

<b>Report on</b>	Together We Recycle (Recycle Week 2020)
<b>Date of Meeting</b>	13 <sup>th</sup> October 2020
<b>Reporting Officer</b>	Mark McAdoo, Head of Environmental Services
<b>Contact Officer</b>	John Murtagh, Environmental Projects Officer

<b>Is this report restricted for confidential business?</b>	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	X

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To inform members of the "Together We Recycle" communications campaign.
<b>2.0</b>	<b>Background</b>
2.1	Each year the Environmental Services Recycling Team in partnership with Marketing and Communications run an annual recycling communications campaign to provide the most up to date recycling guidance and information to reinforce the recycling message, address problem areas or waste streams or simply to reassure residents of the District that they are "doing it right".
2.2	This year, alongside delivering the usual recycling messages, one of the main themes of the campaign will be "Thank You" to all our residents and staff for continuing to recycle through all that has happened this year. Throughout lockdown, furlough and everything else that Coronavirus has thrown at them residents have continued to recycle in their blue and brown bins and our staff have continued to empty those bins and deal with the material at our transfer stations.
<b>3.0</b>	<b>Main Report</b>
3.1	"Together We Recycle" – is a national message, which is being promoted by all Councils throughout Northern Ireland and the UK to thank residents for recycling during the Coronavirus pandemic. The fact that we all have done so is perhaps the strongest indicator yet that recycling is has become part of our normal routine.
3.2	Together We Recycle started with the launch of a professionally produced "Thank You for Recycling" video for Recycling Week which ran from 21 <sup>st</sup> to 25 <sup>th</sup> September (see below link). Since the video was promoted on Facebook it has achieved a reach of 32,301 with 174 likes, 23 positive comments and 36 shares.  <a href="https://www.youtube.com/watch?v=e_2KLF4Potk">https://www.youtube.com/watch?v=e_2KLF4Potk</a>
3.3	Recycling Week included the lighting up of the Councils buildings at The Ranfurly, The Bridewell and The Burnavon from Monday to Thursday that particular week.

3.4	The “Together We Recycle” campaign will continue beyond Recycling Week throughout the autumn/winter and into next spring. The main objectives of the campaign will be to thank people for continuing to recycle and then to focus on the recycling of specific waste streams or waste types e.g. Together we recycle – plastics, Together We Recycle – food waste etc.
3.5	<p>The further focus of the campaign will be 4 short recycling videos to be shared on Council social media platforms and YouTube channel which will be themed on:</p> <ul style="list-style-type: none"> <li>• Thanking residents for continuing to recycle</li> <li>• Blue Bin recycling</li> <li>• Food waste recycling and the brown bin</li> <li>• Businesses recycling or recycling at work.</li> </ul>
3.6	<p>We will also make use of press releases in the local papers as well as piggy backing on several national campaigns that will be taking place over this time to ensure maximum effect. Examples of national messaging and campaigns to be utilised include:</p> <ul style="list-style-type: none"> <li>• Alupro social media messaging – Recycle Week 2020</li> <li>• WRAP’s planned food waste campaign, “Wasting Food – It’s out of date” (Mid October 2020)</li> <li>• ERPs battery recycling campaign scheduled for Halloween 2020.</li> <li>• European Week for Waste Reduction 2020 (end of November 2020)</li> <li>• WRAP Christmas messaging 2020</li> </ul>
<b>4.0</b>	<b>Other Considerations</b>
<b>4.1</b>	<b>Financial, Human Resources &amp; Risk Implications</b>
	<p>Financial: The budget for the campaign will be £5,000 which will be funded from the recycling education payments received under the terms of our waste management contracts.</p>
	<p>Human: Some Recycling officer and Communication officer time coordinating the campaign</p>
	<p>Risk Management: None</p>
<b>4.2</b>	<b>Screening &amp; Impact Assessments</b>
	<p>Equality &amp; Good Relations Implications: N/A</p>
	<p>Rural Needs Implications: N/A</p>

<b>5.0</b>	<b>Recommendation(s)</b>
5.1	Members are asked to note the contents of this report.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
6.1	Together We Recycle draft Campaign Communications Plan 2020 – 2021
6.2	Together We Recycle launch photograph