

# **Talking half as much rubbish**



**Action Guide – March 2011**

Welcome to the *Talking half as much rubbish* action guide. The guide will explain what the short waste campaign we are running in spring 2011 is all about and how you can take part.

It will show you:

- how to organise and make the most of the press stunt that is at the heart of the Day of Action
- how you can make more of an impact in your local papers by developing a media strategy for your activities
- how you can bring your own local activities – from incinerator campaigns to local recycling schemes – into your actions for this campaign

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## 1. What's it all about? Introducing the campaign

Recycling and waste have been key Friends of the Earth issues for 40 years. Under the last government there were many improvements in how we deal with waste, and household recycling is now up to 40%. But many aspects haven't been perfect, and we have some way to go before we reach the 70%+ achieved by the best performers in Europe.

### What about the new Government?

The Government is currently finalising plans to set new goals for waste policy in England, having committed in the Coalition agreement to work towards a zero waste economy. The outcome of the Waste Review is due in May, so in the next couple of months we have a massive opportunity to push for ambitious goals to reduce the amount of waste we bury and burn.

But this is a complicated issue. Waste policy is the responsibility of the Department for Environment, Food and Rural Affairs (Defra) – led by Caroline Spelman, Secretary of State for the Environment. But other departments have competing demands – including anti-recycling interference from Department for Communities and Local Government (DCLG) - led by Secretary of State for Communities and Local Government Eric Pickles.

### Go straight to the top...

This waste review is a challenge for the coalition, because of:

- disputes between Pickles and Spelman
- their commitments on 'localism'
- the Tory's deregulatory agenda
- cuts - in particular in Council funding

But it's in the Coalition agreement, and Cameron has pledged his will be the "greenest government ever". Therefore we need to elevate waste and recycling from a departmental, policy level issue into a Cabinet Office level issue - it is Cameron who we must target.

Our strategy to win this has two parts:

- 1) Make sure the issue is raised to a political issue that Cameron and the Cabinet office get involved in.
- 2) Emphasise that the majority of people want to have to throw away less rubbish, and more and better recycling, and those who complain about for instance fortnightly rubbish collections are a small regressive minority.

### Our demands

We're pushing for a goal to halve household 'black bag' waste by 2020<sup>1</sup>. This is equivalent to recycling 70% of our waste at current rates of waste generation, but we can meet this goal through more waste prevention and reuse as well as increasing recycling. We're asking for a similar ambition for business waste.

The benefits of setting this goal will include:

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<sup>1</sup> This goal is to halve rubbish which has not been prevented, reused or recycled - also known as 'residual waste' - rather than the total waste we produce.

- Reduction of climate change emissions
- Reduction of our use of scarce resources
- Creation of tens of thousands of jobs
- Cheaper in the long term - councils have to spend less on expensive incineration or landfill
- Fewer residual waste treatment plants required.

### **Achieving the goal?**

There are many ways to help meet this goal:

- extending recycling services, e.g. collecting a wider variety of materials including plastics
- expanding food waste collections
- extending reuse services, e.g. for furniture, clothes and electrical goods
- preventing waste, e.g. through avoiding food waste
- encouraging companies to make their products more recyclable and longer lasting
- waste industry making effective and affordable recycling services available to all companies.
- Government can help support markets for recyclables

For more information on these approaches, see our briefing **Sorting residual waste** – hard copies available on request. [http://www.foe.co.uk/resource/briefings/residual\\_waste.pdf](http://www.foe.co.uk/resource/briefings/residual_waste.pdf)

For more information on what we're pushing for in the new waste policy, please see our briefing on **the Waste Review** at <http://www.foe.co.uk/resource/briefings/rubbish.pdf>.

### **How can we make this happen?**

We need to show Cameron and the Coalition that people across the country want to get more rubbish out of their bins. They're committed recyclers and are keen to do more. They want Government to work with manufacturers to ensure products that are built to last and are easy to reuse and recycle.

While some negative stories in the media and unhelpful statements by politicians suggest that many people think recycling is too much of a hassle, the majority of the public describe themselves as committed recyclers, and are annoyed about how much they have to throw away. We need to bring this to life in a way that the Coalition can't avoid.

