



# 2015–2016 Recycling & Beautification Marketing Campaign Plan

Prepared by

the Hampton Roads Planning District Commission,  
Cahoon & Cross, Inc., and the Recycling & Beautification Subcommittee  
November, 2015

# R&B Bylaws Mission Statement

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- ▶ To promote litter control, recycling, beautification and general environmental awareness through educational projects designed to reach all sectors of our regional community.

# R&B Goals

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## ▶ Primary

- Litter reduction
- Reducing recycling contamination
- Increasing recycling/waste diversion

## ▶ Secondary

- Community beautification
- General environmental awareness

# R&B Messaging

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## ▶ Primary

- Contamination/what not to recycle at curbside
- Recycle More, Trash Less
  - Not placing recyclables in the trash
- Litter prevention
  - Not disposing of cigarettes and other trash on the ground

## ▶ Secondary

- Plastic bags
  - Recycling
  - Not discarding in the trash or curbside bins
  - Using reusable bags for shopping
- Why Recycle?
  - Good for environment & economy
  - Harm of not recycling/landfill diversion
- Resource Recovery Options
  - Municipal operations, donations, etc.
- Community Beautification

# Primary Message Strategies

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- ▶ **Contamination/what not to recycle at curbside**
  - Develop annual media campaigns to educate residents age 25–54
  - Seek ways to combine messages with other askHRgreen.org committee messages
  - Collect data from MRFs to measure results
  - Include messages in the askHRgreen.org:
    - Public Relations
    - Social Media
    - Events
    - Media
    - Website
    - Promotional/educational materials
    - Regional Community Programs (BSH)

# Primary Message Strategies

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## ▶ Recycle More, Trash Less

- Develop media campaigns to educate adults 25–54
- Seek ways to combine messages with other askHRgreen.org committee messages
- Collect data from member localities for participation, set-out rates, etc.
- Include messages in the askHRgreen.org:
  - Public Relations
  - Social Media
  - Events
  - Media
  - Website
  - Promotional/educational materials
  - Regional Community Programs (BSH)

# Primary Message Strategies

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## ▶ Litter prevention

- Seek funding and conduct research to determine best approach and measure behavior change
  - Social marketing study, focus groups, surveys, etc.
- Seek ways to combine messages with other askHRgreen.org committee messages
- Include messages in the askHRgreen.org:
  - Public Relations
  - Social Media
  - Events
  - Media
  - Website
  - Promotional/educational materials
  - Regional Community Programs (BSH)

# Secondary Message Strategies

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## ▶ Plastic bags

- Recycling, not discarding in the trash or curbside bins, using reusable bags for shopping
- Include messages in the askHRgreen.org:
  - Public Relations
  - Social Media
  - Events
  - Website
  - Promotional/educational materials
  - Regional Community Programs (BSH)

# Secondary Message Strategies

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## ▶ Why Recycle?

- Good for environment & economy, harm of not recycling/landfill diversion
- Include messages in the askHRgreen.org:
  - Public Relations
  - Social Media
  - Events
  - Website
  - Promotional/educational materials
  - Regional Community Programs (BSH)

# Secondary Message Strategies

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- ▶ Resource Recovery Options
  - Municipal operations, donations, etc.
  - Include messages in the askHRgreen.org:
    - Public Relations
    - Social Media
    - Events
    - Website
    - Promotional/educational materials
    - Regional Community Programs (BSH)

# Secondary Message Strategies

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- ▶ Community Beautification
  - Include messages in the askHRgreen.org:
    - Public Relations
    - Social Media
    - Events
    - Website
    - Promotional/educational materials
    - Regional Community Programs (BSH)