

SUBJECT:	RECYCLING STRAPLINES
REPORT BY:	WASTE OFFICER GROUP
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BACKGROUND INFORMATION

Following the approval of a report to the Lincolnshire Waste Partnership on 6th December a one-off meeting was held on the 28th January of the District Council Recycling Officers which offered the opportunity to share best practice between districts and refresh each other on what has taken priority in recent months.

The Lincolnshire Waste Partnership had previously discussed the desire for a generic strapline that could be used on all promotional material throughout the County in all future campaigns. This new strapline would be a move away from the “Cleaner, Greener” logo that is now mostly associated with the Energy from Waste plant.

A list of six possible suggestions are outlined below:

1. Make a difference and do it right!
2. Do it right, Recycle!
3. If in doubt leave it out (*a strapline that is currently used by NK*)
4. Helping Lincolnshire make a difference
5. Specific district logo and then the Recycle for Lincolnshire logo (*this would need to be approved by WRAP who have strict rules concerning their iconography*) – See below for example:

6. Love Lincolnshire – Recycle!

CONCERNS

Concerns were raised by the group about the use of a new strapline in that it might diminish the effect of existing brands. The Recycle for Lincolnshire branding is already widely used and evidence from the Love Food Hate Waste campaign monitoring indicated that it is an increasingly recognised logo. Recognition of the logo was 28% before and 55% after the Love Food Hate waste campaign.

Another concern was raised over the amount of space required for an additional strapline which could subsequently increase the cost of producing the leaflets if the size of the leaflet had to be increased.

OPTIONS

The options available to the Lincolnshire Waste Partnership are:

1. To adopt one of the six straplines outlined above.
2. Further considerations could be given to developing new straplines, which have not yet been developed.
3. To continue to use existing straplines/logos and continue to work on “brand” recognition.

RECOMMENDATIONS

The Lincolnshire Waste Partnership is requested to agree to one of the above options.