Winning this campaign is going to be tough, and will require plenty of hard work over the months ahead. Friends of the Earth will be working hard to get national press coverage for these issues, as well as lobbying behind the scenes. But right now we also need you to set out a clear rallying cry to show that all over the country people want David Cameron to halve our waste!

## 2. The Day of Action – what we are doing

The Day of Action is on Saturday 19<sup>th</sup> March. Please arrange your action on this date, or as near as possible if your group can't do this date. **And please remember to send a copy of any press coverage you get to [becky.slater@foe.co.uk](mailto:becky.slater@foe.co.uk)**

We will be asking groups to focus on using the media. It's a great vehicle for demonstrating support across the country and politicians really take what appears in the press seriously. By focusing on getting a good picture, we can really try and change the way the whole issue is understood – some pictures do the job of a 1000 words!

We will collate all the coverage we receive to demonstrate to the Government that this is an issue that people want action on, and that the anti-recycling rhetoric in some sections of the media are not representative of where public opinion is at on these issues.

We need Cameron to see this as an issue he needs to lead on and take the right decision on, if he is serious about leading 'the greenest Government ever'.

To influence Cameron, we must apply pressure on his closest politicians, civil servants and special advisors (who assist and advise government ministers).

The local press coverage you receive will help to influence this sector – they will be following what issues are being covered and we will create a montage of coverage to make sure all of your stunts get noticed.

At the same time, we'll be lobbying these target politicians and civil servants directly as well as working to get national press stories – we really want to stir up the debate on waste and show the naysayers up as the minority they are.

So it's essential for the success of the campaign that local groups get as much coverage in their local media as possible.

These are the main messages for the campaign. Please see Appendix E for more details. We need to ensure the public understand this is about more than recycling - it's important they understand we are also talking about cutting waste through waste prevention and reuse too.

- People around the UK are keen to get the rubbish out of their bins - and we're all frustrated by unnecessary packaging and having to bin stuff that councils don't recycle.
- Friends of the Earth's campaigning brought recycling to your doorstep - help us to go even further by getting the Government to halve the rubbish that has to go into our black bin bags by 2020.
- More recycling doesn't mean more hassle or sorting – the best collection services are the simplest for householders and the most cost-effective for cash-strapped councils.
- Our spectacular growth in recycling over the last ten years has helped Britain save cash, tackle climate change and create thousands of new jobs.

The next few sections will describe the actions you can get involved in more detail. You can find a sample media plan to either use or adapt in Appendix A to this guide. Full messaging can be seen in Appendix E.

### 3. The press stunt

Press stunts are a great way to get your message in the local paper – they are a visual, engaging short-cut to get the campaign ask across to people. A good press stunt is an excellent way to get a newspaper interested in a story and you give you the space to talk about the campaign in more detail.

**If you can only do one thing on the campaign this spring on the *Talking half as much rubbish* campaign it would be great if you could do this quick and simple stunt.**

This press stunt is pretty quick and easy and will hopefully get your message in the local papers by being everything newspapers are looking for in a photo/story – quirky, fun and simple.

The aim of the campaign is to encourage David Cameron to halve the waste that has to go into our bins, and we want to provide a flurry of local press coverage to kick this off. So our press stunt will get our message across by showing local group activists encouraging David Cameron to cut a bin in half.

In your action pack you will find the resources you need to make your press stunt props:

- A David Cameron mask
- A bin (as A4 tiles) in two parts.
- A saw (as A4 tiles)
- Short A5 leaflets summarising the campaign.

Although the press stunt itself can be quite quick, you'll need to do a bit of preparation beforehand and a bit of follow up work afterwards.

#### What makes a good photo?

Photo stunts should be interesting, quirky, intriguing or fun. The objective is to create an image that draws in the reader and makes them want to know what the story is about. There are do's and don'ts with press stunts and there are a few set out below. But if you are in doubt, practice your stunt beforehand and get a really clear idea how you are going to stand and who is going to do what in the photo to get your image across. Remember that a press photographer won't know the story, and while they will probably direct you to some degree, you'll need to make sure that you take responsibility for getting the right message across in your photo.

#### The good...



- The subject fills the frame.
- The message is clear and visible.
- The pose is dramatic.
- The bin halves are held at an angle to suggest the bin breaking in half, with the saw positioned in between
- Prominent FOE logos
- Cameron looks the part!

