

9. Communications and Campaigns

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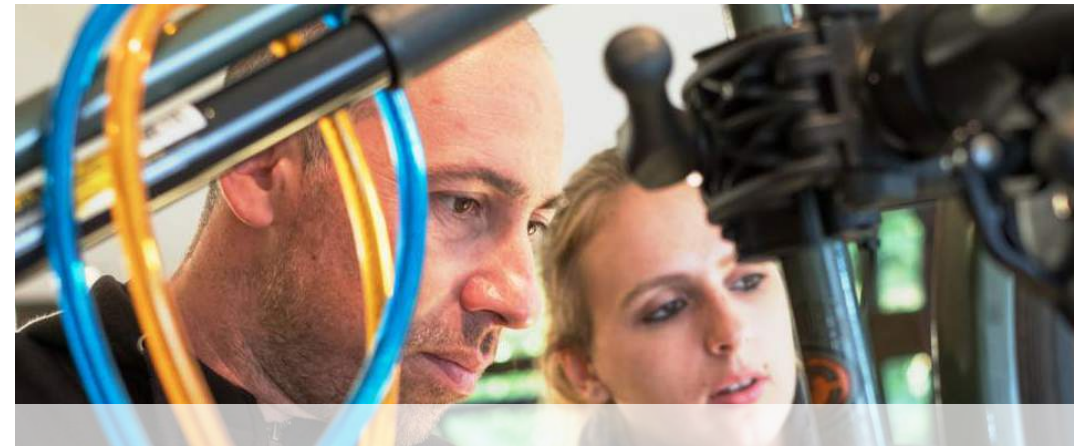
9.1 During 2020-21 NLWA's initial priority for communications was to provide resident-facing communications about operational changes to waste services as a result of the COVID-19 pandemic. Specifically, this meant providing communications about the closure and then re-opening of the north London reuse and recycling centres (RRCs). Aside from communications to support the operational team, additional communication activity included:

9.1.1 Stand-alone communications delivered by the communications team which raised awareness of the NLWA's work and/or affected behaviour change amongst north London residents. A range of communications channels were used to deliver targeted messages throughout the year. Planned time-limited campaigns were also delivered throughout the year. The work included partnerships with other organisations.

9.1.2 Communications activity to support updates and other information about the North London Heat and Power Project (NLHPP) delivered through the NLWA's corporate communications channels, enhancing NLHPP communications activity.

9.1.3 Activity to promote the NLWA and the organisation's priorities – both within the waste industry and to residents, including by managing the Authority's visual brand through printed and digital communications materials.

9.1.4 Internal communications – including staff newsletters and all-staff briefing events, to ensure that staff are well informed and up-to-date.



These various activities with impact, where it was measured, are summarised below.

Branding and website changes

9.2 Work had commenced in 2019-20 to develop a new NLWA website, combining the previous consumer 'Wise Up To Waste' branded website and the corporate NLWA website. The rationale for developing the new website and associated branding was to better meet the needs of users. The new website was launched in June 2020 together with new social media handles @connectNLWA

9.3 Social and digital communications have continued to grow. This is in part because the team has made real efforts to replace face-to-face communications at stalls and events with online activity during the pandemic.

9.4 Figures for Facebook, Instagram and Twitter are indicated in Table 4 below and show an expanded audience base for messaging delivered via social media compared with the same month in the previous two years. This is particularly significant because the increase between March 2020 and April 2021 was during the COVID-19 outbreak.

	March 2019	Percentage increase 2019-20	March 2020	Percentage increase 2020-21	April 2021
Twitter (followers)	2,415	14.5%	2,765	11.5%	3,048
Facebook (people who like/follow NLWA's page)	1,530	55.5%	2,379	26.6%	3,013
Instagram (followers)	533	106%	1,100 ¹	58.7%	1,746

Table 4: NLWA social media status 2019-2021

IMPACT
Significant year on year growth in online audience.

Campaigns

9.5 Earth Day - An increased amount of social media activity was delivered in the run up to, and around Earth Day on 22 April 2020. This additional activity reinforced existing recycling and waste prevention messages and ran until 1 May. A sample of some of the posts is included below. Many of these posts were shared via the NLHPP Twitter account to reinforce the link between the role of recycling and waste prevention and the NLHPP.



