

# 8. Communications and Campaigns

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## Introduction

**8.1** During 2019-20 NLWA communications activity was delivered in the following ways:

- Stand-alone communications delivered by the Communications team which raised awareness of the Authority's work and/or affected behaviour change amongst north London residents. A range of communications channels was used to deliver targeted messages throughout the year. Planned time-limited campaigns were also delivered throughout the year. The work included partnership working with other organisations.
- Communications to support the work of other teams within NLWA. The aim of this type of communication was to support Authority services, initiatives and activities to increase their impact and/or effectiveness, e.g. take-up of a service or attendance at an event.
- Communications activity to support updates and other information about the North London Heat and Power Project (NLHPP) delivered through the Authority's corporate communications channels, enhancing NLHPP communications activity.
- Activity to protect the Authority's reputation and raise its profile - both within the waste industry and to residents, including by managing the Authority's visual brand through printed and digital communications materials.
- Internal communications - including staff newsletters and all-staff briefing events, to ensure that staff are well informed and up-to-date.

## Social and digital communications

**8.2** Social and digital communications continue to be a growth area for the Authority. The Authority grew its audience across three key social media platforms during the year working under its 'Wise Up To Waste' communications campaign identity. 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 at the end of the year the COVID-19 outbreak meant the Authority had to increase the amount of activity delivered online in lieu of face to face activity.

	March 2018	March 2019	March 2020
 Twitter (followers)	2,100	2,415	2,765
 Facebook (people who like/follow NLWA's page)	932	1,530	2,379
 Instagram (followers)	299	533	1,100*

**Table 4.** Wise Up To Waste social media status

\*estimated figure for March based on number of followers in previous and subsequent months - i.e. number of followers is 1,269 at July 2020

### IMPACT

Significant year on year growth in online audience.

- 8.3 Preparations to deliver a single new website that merges [wiseuptowaste.org.uk](http://wiseuptowaste.org.uk) and [nlwa.gov.uk](http://nlwa.gov.uk) and better meets the needs of users began in 2019-20. A contract was awarded to Resource Media to draw up a structure for this new website, to build the new site and write updated content in order to provide an improved user experience. Work was nearing completion at the end of March 2020. The launch of the new website was delayed to accommodate communications around the COVID-19 crisis. The new website was activated from June 2020.

## Campaigns

- 8.4 The majority of the Authority's communications activity for 2019-20 was delivered through specific behaviour change campaigns using the Wise Up To Waste campaign identity. The Authority's corporate brand was used for all communications relating to governance matters and corporate functions.
- 8.5 In September 2019, the Authority supported Recycle Week – a national week-long campaign aimed at encouraging people to recycle more – led regionally by the London Recycles campaign. The theme of the campaign was Recycling. It's in our own hands.

### IMPACT

Reaching 378 people face to face and 178,929 people online with recycling advice and information.

- 8.6 The Authority received funding from London Recycles to deliver a recycling communications campaign for **Recycle Week**. The funding support resulted from a partnership bid comprised of NLWA as the lead partner and the seven constituent boroughs.

- 8.7 The Authority ran a series of digital seasonal campaigns using small amounts of budget. These seasonal campaigns were designed to grow the Authority's online audience and provide practical tips to support residents to model better waste behaviours (and save money) at key points in the year. The campaigns used promoted social media posts to reach an audience beyond the Authority's existing followers and drive more people to visit the website.
- 8.8 The Christmas 2019 campaign highlighted the amount of waste produced during the festive season across packaging and food waste streams, as well as from wrapping paper, decorations and gifts.



Figure 4. Examples of artwork for the 2019-20 Christmas seasonal campaign

### IMPACT

Social media generated 68,456 engagements\* with the Christmas campaign messages

\* People sharing, commenting on or 'liking' a social media post

8.9 During 2019-20 the Authority expanded the support provided to the constituent boroughs on waste and recycling communications by providing campaign toolkits to enable borough communications teams to support or deliver localised versions of the NLWA seasonal campaigns.

8.10 The Authority continued to focus on food waste as a priority waste stream for waste prevention work. In January 2020, the three meals challenge food waste campaign encouraged north London residents aged between 28 and 45 years to use their love of good food to plan three meals a week and reduce food waste.

8.11 This campaign was one way in which the Authority’s communications activity sought to occupy more space in lifestyle communications – showing how positive waste behaviours can complement and enhance residents’ lifestyle choices rather than simply being good for the environment or their purse.

8.12 The campaign was successful in delivering food waste messages to the target audience, as indicated in Table 5 below.

