

## 8. Communications and Campaigns

**8.1** During 2017-18 a range of communications work was undertaken by NLWA and contractors. The work broadly involved a range of communications channels, such as digital media - social media and the Authority's three websites, local and trade media, print and outdoor advertising, and direct mail to:

- promote the Authority's resident-facing operational activities - including reuse and recycling centres (RRCs), changes to van booking procedures for the RRCs and the closure of the RRC at Park View Road in Haringey;
- ensure information about services managed by the Authority - either directly or via contractors, is up to date and accurate;
- provide and promote printed and digital materials containing practical tips and service information to encourage residents to reduce their waste and recycle more;
- promote events and activities for residents and industry professionals - including 'Give and Take days', 'Swish and Style' and 'Sew Spooky' clothing reuse events, 'Waste Less, Lunch Free' food waste reduction events, and the 'London Upcycling Show' showcasing furniture reuse;
- provide updates and information about the 'North London Heat and Power Project' (NLHPP);
- protect the Authority's reputation and raise its profile - both within the waste industry and to residents, including by managing the Authority's brand; and
- manage internal communications channels - including staff newsletters and all staff briefing events, to ensure that staff are well informed and up to date.

**8.2** Social media was used more extensively in communications in 2017-18 compared to 2016-17. The 'Wise Up To Waste' (WUTW) Twitter account gained 414 new followers, taking the total up to 2,100 at the end of the year. The account also achieved just over 800,000 impressions during the year - more than double the Twitter impressions in 2016-17 (352,000).

**8.3** The majority of the Authority's communications activity is delivered through specific behaviour change campaigns. With the exception of the household recycling communications campaign, the behaviour change campaigns use the Authority's WUTW brand. The Authority's corporate brand is used for all communications relating to governance matters and corporate functions whilst NLHPP communications use the NLHPP brand.

### **Wise Up to Waste campaigns – waste prevention**

**8.4** In addition to day-to-day support for the Waste Prevention team's outreach and engagement activity, a series of waste prevention behaviour change campaigns were delivered.

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### Food waste

**8.5** During 2017-18 a food waste campaign called 'Make a Meal of It' was delivered over a six week period from 15 January to 25 February 2018. The campaign was developed to provide residents with simple and cheap meal ideas, prepared using mainly stored cupboard staples or odd ingredients that they might have in their fridge.

**8.6** The campaign included:

- how-to videos showing the preparation of recipes from 'North London Food Lovers' Cookbook' and supporting recipe cards;
- outdoor billboard advertising at 66 sites around north London;
- a social media campaign consisting of posts sharing food tips and posts to encourage residents to share a photograph of their own meal ideas to help reduce food waste, with paid adverts on social media as well;
- digital screens showing the how-to videos in two community roadshows at busy shopping centres;
- a designated webpage showing the videos and directing visitors to further advice and assistance about reducing food waste; and
- a press release about the campaign.

**8.7** The social media advert generated over 3.5 million impressions<sup>3</sup> and the outdoor advert generated 29,255,035 opportunities to see<sup>4</sup>. With 71 posts on Facebook, Twitter and Instagram the campaign generated over 480,000 impressions and a reach of just under 355,000. From campaign commencement to the year end there were 626 unique views<sup>5</sup> to the website.

### Textiles

**8.8** The 'Sew Spooky' waste prevention project was supported with how-to videos showing easy to make Halloween outfits.

**8.9** The events that formed part of the project were also promoted through a variety of channels:

- Hubbub website, Facebook, Twitter and Instagram, YouTube and Pinterest;
- 'Wise up to Waste' website, Facebook and Twitter;
- posters and leaflets;
- borough websites and event pages;
- local listing sites; and
- press, including local newspapers, national outlets, broadcast TV and radio.

<sup>3</sup> Impressions are the number of times your content is displayed, no matter if it was clicked or not.

<sup>4</sup> An opportunity to see refers to the number of times an advertisement is potentially viewed. This does include repeat views by the same person.

<sup>5</sup> Unique page view represents the number of sessions during which that page was viewed one or more times and excludes any repeat views by the same person.

