEYSIDE RECYCLING & WASTE AUTHORITY

# ARTIFICIAL INTELLIGENCE (AI) – COMMUNICATIONS STATEMENT

Version	Date of Issue	Summary of Change	Issued by:	Authorised by:
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## 1. Introduction

Artificial Intelligence (AI) is a rapidly developing technology, defined as the application of computer systems able to perform tasks or produce output normally requiring human intelligence, especially by applying machine learning techniques to large collections of data.

This statement sets out the scope of how AI will be utilised by Merseyside Recycling and Waste Authority (MRWA) in activity relating to communications and campaigns.

As a public sector body, MRWA is committed to transparency. Therefore, this statement will be reviewed on an annual basis, to communicate any changes made, as necessary.

## 2. Use of AI on Websites

MRWA operates three public-facing websites:

- <https://www.merseysidewda.gov.uk/>
- <https://recycleright.org.uk/>
- <https://www.zerowastelcr.com/>

Each website is operated using WordPress (WP), which is an open-source content management system (CMS).

While WP has capacity to use external web plugins which harness AI to generate content (text and images) and provide other services such as Contact / Customer Service chatbots, none of MRWA's three websites currently use this technology.

In instances whereby AI plugins are installed and actively utilised, MRWA will communicate this clearly in-situ through the respective website(s) on which the AI technology is used.

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### 3. Use of AI in Web Analytics

MRWA currently uses Google Analytics to monitor the performance of all three of its websites (as listed in Section 2). MRWA tracks metrics including (but not limited to): sessions; page views; pages per session; average time on site; users; and social media referrals.

Through its GA4 software, Google Analytics utilises AI capabilities to enhance its functionality and provide more actionable insights via a range of methods including: Predictive Audiences; Predictive Metrics; Automated Insights; Anomaly Detection; and Data Modeling.

- Learn more about GA4 capabilities here: [\[GA4\] Analytics Insights - Analytics Help](#)
- Google AI Principles (relates to Google Analytics as a Google service): <https://ai.google/principles/>
- Google Privacy Policy (relates to Google Analytics as a Google service): <https://policies.google.com/privacy>

### 4. Use of AI for Social Media

MRWA operates a number of social media accounts on behalf of its corporate brand (Merseyside Recycling and Waste Authority) and its two behavioural change brands, Recycle Right and Zero Waste LCR.

The social media channels which MRWA currently utilises are:

- Meta
  - Facebook (for Merseyside Recycling and Waste Authority, Recycle Right and Zero Waste LCR)
  - Instagram (for Recycle Right and Zero Waste LCR)
- X (for Merseyside Recycling and Waste Authority, Recycle Right and Zero Waste LCR)
- LinkedIn (for Merseyside Recycling and Waste Authority)
- YouTube (for Merseyside Recycling and Waste Authority)

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Currently, MRWA does not utilise AI content, copywriting, chatbot assistance, or any other AI use through any of the above channels. In instances whereby AI may be utilised, MRWA will communicate this clearly in-situ through the respective social media channels on which the AI technology is used.

MRWA uses the social media management tool, Loomly, to schedule posts on its Meta\* (Facebook and Instagram) platforms. Loomly integrates AI capabilities to enhance content creation, optimize workflows, and provide predictive insights.

For information specific to each of the above platforms' respective AI policies – including how they use personal data – we have included the below sources for further reading:

- Meta AI Terms: <https://www.facebook.com/legal/ai-terms>
- X AI Policy: <https://x.ai/legal/privacy-policy>
- LinkedIn Privacy Policy: [LinkedIn Privacy Policy](#)
- Google AI Principles (relates to YouTube as a Google service): <https://ai.google/principles/>
- Google Privacy Policy (relates to YouTube as a Google service): <https://policies.google.com/privacy>
- Loomly: [AI Captions – Loomly Help Center](#)

*\*In addition to scheduling Meta posts, MRWA formerly used Loomly to schedule X posts too, but this functionality is no longer supported. An alternative social media scheduling platform may be sought in future. MRWA will report any changes in future statements.*

## 5. Use of AI in Email communications

MRWA currently uses Outlook and MailChimp for email communications.

This includes both proactive and reactive stakeholder communications to staff, Authority Members, contractors, suppliers, partners (from local district councils and local public sector bodies), community organisations, charities, and members of the media.

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## **Outlook**

Outlook's AI capabilities operate through the integration of various tools, including Microsoft Copilot – this effectively acts as an AI email assistant for users of the software (in this case, MRWA staff members) to help manage inboxes.

Also known as an AI email generator and email automation software, Outlook can organise messages, suggest replies, prioritise important emails, draft emails, and even automate certain tasks, like scheduling meetings.

**Find out more about how Outlook uses AI here:**

**<https://www.microsoft.com/en-us/microsoft-365/outlook/ai-email-assistant>.**

## **Mailchimp**

Through Intuit Assist, Mailchimp uses Predictive Analytics and AI Features to help optimise email campaigns by providing data-driven insights and automation.

These advanced tools enable MRWA to predict audience behavior, recommend the best content, and improve campaign performance by automating repetitive tasks.

This helps to enhance engagement with key messages (such as communications about service changes relating to Household Waste and Recycling Centres, or community initiatives and campaigns linked to the MRWA Behavioural Change Programme) to target our audience more effectively and make more informed communications decisions.

**Find out more about how Mailchimp uses AI here:**

**<https://mailchimp.com/solutions/ai-tools/>.**

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## 6. Use of AI in Graphic Design

For the purposes of in-house design, MRWA uses Canva to create visuals including still images, GIFs and videos for use on its digital communications platforms, including websites, social media channels and emails.

