



Nicki Souter
ASSOCIATES

Recycling Communications Support

September 2015 - March 2016



Aim

Plan, co-ordinate and deliver communications support to Glasgow City Council to communicate a new food waste collection and re-engage with householders on existing recycling services.

NSA Team

Director: Nicki Souter
Project Manager: Kirsten Mathison
Creative Director: Charlie Hardman
Consultants: Nicola Lindsay and Annie Nettleton



Nicki Souter



Kirsten Mathison



Charlie Hardman



Nicola Lindsay



Annie Nettleton

Associates

Media Planning and Buying: Spirit Media
PR Strategy and Support: Bill Shaw PR

Background

Glasgow City Council was funded by Zero Waste Scotland to enhance recycling and introduce a city-wide food waste collection. NSA worked in partnership with Zero Waste Scotland to deliver elements of the communications support required as part of the overall project.

Method

The communications strategy comprised of two key recycling campaigns:

- A generic city-wide campaign, to engage and encourage all Glasgow residents to recycle
- Localised targeted campaigns, aligned to the roll-out of new recycling infrastructure across the city

Both strands of the strategy comprised of:

- PR strategy and support including a high profile launch
- Communications materials design, print and production
- Media plan and buying for outdoor advertising, taxi livery, radio and digital including online advertising, native articles and social media promotion
- Community engagement plan targeting key ambassadors, influencers, volunteer networks and primary and tertiary education sectors
- Internal engagement plan targeting key stakeholders and staff within Glasgow City Council

Outcomes

As part of the campaign, leaflets and letters were distributed to kerbside properties informing residents to request a recycling bin if any were missing. The average number of recycling bins requested per month was monitored and compared to the same time period the previous year.



Tonnages of co-mingled recycling and food waste collected were recorded, with the recycling data being compared to the same time period for the previous year.

Media monitoring measured how many clicks to the Glasgow City Council's Bins & Recycling webpage were achieved during the campaign. Monitoring also took place for the range of digital advertising used to identify the best performing channels. Overall the digital campaign generated a strong volume of reach.

Monitoring of the campaign is ongoing and this case study will be updated to show the effect the campaign had.

Localised Community Engagement involved 56 Community Groups being contacted and sent briefing notes and a copy of the launch press release. Presentations were delivered to 3 community groups and 3 universities/ colleges and a further 15 community groups and 2 universities/ colleges received electronic presentations; 3 teacher's workshops were run and an additional 7 schools received teaching resources electronically.