For more information on the Day of Action or any aspect of Friends of the Earth's work on waste and resource use issues please contact Becky Slater on 020 7566 4079 or [becky.slater@foe.co.uk](mailto:becky.slater@foe.co.uk)



- In this photo the campaigners are dressed as bin men to add interest to the picture.

A bin man outfit can be easily created with a fluoro high-visibility jacket or vest and overalls or dark trousers and top. You can get hold of these things easily from hardware shops or online, and they shouldn't be too expensive.

See page 10 for additional ideas for how to spruce up your photo stunt.

### The bad...



- The frame is too wide – there is no focus for the picture.
- The mask and saw aren't facing the camera properly, and the saw is covering the text.
- The message is unclear and confusing – the 2 halves of the bin are not held one above the other, the saw isn't cutting the bin in half.
- The pose is messy and lacks dynamism and interest.
- Cameron is looking the wrong way

### And the ugly....



- The framing is unbalanced.
- The message is lost – the saw is not cutting through the bin, and the activists are not holding the bin properly
- The Cameron mask is on the wrong person.
- The pose is passive and uninteresting.
- There is an extra person standing by the stunt (looking bored!).

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## **Before the stunt**

About two weeks before the stunt on the 19<sup>th</sup> March you need to think about making your props, working out who will do what on the day, and drumming up interest from the papers.

It would be great if you could involve other people in the photo so that they too are asking Cameron to halve our waste. These could include other members of the public, but also other groups - religious groups, other NGOs, etc. It would be particularly valuable if you could persuade any local retailers and businesses to join in, as well as local councillors, waste officers and MPs. Please let us know if you do manage to get any of these allies on board.

That way we can be sure we're sending a message to Cameron that a broad cross-section of society wants him to take action. If you get them in try to make sure the media are aware of who they are or who they represent so that is written up in the story or the caption to the photo as well.

For your stunt you will need a volunteer to be David Cameron. There is a mask to help you, but you'll still need to make sure Cameron is going to wear a suit and look as much the part as possible. You will also need volunteers to hold the bin that Cameron is cutting in half (this is where you could ask any local allies you have to help).

You'll also obviously need to decide on a good place to do your stunt. Any well known local landmark in your town will be perfect, and if you want to collect some postcards (see page 12) you need to think about somewhere with a good foot traffic.

Set some time aside to make your props. We're supplying you with A4 tiles for the props. You'll need to assemble these and back them onto strong cardboard (this might be a fun thing to do at the end of a group meeting).

You can find a suggested plan in Appendix A – Sample media strategy

## **Notes on props**

**Cameron mask** – It's really important that this action makes it clear our campaign is aimed at Cameron – we're asking *him* to halve our black bag rubbish. The aim isn't to suggest we're attacking Cameron - we are portraying him doing what we want him to, to encourage him to listen to us. We want to sell to him the benefits of doing what we want. Hopefully having 'Cameron' in your photo will also make the papers more interested in printing it!

**Saw** - We're aware that the image of Cameron with a saw may cause a connection in people's minds to the current public spending cuts. Please don't worry about this –it might add to the power of the image and be another way for this stunt to attract the attention of people and the papers – but do make sure that the image you set up is very clearly related to waste and rubbish.

**The Bin** – the bin is where the clear message will be delivered – it's really important to have impact that the message can be clearly seen in the photo. The message "*Mr Cameron, talk half as much rubbish*" is intended to be a slightly intriguing and humorous way to get the message across. It helps the strategy through showing the majority of people who want better waste practices as humorous i.e. not like that minority who always complain about everything!

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If you've any concerns about this photo stunt, please contact Becky Slater to discuss alternative options.

### Using the Press

Letting the press know about your action is a key thing you need to do before your stunt. You can send out a press release both before and after your stunt, but press releasing before means the newspaper has the opportunity to send their own photographer and this stands a better chance of making it into the paper than a photo sent afterwards (although having a really good press quality photo will obviously help - See Appendix A for advice on taking a good photo).

The job of a press release is to tell the newspaper exactly what is the what, why, where, when and who of your action and you can find templates in Appendix B. Make sure you send your press releases at least a week before the action, and be sure to follow up your press release with a phone call.