Image 4: Sample of social media posts for Earth Day – 22 April 2020

9.6 ‘In a Fix?’ - An online communications campaign on repairing called ‘In a Fix?’ was delivered from 7 to 22 May 2020. The campaign involved promoted posts on Facebook, Instagram and Twitter. The aim was to encourage more people to try repairing something for the first time (during lockdown). The campaign included a new web page containing information and links to resources covering tools, skills, and guides on wikihow.com and youtube.com as well as details of how to buy a missing part, work out a model number, or download a user manual. The campaign reached 321,949 people, saw an increase of 160 new Instagram followers and saw 1,871 people visit NLWA’s dedicated webpage.

9.7 ‘The Fridge Diaries’ – In June 2020, a month-long campaign, entitled ‘Fridge Diaries’ was delivered. This campaign was about food waste prevention and was hosted on Instagram TV. The campaign included some TikTok videos with short tips about how to waste less food. TikTok is a short-form, video-sharing app that allows users to create and share 15-second videos, on any topic. The first episode of the fridge diaries was about organising your fridge to store food in the best way and is available here: <https://www.youtube.com/watch?v=N88bBF4HWos>

9.8 More information about the Fridge Diaries is available at: <https://www.nlwa.gov.uk/campaigns-projects/fridge-diaries>

9.9 Full details about NLWA’s campaigns are now added to a new campaigns section of the NLWA website, at: <https://www.nlwa.gov.uk/campaigns-and-projects>

IMPACT
The campaign reached more than 30,000 people across north London on social media. information.



9.10 ‘My Wardrobe, My Way’ - This social media campaign aimed to help residents to make the most of the clothes they already own as well as make considered choices when purchasing new items rather than buying and disposing of lots of items whenever fashions change. The campaign used social media to deliver video content, live online events, Q&As and webinars, and included a competition for a frontline worker to win a styling session with a fashion stylist. The competition closed on 22 October and was won by a frontline worker who wrote to say she was very grateful for the opportunity to have a styling session. The campaign reached more than 30,000 people across north London via social media, which led to high levels of engagement with the posted content. An associated Facebook Q&A session was viewed more than 120 times and the Instagram Live event and video were each viewed more than 1,000 times.

IMPACT

The campaign resulted in NLWA gaining an impressive 500 new followers on Instagram over the course of the week.

- 9.11** Repair Week - London's first 'Repair Week' was delivered between 12 and 17 October 2020. To support Repair Week, NLWA worked with five north London repair experts who were filmed demonstrating a simple, handy repair on Instagram TV. The videos were shared on NLWA's social media channels and were added to the NLWA repair week webpage once complete: www.nlwa.gov.uk/RepairWeek2020. The repair tutorials included the Restart Project's 'How to Speed up your Laptop or Computer' and Worn Well's 'Repairing a Tear'. In addition, a presentation was delivered as part of a London Environment Directors' Network (LEDNET) repair event on NLWA's experiences of delivering repair cafes.
- 9.12** 'Pumpkin Pledge' – In the lead up to Halloween, NLWA ran an online campaign to encourage celebratory activities, which do not generate food waste. It is estimated that 12.8 million pumpkins are purchased and thrown away at Halloween every year. The aim of the campaign was also to encourage residents to pledge to have a food waste-free Halloween. Residents were encouraged to look out for the 'Pumpkin Pledge' on our Facebook, Instagram, and Twitter channels.
- 9.13** 'Pick the Habit' campaign – this digital campaign focussed on encouraging people to pick just one good habit to reduce food waste. The campaign included a BuzzFeed quiz for people to find out which food loving personality they are and therefore identify which techniques they were most likely to find successful in reducing their food waste at home. The quiz was promoted with the offer of a prize for one participant of a £50 voucher to spend at the Hackney based zero-waste shop 'Get Loose'. The competition closed on 16 November 2020.
- 9.14** '24 days to a waste-free Christmas' - this online campaign featured a range of waste reduction tips (one per day) from 1 to 24 December. The tips included video presentations and demonstrations from a range of people and organisations including Maddie from the Zero Waste Club; LessWasteLaura; Hubbub; Georgina, the founder of Pebble Magazine and Kavita @shewearsfashion.
- 9.15** Reusable mask campaign – With the rise in single-use mask use during the year, NLWA ran a campaign to encourage the use of reusable masks in December 2020. Calculations for the campaign estimated that almost 13 million disposable facemasks are thrown away in London each week; an amount would cover Wembley pitch 29 times. The campaign included social media activity, donation of reusable masks via food banks and encouraging people to make their own reusable mask. Further detail is available on the campaign webpage <https://www.nlwa.gov.uk/reusable-facemasks>

