

## Together We Recycle Recycling Campaign Communications Plan 2020-2021

**Objective:** To use Marketing and Communications to convey the Council's thanks to the district for continuing to recycle during the COVID-19 pandemic using the tagline 'Together We Recycle' in line with Wrap's generic Recycle Week 2020 campaign. Then use the campaign further to focus on particular waste streams, bins and times of year to promote continuing to recycle over the months ahead. For example, Together We Recycle at Christmas, Together We Recycle Our Food Waste, Together We Recycle Our Plastics etc.

**Aim:** The last 6 months were extremely difficult for everyone but during it all people continued to use their 3 household bins to dispose of their rubbish, aided by the fact that our bin collection service continued throughout lockdown and the pandemic. People continued to recycle their rubbish and as a result our recycling rate remained consistently high throughout the pandemic – with Mid Ulster again having the highest household recycling rate of all 11 councils here for the quarter April – June 2020. With this campaign we want to thank the district and let them know that their recycling efforts were recognised, appreciated and did make a difference and that Together We Recycle. Hopefully by thanking and praising residents for their efforts it will encourage them to keep going and to continue to recycle or even recycle better! Therefore, the aim of the campaign is to maintain or even increase this recycling effort and see it reflected in our household recycling stats, helping us maintain our position at the top of the recycling table in NI.

**Messaging:** The messaging for this campaign will be conversational and casual. We won't be preaching at residents or telling them they need to do more but actually thanking them for what they have already done during the difficult past few months and encouraging them to keep it going. Messaging will focus on us saying 'thank you' and stressing that 'Together We Recycle' emphasising the inclusivity of recycling- we are all doing it together and it is just a part of everyday life, even when life is turned upside down, that remains a constant.

**Method:** Convey our message to residents through a coordinated communications campaign. This year we opted against using the traditional promotional methods of outdoor advertising, given the current climate where budgets have been tightened and when a lot of people are still working from home, therefore will not be travelling on the roads to see these billboards and adshells. Instead we decided to focus the attention on getting 4 high quality videos produced to reflect our messaging. The main video will focus on us thanking the district for recycling and 3 additional ones- one focusing on businesses recycling, one on blue bin recycling and one on food recycling in the brown bin. Publicity-wise we will use a mixture of press work, social media and direct engagement with the

public via ES staff visiting supermarkets, community groups, schools etc. (if possible due to COVID19 restrictions). On social media we will use a combination of the hashtags (not necessarily all used in every post): #TogetherWeRecycle #ThankYou #MidUlsterRecycles and #RecyclingHero. Direct people to general [www.midulstercouncil.org/recycling](http://www.midulstercouncil.org/recycling) page for more information on recycling in Mid Ulster throughout the campaign.

**Plan:**

Date	Activity	Promotional Method	Targeted Media	Website	Twitter @MidUlster_DC	Facebook	Instagram	Cost
Week 1: W/C 21 September 2020	News release and pic launching the campaign tying into this year's Recycle Week which runs from 21- 27 September and this year has the theme 'Together We Recycle'	Launch news release with pic of Chair and social media	Local press	Add to feature panel of homepage- Together We Recycle  Add to the news section of the council website	tweet-campaign launch and thank you video	Post on campaign launch release and thank you video	Post on campaign launch and thank you video	Photograph y £50 video already paid for (£1,200)
23 September	Buildings lit up green for recycle week	Social media	-	-	Tweet pics of buildings lit up with #TogetherWe	Post pics of buildings lit up with #TogetherWe	Post pics of buildings lit up with #TogetherWeRecycle	Free (pics supplied by facilities)

					Recycle and #ThankYou	Recycle and #ThankYou	and #ThankYou	
26 September	As Recycle Week comes to an end, encourage residents to remember to recycle this weekend	Social media	-	-	Tweet reminder to recycle with #TogetherWe Recycle and Wrap graphic	Post reminder to recycle with #TogetherWe Recycle and Wrap graphic	Post reminder to recycle with #TogetherWe Recycle and Wrap graphic	-
Week 2: W/C 28 September 2020	Pic of Chair endorsing campaign	Social media	-	-	Tweet pic with quote from Chair	Post pic with quote from Chair	Post pic with quote from Chair	£75 photography to include all promotional pics used
30 September	Our appreciation of the thanks and appreciation shown to our bin men over lockdown and now we want to say thank you to you for continuing to recycle	Social media	-	-	Tweet message and slideshow of bin men thanks	Post message and slideshow of bin men thanks	Post message and slideshow of bin men thanks	-

	during this difficult time- slideshow of messages bin men received							
2 October	Chair of the EC endorsing the campaign- quote and pic	Social media	-	-	Tweet pic with quote from CoEC	Post pic with quote from CoEC	Post pic with quote from CoEC	£75 photography to include all promotional pics used
Week 3: W/c 5 October 2020	Script from Wrap and thank you video	Social media	-	-	Tweet script and pic of recycling centre / bins	Post script and pic of recycling centre / bins	Post script and pic of recycling centre / bins	-
8 October	Our recycling stats over lockdown and the pandemic- over 64%	Social media	-	-	Tweet impressive stats and say thank you with quote from CoEc and pic of him at recycling centre	Post impressive stats and say thank you with quote from CoEC and pic of him at recycling centre	Post impressive stats and say thank you with quote from CoEC and pic of him at recycling centre	-
Week 4: W/C 12 October 2020	Promoted post on Facebook for Together	Social media	-	-	-	Post message about the campaign with thank you	-	£100

