

JOINT COMMUNICATIONS – PROPOSED ACTIVITIES 2009/2010

Appendix 1

The proposed timetable of campaigns for 2009/10 is:

Date	April - May 2009	Budget
Season	SPRING	
Details of campaign(s)	(i) Awareness raising campaign focusing on key and generic messages relating to recycling – link to WRAP core messages for the season (ii) Real Nappy Week - sub campaign focusing on PR and awareness activities raising profile of Real Nappies - – link to national campaign activity for that week (iii) Compost Awareness Week - sub campaign focusing on PR and awareness activities raising profile of compost, compost bins etc – link to national campaign activity for that week	£30,000
Date	June – July 2009	Budget
Season	SUMMER	
Details of campaign(s)	Recycle Week Plus (i) Awareness raising campaign focusing on key messages relating to recycling – link to WRAP core messages for the national Recycle Week (theme to be announced by WRAP) (ii) Supporting campaign and activities (PR and advertising) week before and week after Recycle week to extend and reinforce messages - including World Environment Day	£25,000
Date	September – October 2009	Budget
Season	AUTUMN	
Details of campaign(s)	Autumn Recycling Update (i) Reminder campaign of all the ways to recycle on Merseyside and why its important – using generic messages and link to national WRAP messages for the season (ii) Joint Compost Giveaway – joint campaign to promote compost and composting activities (iii) Link to back to school – education and awareness activities highlighting and targeting recycling and waste minimisation activities for the new school year (link to MWDA E and A programme and districts)	£25,000

Date	December 2009 – January 2010	Budget
Season	CHRISTMAS/NEW YEAR	
Details of campaign(s)	(i) Christmas – ‘greener’ Christmas campaign and seasonal messages –including buying gifts, recycling and waste minimisation - using generic messages and link to national WRAP messages for the season (ii) New Year – a ‘where to and how to’ recycle after the festive period campaign including Christmas trees and other recyclable materials - using generic messages and link to national WRAP messages for the season	£20,000