#### Top Tip!

Make sure you put your press release in the body of an email, and not as an attachment – there is more chance a journalist will read it!

Your press story would be even better if you made it locally relevant. Some ideas to think through might be:

- Can you involve any local allies in the story?
- Can you source a real bin? Everywhere has different style bins and it might make it seem more relevant to people in your area – don't forget the bin will need the slogan on it!
- Do your action at a local recycling facility (although the footfall will be less here if you are planning to do a stall).

You can find more advice on how to bring this action into your local work in section 6.

There is lots more information on how to write a press release in our how to guide at [http://www.foe.co.uk/resource/how\\_tos/cyw\\_64\\_press\\_release.pdf](http://www.foe.co.uk/resource/how_tos/cyw_64_press_release.pdf)

## 4. Going further – developing a media strategy

If you want to take the action described above a little bit further you could look at building the Day of Action into a much more involving media strategy for getting waste and recycling hits in your local paper. This section describes a few of the extra things you can do.

### Write a letter

The letters pages are a great way to get your message across as they're the most read pages of local papers. Letters that respond to a relevant article or previous letter can really raise the profile of an issue and can sometime spark a healthy debate. It would be great if a couple of people in your group could send a letter (it isn't a good idea to overwhelm them) and keep an eye on the paper to articles and letters you can react to.

Letters can be a good way of building a bit of buzz in your local press before the stunt. Or if you want to send letters afterwards you could use the stunt to build on with some more detailed info about jobs, local services or your own experiences of having to throw rubbish away.

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You can find some sample letters as Appendix C.

There is lots more information on how to get your letter in the paper in our how to guide at [http://www.foe.co.uk/resource/how\\_tos/cyw\\_60\\_letter\\_in\\_paper.pdf](http://www.foe.co.uk/resource/how_tos/cyw_60_letter_in_paper.pdf)

### Do a Survey

A survey is a really good way of demonstrating public opinion behind an issue and newspapers are often interested in news of this kind – it could also be a really good way of getting your picture in the local paper. You should be looking to keep any survey you do short and to the point.

#### Top Tip!

Just like collecting postcards you need to have a thick skin! Most people won't stop. But you only need a small number of everyone passing by to be in business! Sometimes the best opening line can be "Can you spare a few seconds" or "we're not collecting money."

Ideally you should be investigating these issues:

- Do people locally know what they can recycle in your town?
- Are they happy to recycle?
- Do they want to throw away less and recycle more?
- What about recycling facilities in their workplace?

Your survey should be based around finding local opinion on these areas. Test it in the group and make sure it doesn't take any more than a minute to complete.

Once you have a survey designed you need to take it somewhere there are lots of people (ideally a good cross section of the public) before you start asking people to complete it.

Ideally you should aim to survey about 100 people. You can then analyse and collate the results, and start thinking about what your press release will look like – What are the headlines? What is surprising? What story do you want to tell and how can you link it to local issues?

You can see a sample survey as Appendix D.

### Try and get a feature article

Many local papers now have dedicated 'green' pages or articles, and you could investigate whether it's possible for the papers to run a piece on local recycling facilities and the future of recycling and rubbish collections in the area. This is obviously a lot easier if you already have a good relationship with a local journalist. You might also find it easier to get an article if you work with your local recycling officer to explore how councils need more support to recycle more.

You might also find your paper will be more willing to consider a feature article following some good data from a local survey, some good coverage for your press stunt, or some supportive letters to the paper – all these things demonstrate to the paper that there is mileage in a feature article.

We believe all these articles will have the best impact if they follow this strategy:

- 1) Make it a political issue that is attached to Cameron.
- 2) Paint a picture of the masses of people who want less rubbish to have to deal with and are keen to reuse and recycle more versus a small minority who complain [about everything!].

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Here are a few other ideas for press stories that you could use and expand on:

- gather local info, stories and case studies. Is there an interesting local story about someone trying to cut their waste/give up plastic/stop wasting food
- calculate how many local jobs could be created by reusing and recycling more (contact Becky for help starting this if you need to).
- run a quiz on a stall with prizes - Is it recyclable? Does your council recycle it?
- create recycled art from items that would have been thrown away (is there a local artist who might help?)
- write an open letter to your Council in the local papers challenging them to demand more support from Cameron (or praise your council if you think they're doing well).
- follow up the stunt by getting coverage for other issues your group is working on. See page 13 for further information.