	We Recycle campaign					video again and promote it		
Week 5: 19 October 2020	Move to adapt campaign to highlight specific waste streams- firstly blue bin recycling	Social media	-	-	Tweet message to promote blue bin recycling with blue bin video	Post message to promote blue bin recycling with blue bin video	Post message to promote blue bin recycling with blue bin video	Cost of video still unknown
22 October	Remember to recycle plastic trays in the blue bin with #TogetherWeRecycleOurPlastics	Social media	-	-	Tweet message with Pic of plastic trays and #TogetherWeRecycleOurPlastics	Post message with Pic of plastic trays and #TogetherWeRecycleOurPlastics	Post message with Pic of plastic trays and #TogetherWeRecycleOurPlastics	-
Week 6: W/C 26 October 2020	Generic Halloween content to be provided by ES team- #TogetherWeRecycleAtHalloween	Social media	-	-	-			
28 October	Halloween messaging tying it into the campaign-	Social media	-	-				

	#TogetherWeRecycleAtHalloween							
31 October	Halloween messaging tying it into the campaign- #TogetherWeRecycleAtHalloween	Social Media						
Week 7: W/C 2 November 2020	Blue bin messaging- content to be provided by ES		-	-				-
Week 8: W/C 9 November 2020	Blue bin messaging- content to be provided by ES							
Week 9: W/C 16 November 2020	Blue bin messaging- content to be provided by ES	-	-					
Week 10: W/C 23 November 2020	EWWR- Invisible Waste- tie into campaign	News release and pic in local press and social media	Local press	-	Tweet about EWWR tying into campaign with pic of	Post about EWWR tying into campaign with pic of Chair or CoEC	Post about EWWR tying into campaign with pic of	£50 photography

					Chair or CoEC		Chair or CoEC	
Week 11: W/C 30 November 2020	Start of Christmas and food waste messaging, generic food waste first with brown bin food waste video with #TogetherWeRecycleOurFoodWaste	Social media	-	-	Tweet food waste message with video and #TogetherWeRecycleOurFoodWaste	Post food waste message with video and #TogetherWeRecycleOurFoodWaste	Post food waste message with video and #TogetherWeRecycleOurFoodWaste	Cost of video still unknown
3 December	Additional food waste message with Wrap resource	Social media	-	-	Tweet message with pic/GIF of generic resource	Post message with pic/GIF of generic resource	-	-
Week 12: W/C 7 December 2020	Christmas food waste with #TogetherWeRecycleAtChristmas	Social media	-	-	Tweet message with pic/GIF	Post message with pic/GIF	-	-

Week 11: W/C 14 December	Tie messaging into this year's Christmas campaign, specific Christmas food waste video (if we get one)	Social media – promoted post			@Tweet message and video	Post message with video	Post message with video	Price of video unknown £100 promoted post
16 – 31 December	Target other common key items at Christmas- paper and card, wrapping paper, tins, trays, foil, glass bottles and jars etc	Roll out normal social media Christmas messaging	-	-	Tweet messages with graphics	Post messages with graphics	Post story of different items	-
Week 13: W/C 28 December 31 December – 3 Jan 2021	Focus on recycling Christmas trees etc	-	-	-	Tweet message with graphic	Post message with graphic	Same as above	-

**Budget: £5,000 from ES.**



**Evaluation:**

Did we see blue bin recycling increase?

Did we see brown bin recycling increase?

Did we see our household recycling figure increase? Are we still top of the recycling table in NI?

Did we have much engagement and interaction on social media?

Feedback from residents during ES demonstration days

How many views of the videos on Facebook and Twitter?

Page clicks on the /recycling page on web

Did residents react positively to the campaign? Was feedback positive or negative?

a difference  
food in your brown bin  
ack!

tercouncil.org/recycling

**TOGETHER WE RECYCLE.**

 **Mid Ulster recycles**

**Your Blue Bin Recycling Collection**



**Download Bin-Ovation**

Get the latest recycling advice

on your phone or tablet

Available on the App Store

or Google play

Mid Ulster District Council

Environmental Services

Call: 02890 122 122

Email: [recycling@midulstercouncil.org](mailto:recycling@midulstercouncil.org)

[www.midulstercouncil.org/recycling](http://www.midulstercouncil.org/recycling)

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