9.16 #BinYourNappy – in early 2021, NLWA’s next campaign focused on the correct disposal of reusable nappies. NLWA research found that there is widespread confusion about correct nappy disposal: 10% of parents of under 3s think nappies should go in a bin other than general waste. A video was produced to support the campaign, and this is available online: <https://youtu.be/V45HbfZNHmU> NLWA will continue to work with nappy manufacturers in 2021-22 on providing clear communications to parents and carers about what to do with dirty nappies at the point of disposal. NLWA has also teamed up with Keep Britain Tidy and more communications will be delivered on this pressing issue in 2021.

9.17 Further communications work was delivered at the end of the financial year on clothing repair and reuse, re-purposing some of the content from the 2020 ‘My Wardrobe, My Way’ campaign.



Communications to support the work of other teams

9.18 Communications to support operational services - During the year there were two focuses of communications to support the work of other teams. The first of which was communications to support the closure and re-opening of RRCs. As a result of the COVID-19 pandemic and following the implementation of government restrictions for essential travel only, all seven of the RRCs in north London were closed on 24 March 2020. The team led communications with borough officers, residents, and NLWA members to ensure that the new situation and the rationale for it, was understood. All RRCs in London and most of such sites across England closed at the same time. However, it was apparent by mid-April that the UK government was looking to encourage the opening of RRCs, suggesting this was to enable residents to remove waste, which might be causing danger to households. It was important for the Authority to be able to consider whether, and if so how, RRCs could safely be opened should restrictions be eased.

9.19 An operational and associated communications plan was developed for delivering a re-opening of all NLWA’s RRCs. The communications included social media and website communication, support for borough communications teams and working with LondonEnergy, who operate the sites. An online visitor booking system was introduced to manage the volume of site visitors. The communications campaign accompanying the opening of RRCs emphasised the need to book, the fact that the service was limited, and people should use the sites only if necessary. New site signage was produced to assist with safe re-opening.



Image 5: Some of the on-site signage produced to assist the re-opening of RRCs

9.20 On 13 May, RRCs opened, with the booking system providing approximately 7,000 slots per week across NLWA's sites. This timing aligned with the majority of other RRCs opening in London including Enfield's Barrowell Green RRC which is managed by the borough, rather than NLWA. Following the safe and successful operation of the sites in May, a second phase of service was initiated by operators from 2 June.

Communications to support the work of the Waste Prevention Team

9.21 Communications activity was also delivered to support waste prevention activity, namely:

9.21.1 Promoting a series of online webinars and question and answer sessions to attract more attendees. The promotion was delivered via paid-for social media advertising.

9.21.2 Promoting a series of online clothes swaps. NLWA delivered five online 'Stop & Swap' clothes swapping events in conjunction with the London Waste and Recycling Board's (LWARB's) Love Not Landfill initiative and the online clothing swap app Nuw. Each online swap was preceded by an Instagram Live interview with a range of online influencers talking to well-known journalist hosts about clothes and clothing waste. The NLWA Communications team supported the promotion of these events.

9.21.3 Promotion for the 'Something Green' wedding fair, which is covered below.

9.22 The **Waste Prevention Exchange** is the NLWA's flagship event for sharing and disseminating best practice on waste prevention within the waste industry. The event was held online for the first time, due to ongoing COVID-19 restrictions.

IMPACT

Delivery of a high-profile online conference attended by 215 delegates (nearly double the previous year's attendance) from across the industry, and both national and international speakers.