When developing a media strategy for this campaign (or any of your campaigns) your Regional Campaigner is a good source of help and advice. Regional Campaigners are able to give help on developing strategies for media work, doing media work and how to develop stories. If you don't know how to reach your Regional Campaigner, your Network Developer can put you in touch.

## 5. Postcards and flyers

The media work described above is the main aim of this short spell of action, but many local groups have fed back that postcards are really useful to have as well. So we've produced a short run of postcards that you can use to help send a direct message to David Cameron. These postcards are an optional resource for groups to use at stalls and events in spring 2011 in addition to the media work that is at the core of this campaign.

These postcards are not being distributed to all groups as part of the action because we know not all groups will want, or have opportunity, to use them. But if your group does have stalls coming up, you can get them by contacting Becky.



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The postcards come in eight flavours showing a different item that is representative of a waste stream that is people often cannot recycle, due to a lack of collection or other services – a yogurt pot, an apple, a banana, a mobile phone, an armchair, a CD, a keyboard, and a jumper. If there are any your group doesn't want to use (e.g. if your local authority already collects food waste and you think the food ones would be confusing) then you can send them back to us at Friends of the Earth, 56-58 Alma Street, Luton LU1 2PH. We will make sure another group can use them.

The postcards are linked to the Day of Action, but not time-bound to it so you can keep using the postcards throughout spring if you want to.

Please don't send the cards to David Cameron yourselves. We need to make sure that we record the contact details of people who want to be kept in touch with campaign developments, and we can only do this if you send them back to us first.

Please send signed postcards to Friends of the Earth, 56-58 Alma Street, Luton LU1 2PH **as soon as possible**.

The leaflets supplied with the Day of Action pack are for you to give to anyone interested in the campaign and what you are doing. They describe the campaign, the stunt and have some space for you to put anything that is of use for you locally – group contact, next meeting, website, blog etc.

## **6. Where do Local Authorities fit in to this?**

As you've read in this guide, the action will be targeting David Cameron and the Coalition Government. This doesn't mean the campaign can't work locally, but you'll need to explain how the national picture links back to the local. This should be possible whether your group is campaigning against your council's plans for an incinerator, you think your council are doing a great job, or you haven't previously engaged with your council on waste issues. Even if your council is in the middle of a long waste contract now, this campaign is about longer term goals that will steer your council in a less wasteful direction in the future.

Councils collect household waste so it would be useful if they are seen to agree they can do what we're calling for. Although this isn't a priority for groups, please let us know if you think your council would be willing to support our campaign.

The best councils are already recycling more than 60%. We want the Government to provide more help and advice to councils so they can match the best performers. We hope that many will be happy to lend their support.

You can find out how your council compares to others here:

<http://www.defra.gov.uk/evidence/statistics/environment/wastats/download/mwb200910a.xls>

- See Table 3, Column G. For comparison, see the Top 10 recycling councils listed on Table 4.

The goal we're calling for will help councils save money in the long term. Less waste and more reuse and recycling will mean they avoid the high costs of processing and incinerating waste. At the moment many councils are wasting billions on rubbish incinerators that send valuable materials – and taxpayers' money – up in smoke. Landfill is also becoming increasingly expensive.

If you'd like to increase links with your council, you could use this campaign as a way to foster constructive relationships. For example, you could invite your council recycling officer to join your group on a stall. They could give out local waste and recycling information to the public or run a recycling surgery.

## 7. Bringing in your local work

Many groups work on local issues around waste – such as incinerator campaigns and local recycling schemes – and if this is the case with your group, you'll need to think about whether you should be bringing the press stunt and media work described in this guide into your existing local campaigns. In some cases it might be best to keep this work as a stand-alone campaign, but in many situations it is going to make more sense to combine the two. This is something you'll need to think about and make a judgment on.

**While thinking about building this action into your local campaigns, please remember that the focus of the press stunt needs to show *David Cameron halving waste*. With the Waste Review happening now, Cameron has a real opportunity to make a difference on this issue.**

### Local incinerator campaign

If your group is running a local incinerator campaign you could adapt the press release for the action to reflect that "Local Incinerator campaigners support call to halve rubbish in our bins". You could also campaign around the fact that if we had half as much rubbish in our bins then there would be even less need for residual treatment facilities.

