



LINCOLNSHIRE WASTE PARTNERSHIP

24 NOVEMBER 2016

SUBJECT :	UNITED COMMUNICATIONS STRATEGY RELATING TO NAPPIES
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BACKGROUND INFORMATION

With the continued increase in the contamination of recycling bins across Lincolnshire, this paper outlines a proposed approach to educating the community in respect of what can't be recycled.

The focus is on common items placed in recycling bins that can't be recycled and that are causing problems by contaminating the items that can, as opposed to trying to communicate a lengthy list of what can be recycled as the items are not the same in all Council areas.

DISCUSSIONS

Approach

It is recommended that the Lincolnshire Waste Partnership support to a two pronged campaign approach:

1. High profile and high impact phased campaign that incorporates traditional public relations activity as well as digital marketing activity.
2. Enforcement/bin audits during the campaign period

Marketing campaign

The marketing campaign would be delivered in a number of phases – each three months in length and each focusing on a different item of contamination.

It is suggested that the first three month period focuses on nappies. As this is the campaign's launch the first period must focus on an item of waste that makes people stand back and think 'do people really put those into their bin'.

The second three months would focus on food waste and for each three month period thereafter a further item would be agreed with Waste Managers.

The campaign would use high impact graphics that depict the issue faced by Councils but in a way that those committing the contamination offence can relate to. The audience will be subtly different depending on the item of contamination.

The marketing mix would include:

- Posters
- Newspapers/Radio/TV – media releases, interviews with the media and media trips to a site where the contamination goes to so they can see the issues faced.
- Social media advertising – around £300 per month would be required for a high impact campaign across Lincolnshire – would use the graphics and video content.
- Stickers (price needs confirming but relatively low cost)
- Council newsletters
- Council websites
- Refuse truck sides where available.

A hashtag would need to be agreed for social media to support the campaign and initial thoughts include - #knowyourwaste or #thedirtytruth or #binitright or #cleanerclose or #toxicbin

All printed marketing materials would carry the 'Recycle for Lincolnshire' logo but wouldn't carry Council logos. Too many logos will distract from the message and by not directly associating the campaign to local Councils may result in a more positive response from the community.

The photography to support the campaign would require a small budget allocation upfront (circa £200).

Concepts

Below are four early concepts. The selected concept would be developed further with the wording refined and graphics created. The development would also include how the concept/wording could be applied to other contaminants for campaign consistency going forward.

Softer concepts

1. **Eeny, meeny, miny, moe, into which bin does the nappy go?**

This is a nursery rhyme theme and would target families with young children in nappies with a graphic developed of a mother/father and her/his child with the mother/father saying the above and the baby giving the answer. It would look as if the baby was saying it in a way that 'everyone knows that' and she/he would be holding a dirty nappy.

2. **But, why would you recycle a nappy?**

With illustrations of the futility of how a nappy might be re-used - highlighting the general stupidity of seeking to recycle in the expectation of re-use.

3. **'You put my nappy where?'**

Baby rolling eyes at parent with support line.

4. **'Oi! Only a fool puts a dirty nappy in the recycling bin!'**

Accompanied by an image of a baby with a filthy nappy.

Enforcement/Audits

During the campaign period it is important Waste Managers audits bins and where bins are contaminated sticker them (a sticker would be developed as part of the campaign). Without this action supporting the campaign it is likely to have little impact.

It would be suggested that Waste Managers identify those areas of their Districts where contamination is the highest for the audits.

RECOMMENDATIONS

1. That the Lincolnshire Waste Partnership support the marketing approach set out in the paper and select its preferred concept from the options identified for further development work.
2. That Lincolnshire Waste Partnership support the proposal to sticker any bins identified as contaminated during the campaign.
3. That the Lincolnshire Waste Partnership recognise that marketing activity will require a budget allocation, albeit fairly small (circa £650 per campaign for general activity not including refuse truck sides), and where this will come from.

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