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- 8.10** There was particularly good engagement with the communications on visual social media channels such as Instagram and YouTube and the campaign had a combined social media reach of over 1.8 million. A press release about the initiative gained significant uptake with coverage in a range of outlets including Mumsnet, UNILAD, Daily Star, Enfield Independent, 2 degrees, Resource Magazine, Business Green, Edie and the Daily Mail.
- 8.11** Communications to promote 'Swish and Style' events were more localised with targeted activity such as emails to previous attendees of 'Swish and Style' events; posters and leaflets were distributed in local cafes, shops, community centres, libraries and pinned on local notice boards. Local community groups were also contacted and asked to promote the events in their area and invited to attend. Wider promotional activity included social media promotion on Twitter and Facebook and through relevant websites such as the borough hosting the event, NLWA's 'Wise Up to Waste' website, Keep Britain Tidy website, Greenpeace groups, TRAIID, Time Out - print and online, Project Dirt and Recycle for London.

### Furniture reuse

- 8.12** Communications work to encourage more furniture reuse included promotion of seven 'Give and Take Days'. Promotion was similar to the promotional activity for the swishing events described above.
- 8.13** The 'London Upcycling Show' was also promoted, by both NLWA and Groundwork London who delivered the show on NLWA's behalf. Promotion included posters and banners near transport links in the area and close to the venue, promotion on the NLWA and Groundwork London websites, social media accounts (Twitter, Facebook and Instagram), and on electronic noticeboards. This promotion was supplemented with Facebook adverts, press releases and promotion to existing upcycling/re-use hubs and networks. Social media channels such as Facebook, Twitter and Instagram gained 76,850 impressions and 1,797 engagements and according to Google Analytics, the 'London Upcycling Show' landing page earned 2,172 unique page views.

### Wise Up to Waste campaigns – recycling contamination

- 8.14** Contamination of mixed dry recyclables collected at the kerbside has been increasingly problematic for the Authority. Following the development of a short-term campaign to tackle the issue in 2016-17 some research was commissioned in 2017-18 to look at the reasons for contamination, and specifically to try to understand why disposable nappies are being placed in recycling containers and bags. Disposable nappies are one of the top contaminants in north London. The research results will be used to develop a communications campaign to tackle the problem of disposable nappies contamination during 2018-19.

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### Household recycling communications campaign

- 8.15** In 2017-18 we entered the second year of a recycling communications campaign targeted at north Londoners aged 18 to 34. The campaign consists of high-level, non-instructional advertising and aims to raise awareness of recycling and increase motivation to recycle by taking a humorous approach to demonstrating the consequences of not recycling.
- 8.16** In 2017-18 the campaign was delivered through a continuation of the 2016-17 campaign with an in-the-home strategy, including a 30 second advert delivered via targeted media (including Sky AdSmart television advertising, video on demand (VOD) and display advertising, YouTube advertising and social media advertising) and social media activity. The advert was delivered in two bursts - one running from 4 September to 30 October 2017 and the second from 6 January to 26 February 2018.
- 8.17** The advert directed viewers to the campaign website, [saveourstuff.co.uk](http://saveourstuff.co.uk), where visitors can find more details, including local recycling information. A humorous recycling game to test viewers' knowledge of what can be recycled was also added to the website for 2017-18 and a section which made a more direct link to the north London borough websites' recycling pages was also incorporated.
- 8.18** The target was to deliver 2.239 million views of the advert; the total delivered was 3.103 million views, representing 25% additional views delivered compared to the original plan. In the second burst of advertising media, new technology also allowed media performance results to be isolated by individual borough for the first time.
- 8.19** In addition to the advertising we also delivered a piece of outreach activity, using the actor from the advert - promoting recycling for a day.
- 8.20** To assess the recognition and impact of the campaign market research company 2CV, was commissioned to conduct a pre-advertising (August 2017) survey online before the launch of the campaign and a post-advertising (October 2017) online survey after the launch of the first burst of advertising.
- 8.21** Behavioural science approaches were used to capture recycling attitudes, behaviours and motivations under timed conditions, to help eliminate over-claim of positive behaviours. The research findings will be used to help develop the campaign plan for the third year of the campaign.
- 8.22** At the end of the year the campaign won the '#DoDifferent' Regional award at the Marketing Agencies Association '#DoDifferent' Creative Awards.