



## Communications & behaviour change

<b>Report Title</b>		Report RL 29/03/19 - 07
Communications & behaviour change update		
<b>Report by</b>	Ali Moore	
<b>Job Title</b>	Communications & Behaviour Change Manager	
<b>Date of meeting</b>	29/03/19	

### Summary

This paper presents an update on communications and behaviour change activities in line with the Resource London programme delivery plan.

### Recommendation

- To note activity across London Recycles, Love Not Landfill and Small Change Big Difference campaigns.

### Risk Management

Risk	Action to mitigate risk
N/A – no decisions being made	

### Implications

#### Legal

N/A – no decisions being made.

#### Financial

N/A – no decisions being made

#### Equalities

N/A – no decisions being made

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## Supporting Report

### Purpose of the paper

To provide the Partnership Board with a progress report against programme output indicators and to highlight requirements and next steps for the campaigns.

## Report

Output indicator	1	2	3	4
Deliver year two of the London Recycles 'One bin is rubbish' behaviour change campaign, using a broad range of channels	G	A	G	G

**One bin is rubbish:**

The 'One bin is rubbish' campaign has now almost completed its year 2 delivery. Activity delivered so far includes:

- **Bus-side adverts** in October, November and January;
- A **digital campaign** running in bursts from November through to end February, using new content created by Ogilvy. This year we moved from static to video content and extended the advertising platforms from just Facebook to a combination of Facebook, Instagram and Snapchat. Content included both priming ('One bin is rubbish – sort it out') posts and a wider range of intervention/education posts with the 'Yes/no' format to highlight what can and cannot be recycled;
- A **plastics push** in mid-January, focusing on what plastic items can and cannot be recycled easily from home. The push featured three digital adverts, each depicting three plastic items commonly disposed of wrongly, and was supported by a PR campaign highlighting the gap between current public desire to reduce plastics use, and actual understanding of plastics recycling in the home. Pick-up was very high on this story, with the team achieving broadcast coverage including London Live, three pieces on BBC London news and a radio interview on 5 Live;
- An online **content partnership** with Joe Media featuring two videos – one showing dogs recycling and the other featuring a Rube Goldberg machine, both highlighting that recycling is easier than you think – which they then posted on their own channels and a range of others targeting younger people across London. The films went live in November and December 2018;
- An **influencers** campaign, harnessing the reach of Instagram influencers who have a strong following amongst the 'London recycles' target audience. 48 separate image posts were created – two per influencer - each in their own distinctive style but carrying our 'One bin is rubbish' messages; and
- A '**service at a glance**' advert on Facebook, using an animated format called 'Instant Experience', to provide residents with a simple guide to their local waste and recycling service, some tips on what can and can't be recycled and a click-through to more information (the borough's own website). This has been created for four boroughs – Lewisham, Brent, Southwark and Haringey – who have each been given £8k media spend budgets to push these adverts out to their residents.

When this last activity is complete, April will be spent collating all assets created so far into a **borough toolkit**, which will be uploaded onto the Resource London website and shared with all London boroughs so that they can use the materials for free.

A full campaign evaluation of year 2 will be ready by end April and will be shared with the Partnership Board, boroughs and other stakeholders during May before moving into year 3 detailed planning.

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During May, June and July the team will be reviewing and updating the current campaign brand guidelines to take its development over the past year into account. These will be shared with all London boroughs once ready.

We will also be running a series of communications workshops at locations around London to support borough recycling and communications teams on three topics: London Recycles campaign materials and messages; service change and flats communications; and using digital to reach a wider audience.

### Business as usual:

The campaign continues to operate a range of social media channels and the London recycles website. Facebook follower numbers are nearing the 11k mark, a 25% increase since the start of the 'One bin is rubbish' campaign. Follower numbers continue to rise steadily. Instagram experienced an exceptional surge in follower numbers during the second burst of plastics-related campaign activity, with a 1,462% increase to nearly 10k followers. The team will continue to post informative and motivational organic content between the campaign bursts of paid activity, in order to keep followers engaged and the channels growing.

Output indicator	1	2	3	4
Deliver waves two and three (across 6 London boroughs) of the Transforming City Food Habits for LIFE (TRiFOCAL) project in summer 2018 and spring 2019.	A	G	G	G

### Borough-specific:

Wave 3 is underway with Hounslow, Islington and Sutton, and will be complete by end March (with a two week extension for Sutton, who started very late). All three boroughs are delivering a mix of locally targeted activities including out-of-home and digital advertising, events and localised PR. Focus groups to evaluate resident awareness and understanding of the campaign will take place during April.