9.23 Specialist agency Environment Media was commissioned to deliver the event in February 2021, the focus of which was Extended Producer Responsibility (EPR). The communications involved an extensive email marketing campaign, supported by social media activity, to raise awareness of the event and encourage attendance from key delegates and speakers.

North London Heat and Power Project communications

9.24 Communications activity to support updates and other information about the North London Heat and Power Project delivered through the NLWA's corporate communications channels was significant and is reported upon in section 7 of this report.

Promoting the NLWA and the organisation's priorities

9.25 Due to the global COVID-19 pandemic it was a quieter year than usual for the industry as a whole in terms of profile raising, with relatively limited opportunities for speaking engagements or PR. The focus was rightly upon continuing to provide essential waste services.

9.26 The NLWA's branding was updated as previously stated although consumer materials in the old 'Wise Up To Waste' brand were used before newly branded materials were ordered. For example, all north London libraries were contacted to see if they were interested in having a set of food waste prevention display materials for when they re-opened. The display materials consisted of information leaflets and food waste prevention tools such as rice scoops and spaghetti measures with the previous branding. Several libraries took up this opportunity.

Internal communications

9.27 Internal communication was critical during the pandemic in order to maintain a sense of cohesion whilst everyone was working from home, ensure that all staff knew what was happening and for well-being too. The communications team introduced a monthly informal e-newsletter, organised two song recordings and an online Christmas social celebration. These activities were supplemented by twice-weekly online all-staff and all-staff and contractor briefings from the Managing Director throughout the year.

Media

9.28 In addition to media relations activity delivered in support projects and initiatives, NLWA also ran dedicated media relations campaigns to raise awareness of key issues.

9.29 Working with Barley Communications, NLWA delivered the single use face masks initiative already mentioned above, the Stop and Swap, clothing initiative with London Recycles and Nuw, and the Waste Prevention Exchange, also mentioned above.

9.30 In addition, a new initiative called 'the Something Green Wedding Fair' was also delivered.

9.31 Something Green Wedding Fair – At the end of March 2021, the NLWA delivered an online sustainable wedding fair. The fair was delivered on Instagram and Facebook. Eight live sessions aimed to help people - select more sustainable, yet sophisticated, options for their wedding. The sessions included

tips and inspiration from wedding experts and carefully sourced local suppliers to help people bring 'Something Green' to their upcoming nuptials. A sustainable wedding guide was also produced as part of the event. The sessions can be watched again from the links available on the wedding fair webpage at <https://www.nlwa.gov.uk/campaigns-and-projects/something-green-wedding-fair>

Something Green Wedding Fair -Video Recordings

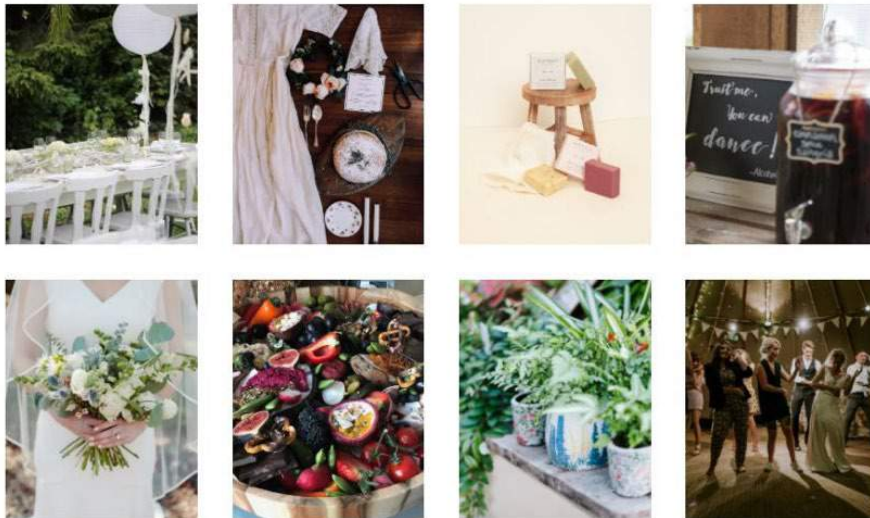


Image 6: Something Green Wedding Fair - Video Recordings