	Target	Actual
Number of impressions* generated through NLWA social media posts	75,000	114,015
Number of people reached by Time Out social media posts	n/a	76,656
Number of impressions generated through Time Out social media posts	n/a	103,000

**Table 5.** Results from the ‘Three Meals Challenge’ campaign

\*impressions are the number of times adverts/posts are seen by online users



**Figure 5.** Three Meals Challenge campaign advert

8.13 In the light of public concern around single-use plastics the Authority ran a campaign in support of **National Refill Day** in June 2019. The campaign used the Authority’s model of combining community-based outreach activity with a supporting social media campaign.

- 8.14** Authority staff provided information about swapping single use plastic bottles for a reusable bottle and downloading the national Refill app (which indicates which businesses offer free water refills). Participants were encouraged to join in with the national campaign by sharing an image of themselves on their own social media channels and those that participated were given a free reusable water bottle.
- 8.15** In January 2020 The Authority worked with charity **TRAID**, to run the **RELOVED** clothing upcycling competition targeting students from colleges and universities in north London and north London residents aged 18-45 with an interest in fashion. The aim of the competition was to highlight how easy it is to extend the life of items of clothing rather than disposing of them or buying new items. The campaign was designed to extend the impact of the Authority's Repair Cafés (see Section 3 of this report) initiative.

### IMPACT

Partnership working to deliver effective waste prevention communications and engagement work within the community with a lifestyle focus.

### Events

- 8.16** Working with a specialist communications agency, Barley Communications Ltd, the Authority delivered communication activity to support the **London Upcycling Show** (see Section 3.13). This included a series of videos following three residents who entered the upcycling competition on their journey to creating their final furniture pieces. These videos were used to generate media coverage on BBC Radio 5 Live, and promote upcycling as a positive waste and lifestyle behaviour through the Authority's online channels.

- 8.17** Website analytics demonstrate that the London Upcycling Show web page received more than 1,000 unique page views during the period of the campaign. The Authority was successful in its attempts to position upcycling as a positive lifestyle choice with a younger target audience; the data demonstrates that 24% of the audience were in the 18 to 34 age bracket.
- 8.18** The **Waste Prevention Exchange** is the Authority's flagship event for sharing and disseminating best practice on waste prevention within the waste industry.
- 8.19** Specialist agency Environment Media was commissioned to deliver the event in February 2020. 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.

### IMPACT

Delivery of a high-profile conference attended by 110 delegates from across the industry, and both national and international speakers.

### Service communications

- 8.20** In August 2019 the Authority delivered the second of a two-part communications campaign to promote local recycling services for Waste Electrical and Electronic Equipment (WEEE), including small WEEE banks and the free WEEE collection service.
- 8.21** The August-September campaign exceeded its target of reaching 50,000 people online across north London. The campaign reached more than 114,000 Facebook users and 9,000 Twitter users, with a high level of engagement.

**8.22** Following the campaign there was a significant and immediate increase in tonnage of WEEE collected (see Table 6 below), which may be linked to improved resident awareness of the range of WEEE that can be recycled.

Date	Tonnes
July 2019	5.76 tonnes
August 2019 (WEEE campaign running)	9.62 tonnes
Sept. 2019 (WEEE campaign running)	6.92 tonnes
<b>Quarter 2 Total</b>	<b>22.3 tonnes</b>
October 2019	13.1 tonnes
November 2019	15.82 tonnes
December 2019	11.4 tonnes
<b>Quarter 3 Total</b>	<b>40.32 tonnes</b>

**Table 6.** Tonnage of WEEE collected in north London in Quarter 2 and 3 of 2019-20

**8.23** The Authority’s Communications team delivered extensive communications and media relations activity in support of other Authority initiatives and projects, particularly around waste prevention. These included Swish and Style clothes swap events and Save Your Spuds food waste reduction events.

**Media**

- 8.24** In addition to media relations activity delivered in support of Authority projects and initiatives, the Authority also ran dedicated media relations campaigns to raise awareness of key issues.
- 8.25** Working with Barley Communications Ltd and the Authority’s materials recycling facility (MRF) operator, Biffa, the Authority developed a campaign to tackle the problem of recycling contamination by used nappies. The **Bin Your Nappy** campaign centred around two videos: one animated video targeting residents, one live action video targeting a more corporate audience. The videos were distributed on social media and were supported by a series of informative posters and letters that were delivered to children’s centres to raise awareness amongst parents.
- 8.26** Bin Your Nappy was supported by a media relations campaign, which focused on the results of national polling that indicated widespread confusion amongst parents about how to dispose of nappies correctly and a series of letters sent to manufacturers, industry and government figures highlighting the problem. The media campaign (and the polling results) was launched at a children’s centre and was attended by regional broadcast media, who interviewed the Chair of the Authority. The media coverage also included footage filmed at the MRF and extracts from the campaign videos.
- 8.27** The Authority is now pursuing further consumer communications activity (stage two of the campaign) about nappy contamination.

**IMPACT**  
**Impactful media campaign** that was covered in BBC London, ITV London, Daily Mail and other regional, national and trade media and **galvanised action from manufacturers.**