MRWA also uses Canva to design presentations which are delivered by staff members to various stakeholders including (but not limited to) fellow staff members, Authority Members, contractors, partners (from local district councils and local public sector bodies), community organisations, and organisations across the waste and environmental sectors.

Canva utilises AI capabilities via its integrated Magic Studio. AI capabilities include (but are not limited to) Canva AI Assistant, OpenAI collaboration (to enhance Magic Studio services), Gen AI Chatot, AI Tools for Presentations, and Magic Tools.

MRWA's own specific use of AI features within Canva is currently limited to use of Magic Tools for image editing and enhancement purposes. MRWA does not currently use any Canva AI tools for the purpose of generating images or video content. In instances whereby AI may be utilised for this purpose, MRWA will communicate clearly in-situ through captions and descriptors via the respective platforms on which generative content is shared.

## 7. Use of AI in Behavioural Change Campaigns

MRWA commissions a range of third-party agencies to purchase media and advertising space, and to create content for strategic documents and behavioural change campaigns.

### **Creation of Content**

MRWA commissions third-party agencies to create content for:

- Strategic documents (related to [Liverpool City Region's and MRWA's respective zero waste strategies](#))
- Behavioural change campaigns (ran through the Recycle Right and Zero Waste LCR brands)

Content created by third-party agencies may include (but is not limited to):

- Photography (for corporate activity and community events)
- Graphic design (for social media artworks, online display artworks, booklets, leaflets, fliers, posters, large OOH media, merchandise)
- Videography (for events and behavioural campaigns)
- Web pages (for campaign-specific activity on the Recycle Right and Zero Waste LCR websites)

### **MRWA’s Fair Use Principles for AI Content Creation**

- In the interests of authenticity, MRWA advises third-party agencies / content creators against the use of generative AI for still images or videos imitating real-life people or processes related to MRWA’s services (i.e. treatment of waste and recycling).
- Generative AI may be used by third parties for the creation of artwork or animated content.
- In any instance whereby generative AI is used by third parties for creation of content as mentioned above, MRWA requests that the utilisation of AI is transparent, so that it can be approved for use and relayed to viewers as appropriate.

### **Advertising**

In addition to traditional (non-digital) promotional methods such as Out of Home (OOH) and print, MRWA commissions third party agencies to advertise behavioural change campaigns via a range of digital platforms which utilise AI for purposes related to advertising.

MRWA advertises through digital platforms including (but not limited to):

- Meta Ads (Facebook and Instagram) – has the ability to use AI for [transparency and labelling purposes](#), as well as ad targeting through tools such as [Meta GEM](#), [Meta Lattice](#) and [Meta Andromeda](#).
- X Ads – uses Grok, an in-built feature with [ad targeting capabilities](#) and “Prefill with Grok”, which can generate promotions for organisations based on a URL.

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- Google Ads – utilises AI-Driven Campaign Management (including Smart Bidding and budget optimization), Predictive Targeting and Audience Segmentation (through tools such as [Performance Max](#) and [Demand Gen](#)), Generative Creative and Asset Automation, and Ads in AI Overviews (AI Overviews is a feature which is featuring more predominantly through Google Search).
- Spotify Ads – uses generative AI in audio ads, real-time bidding with Spotify Ad Exchange (SAX), and enhanced targeting and measurement (through Smartly) – more information: [Spotify Unveils New Advertising Partnerships and Product Updates — Spotify](#)
- DAX Audio – [DAX \(Global's Digital Advertising Exchange\)](#) utilises AI through its programmatic trading for radio advertising, employing data analytics to accurately target audiences and measure campaign effectiveness.

MRWA may use online advertising to direct users to:

- Informational / educational pages featured on either of the MRWA, Recycle Right or Zero Waste LCR websites, in order to influence behaviours relating to waste reduction, reuse and recycling activity. These pages often feature media such as text, imagery and videos.
- Downloadable informational / educational resources featured on either of the MRWA, Recycle Right or Zero Waste LCR websites, in order to influence behaviours relating to waste reduction, reuse and recycling activity
- Third-party web pages offering exclusive promotions for residents across Liverpool City Region (Halton, Knowsley, Liverpool, Sefton, St Helens, Wirral) relating to sustainable products which are either discounted or free of charge.

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## 8. Summary of Practices and Tools which use AI

Platforms used by MRWA with AI Capabilities	
<b>MRWA-Owned Websites (Powered by WordPress)</b>	<a href="https://www.merseysidewda.gov.uk/">https://www.merseysidewda.gov.uk/</a>
	<a href="https://recycleright.org.uk/">https://recycleright.org.uk/</a>
	<a href="https://www.zerowastelcr.com/">https://www.zerowastelcr.com/</a>
<b>Web Analytics</b>	<a href="https://developers.google.com/analytics">https://developers.google.com/analytics</a>
<b>Social Media</b>	<a href="https://www.facebook.com/">https://www.facebook.com/</a>
	<a href="https://www.instagram.com/">https://www.instagram.com/</a>
	<a href="https://x.com/home">https://x.com/home</a>
	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
	<a href="https://www.youtube.com/">https://www.youtube.com/</a>
<b>Email</b>	<a href="https://mailchimp.com/">https://mailchimp.com/</a>
	<a href="https://outlook.cloud.microsoft/">https://outlook.cloud.microsoft/</a>
<b>Graphic Design</b>	<a href="https://www.canva.com/">https://www.canva.com/</a>

Activities ran by MRWA which may utilise AI Capabilities	
<b>Third-Party Operated Behaviour Change Campaigns</b>	<p>MRWA commissions third-party agencies which may utilise AI for purposes of:</p> <ul style="list-style-type: none"> <li>- Content Creation</li> <li>- Advertising</li> </ul>