



# Communications Plan 2010



- Launch Smallmead and Longshot Lane
- CA site of the year Award
- Launch education programme
- New branding on glass collection lorries
- Recycle week 2009 & introduction of the “green pages”

## Measuring Success...

- 44 local articles, 15 national, 1 international
- 15 roadshows (spring/summer 2009)
- 25 community groups (to date)
- 24 education events (visits to site and workshops to date).

## What made 2009 successful?

- Established protocols for communication
- Co-ordinated approach with buy in from all partners, despite complexities of working with three councils on communication.
- Hard work from all to “make it happen”

**The re3 partnership need to ensure that the good work started in 2009 continues throughout 2010.**

# The challenge for 2010

- Shift focus of communication work from the facilities to waste minimisation and education.
- Deliver and promote new projects.
- Position the partnership as a key source of local information about waste and recycling.
- Continue to work to raise the profile of the partnership



## 2010 – Specific messages

- It's important to put the right materials in your recycling bins.
- Contamination makes collection and sorting less efficient, and materials identified as contamination will be sent to landfill for disposal
- What happens to the materials that are recycled through the kerbside, bring banks and HWRC collections
- Reducing the waste that you produce and reusing as much as possible is better than recycling
- Reducing food waste at home can save you money as well as helping the environment.

2 closely linked projects:

- reduce contamination in recycling bins
- increase capture rates of recyclable materials

### **A partnership approach is essential...**

- develop targeted messages
- develop core text, facts and figures to be used in all communications
- supported by Council refuse crews checking bins for contamination
- promote all recycling services including bring sites and HWRCs

## Reuse

- Develop reuse activities at the HWRCs
- Support local reuse organisations
- Develop the reception of bulky waste items to separate reusable items



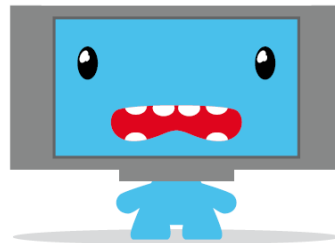
## Food Waste

- re-launch the love food hate waste campaign locally
- case studies of local families
- forge partnership with Reading University
- Integrate Love Food Hate Waste into the education programme



## Education/Community Engagement

- Continue to actively promote the education programme
- Promote the education centre to local community groups
- Widen participation in the Stakeholder Group
- Encourage stakeholders to get involved with initiatives





- Continue working with re3 Councils to educate businesses about their responsibilities
- Promote the use of the transfer stations as an option of local businesses to dispose of waste
- Work with organisations to run one off local events for businesses (such as B2B events for recycling WEEE)

