



# Aims, Objective and Theme

## Aims and Objectives

The overall aim for National Recycling Week 2008 (NRW08) is:

- To increase the environmental benefits, including greater tonnage and less contamination, of kerbside, industrial<sup>1</sup> and alternative<sup>2</sup> recycling programs.

<sup>1</sup> Industrial - e-waste, motor oil, cartridges etc.

<sup>2</sup> Alternative - second hand stores, clothes swapping and reuse programs.

The measurable objectives we will be using to achieve this aim are:

- To increase awareness of kerbside contaminants.
- To promote community reuse and recycling initiatives.
- To increase access to accurate recycling information through use of RecyclingNearYou.org, RecyclingWeek.PlanetArk.org and the National Recycling Hotline.
- To increase the number of businesses involved in recycling.

## Target Audiences

The campaign has a number of target audiences including: the general public; children; environmentally aware or 'green' individuals; small to medium business owners/managers; and green teams in large businesses. Specific messages will be developed to target each of these aims and groups.

## Strategies

Planet Ark will work with its partners including sponsors, businesses, individuals, media and councils to promote the recycling messages. Some of the strategies we will employ include,

- TV and radio community service announcements,
- Adaptable media releases sent to councils for further distribution,
- TV, radio and print based interviews and segments,
- Promotional posters and press advertisements,



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- Kid's educational activities, games and lesson plans,
- Community recycling activity guides (eg 'You're your Own Swap Party'),
- Business action plans and case studies and
- More.

## Theme / Tag Line

Kerbside recycling has been in place in many parts of Australia for almost 20 years and more than 90% of households have access to it. Recycling has positive environmental benefits in terms of water and energy savings, resource conservation and greenhouse gas reductions. But as recycling has become mainstream it is increasingly seen as just 'something we do'. For many, recycling is not viewed as a crucial element in the global effort to address environmental issues. Furthermore, as the climate change debate continues to grow, recycling becomes less and less visible.

Recycling, as part of the waste reduction hierarchy, has the ability to contribute to solutions for a range of environmental issues from water use to greenhouse emissions.

To help refocus attention on the positive environmental outcomes of recycling the theme for National Recycling Week 2008 will link the term 'Recycle Right' to one of its many potential outcomes. Wherever the phrase 'Recycle Right' is used it will be matched with a positive environmental outcome. For example,

### Recycle Right ... to save water.

The use of the word 'right' also implies there is a right and a wrong way to recycle. This allows us to introduce the idea of contamination. Contamination undermines the effectiveness of recycling. Addressing contamination was identified as the number one recycling priority for councils in Planet Ark's NRW Council Input Survey conducted in August 2008. Increasing recycling rates for key packaging materials (for example aluminium and steel cans) rated as number two and linking recycling to positive environmental outcomes came in at number three (of nine).

Linking any one of a number of positive environmental outcomes to the phrase 'Recycle Right' lends flexibility to the campaign theme and branding. Councils with a particular focus on reducing contamination can use the composite phrase 'Recycle Right ...to reduce waste,' while a council with a focus on reducing carbon emissions can use the phrase 'Recycle Right ...to combat climate change.' When talking about paper recycling the phrase could be 'Recycle Right ...to save water,' and when talking about aluminium recycling the phrase could be 'Recycle Right to ...save energy.'



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The composite phrases can be used as headings, in the body of text or as a tag line at the end of resources.

### Written/Resource Variations

Other variations could include:

- **Recycle Right...** to save water.
- **Recycle Right...** to stop waste.
- **Recycle Right...** to protect the environment.
- **Recycle Right...** to reduce our footprint.
- **Recycle Right...** to reduce your impact on the environment.

### Spoken Variations

Media coverage, both electronic and print, is an important channel for the dissemination of recycling information during NRW. The NRW08 theme allows for reframing of particular messages into spoken form. This reframing turns the tag line into a positive action.

In interviews and spoken messages we can reframe the message as...

- “Council is encouraging residents to recycle right to help combat climate change. For example, making an aluminium can from recycled material uses 90% less energy than making it from new material, reducing greenhouse emissions,”
- “When we recycle right we reduce contamination and make recycling more effective,”
- “One of the easiest ways we can reduce our impact on the environmental is to recycle right.”

By using the positive pronoun ‘we’ these last variations include both the author and the audience in the same action, which has been shown to increase willingness to listen to a message and to engage in behaviour change strategies.

### Further information

Feel free to contact us at Planet Ark for further information about NRW08 in general or this year’s theme in particular. E-mail [Recycling@PlanetArk.org](mailto:Recycling@PlanetArk.org) or call 02 8484 7200.



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