
Let's Recycle More Together: Case Study

Client: Veolia ES Southwark Ltd

Project: Recycling Awareness Campaign

Brief: To raise awareness and increase recycling rates within Southwark

'Let's recycle more together' recycling campaign



'Let's recycle more together' recycling campaign

Project overview

Major service changes took place for around 45,000 street based Southwark properties in 2011. Changes included a switch to commingled recycling collections, the introduction of weekly food and garden waste collections and a change to Alternate Weekly Collections (AWC). In addition to these changes a new Integrated Waste Management Facility was expected to become operational, which meant all services moving operations to the new site.

The objective

To clearly communicate to all residents about the service changes and increase recycling rates across the borough.



New service and calendar launch leaflets



Collection calendars



Bus shelter advertising

'Let's recycle more together' recycling campaign

Our solution

This campaign needed to be simple, energising and eye-catching. We created a campaign strapline 'Let's recycle more together', which helped demonstrate to all the community that recycling can be easy for everyone.

This message was incorporated into a wide variety of different media, each of which in turn included sub-messages.

We created an integrated mix of media outlets, from posters to door-to-door communications. The campaign also included outdoor advertising; billboards, bus shelters and vehicle liveries, as well as direct marketing tactics and outreach events. All of which delivered varying levels of messaging and detail.

Results

The changes affected around 45,000 street based properties out of approximately 125,000 Southwark households. The recycling rate for the street based properties was at around 30%. Following the service changes and the communications campaign around it rose to over 50%.

An outstanding success!



Letter to residents



Street talk (BT telephone boxes)



Mobile recycling centre vehicle