### Prolongation:

Prolongation has been officially confirmed for TRiFOCAL, taking the project through to 31 January 2020. The extended project period allows us to run a series of cookery workshops (see below) and a wave 4 during October, for which 10 boroughs will be given funding to run campaign bursts at a local level using the final 'Small change, big difference' assets.

### London-wide:

A focus on digital activity has resulted in some very engaging content, and the campaign has seen substantially increased follower numbers over the past 10 months. The initial theme for content was food waste recycling, with the #useyourcaddy campaign. The spotlight moved to food waste prevention between September and December, and since January, the focus has been on healthy and sustainable eating. A selection of quick and easy, healthy snack hacks was promoted in January, and a Healthy Eating Challenge was launched in February to encourage our audience not to lose momentum with their new year resolutions.

Since digital activity started in earnest in June 2018, more than 40 pieces of content have been created by the contracted agency Small Axe, all of which have been posted on Facebook and Instagram, and most on Twitter. Six pieces of content were created by influencers around the theme of 'Use Your Caddy' and 13 static posts were created

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by influencers who took part in the Healthy Eating Challenge. These posts received a combined total of 8,220 likes and comments, and an average engagement rate of 5.19%. Follower numbers have grown to 6,761 on Facebook, 1,849 on Instagram and 364 on Twitter (all these accounts had less than, or around, 100 followers before campaign activity began). All content can be seen at:

<https://www.instagram.com/smallchangebigdifference/>

The best performing piece of content, a Rube Goldberg machine constructed to deliver food waste into a caddy, has had more than 1 million views across Facebook and Instagram.

### Cookery classes:

Planning for the cookery classes has begun as our new TRiFOCAL campaign officer, Kirsty Ainsworth, has started with LWARB in the past three weeks. The plan is to deliver 30 classes with a range of different themes, in different locations across the city, between May and September 2019. These will take place in boroughs who provide a separate food waste collection to residents.

Output indicator	1	2	3	4
Deliver the European Clothing Action Plan (ECAP) 'Love Not Landfill' campaign targeting 16-24-year-old Londoners	G	G	G	G

### Prolongation:

Prolongation has been officially confirmed for ECAP, taking the project through to 31 December 2019.

### Delivery

Love Not Landfill, our textiles campaign targeting 16-24-year olds to promote clothes donation and second-hand shopping, completed most of the core activity specified under the ECAP project by the end of December 2019. Activity delivered includes:

- Fashion Revolution Week 2018 – 'Swap & style' event
- 6<sup>th</sup> form workshops at three schools
- #LoveNotLandfill branded clothes banks in high traffic locations across London
- The #LoveNotLandfill charity pop-up shop in Brick Lane in November 2018
- Ongoing social media using existing campaign messaging and content

Details of these activities were in the previous report.

2019 has started with a focus on project administration, reporting and legacy planning, as well as a series of meetings with partners from fashion academia, third sector organisations and corporates to investigate opportunities for extending the life of the campaign. The team has created an outline activity plan for 2019 which includes:

- Speaking as guest lecturers at universities (Westminster, Marangoni, Manchester) to share campaign successes and seek new collaborations
- Speaking slots at 'There & Back Again', run by the Centre for Circular Design at Chelsea College of Arts and the 'Sustainable & Responsible Fashion' event at Manchester Metropolitan University
- Three further school workshops and activities – planned for the new academic year in Sept/Oct/Nov 2019

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- Finding locations for the remaining clothes banks in secure but high footfall locations around London.

On 12<sup>th</sup> March the team collaborated with Contiki, the adventure holiday company, to run a #LoveNotLandfill holiday clothes swap. The evening event featured high profile sustainable fashion commentators on a panel and was a great success; Contiki have indicated they would like to run more.

Consumer-facing activity currently planned for the year is:

22 <sup>nd</sup> -28 <sup>th</sup> April	Fashion Revolution Week	Online campaign featuring social media influencers doing a 'de-haul'
Mid-June	Circular Economy Week	Depop pop-up shop featuring some of their most popular online sellers – offline
September	#LoveNotLandfill Returns	t.b.c. – a pop-up shop for retailers to sell their returns directly to the public
November	#LoveNotLandfill charity pop-up #2	Re-running our successful pop-up from 2018 with similar charity retailers

The team will continue to work with ECAP project managers in WRAP throughout 2019 to collect evidence and close the project.

Time will also be spent outside of the ECAP project working with consultants to refine the #LoveNotLandfill identity and business strategy in order to create a strong offer for corporates wishing to work with us, as well as to seek fundraising opportunities for the campaign to continue beyond the current end date of December 2019.