If you want a longer term strategy then why not adapt the letters to point out that most of what will be burnt in the incinerator could actually be either recycled, reused or not produced in the first place? Can you add any information on how much money this would save?

The local survey on waste showing how many people support throwing away less rubbish could also really back-up your local campaigning on incineration.

### Campaigns around weekly/fortnightly bin collections

If your group is campaigning around bin collections, such as fighting demands to increase the frequency of black bag waste collections, then calling for Cameron to halve our bin waste as part of your campaign is good way of getting the positive reasons for less frequent black bag collection in the paper. In your press release you could point out that while the local debate rages on how often we should have our bins collected, Cameron has the power to sort this out – halving our waste would lessen the need for bin collections and save money.

This would also work for a letter writing strategy as well. You could write to your papers pointing out the opportunity and saying if we cut waste at source we'll save council tax and reduce the number of collections we need, without any rodent problems.

### Campaigns for better recycling

The focus of this campaign is the waste issue as a whole – which encompasses recycling, unnecessary packaging and reuse amongst many more issues – so the stunt or any accompanying press work shouldn't talk about recycling without the other issues. But you could use the stunt to talk about the work that is happening locally, and frame it as a challenge to Cameron.

In your press release or quotes you could say that "The community has (insert your own local schemes and successes), but now David Cameron should do his bit by halving the rubbish we have to throw away"

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There is a real opportunity here to link up with local recycling projects, reuse schemes, charity shops, waste collections, allotment groups etc, and you and your allies could make the issue really relevant in your local paper. Your letters in the paper could point out all the amazing things that local people are doing to cut down their waste (remember that the issue is waste, not only recycling) and that Cameron now needs to take action and do his bit.

You could campaign for your council to expand their recycling service with new materials, introduce food waste collections (see Food Waste Collections briefing [http://www.foe.co.uk/resource/briefings/food\\_waste.pdf](http://www.foe.co.uk/resource/briefings/food_waste.pdf) and action guide [http://www.foe.co.uk/resource/action\\_guides/food\\_waste.doc](http://www.foe.co.uk/resource/action_guides/food_waste.doc)) or protect recycling services threatened by cost cutting, e.g. civic amenity sites closing or less frequent rubbish collections.

### **Anti-plastic bag campaign**

Like the section above on recycling campaigns, it's important to remember that the focus for this campaign is waste as a whole – but your local plastic bag campaign can help to show that people want to throw away less rubbish, and build support for you local campaign in the process. For example your press work could say that (your town) is already trying to go plastic bag free, and now David Cameron has the chance to do his bit by halving the waste that ends up in our bins.

### **Working in schools**

Did you know an average 6 yr old wastes their own body weight in school food in a year? And all this food ends up in landfill. As part of the Waste Campaign, you could approach a local school for support on reducing waste – a picture of some children with a big bag of dinner scrapings would help bring home the point that the government needs to find ways to reduce waste – and for schools, to reduce food waste in particular. We have a letter you could send to a school asking them to help and a sample press release.

Of course, you don't have to stop at your press release. Having got the school interested in the issue of waste, you could go on to engage the young people and the school in reducing waste as far as they can. The Youth and Education Network can give you an assembly plan to talk about where our 'stuff' comes from. We can pass on resources from 'Recycle now' which can help primary or secondary schools come up with lots of imaginative ways to reduce food waste. Or you could give them some practical help to start composting or help them do a waste audit in school. Contact [education@foe.co.uk](mailto:education@foe.co.uk) for more information.

### **Coalition work**

Many national or regional organisations that are supporting our campaign will have local groups or offices in your area that you could contact to see if they want to join you. This will help show that broad alliance calling on the Government to halve 'black bag' waste. We will let you know which organisations have come on board with the campaign so that you can then contact locally.

## **Finally...**

The Day of Action will be kicking off a drive to get the Coalition Government to take waste and our resource use seriously. This campaign will continue over the coming months, and for groups with the time and energy, there will be further opportunities to get involved. You can check [www.foe.co.uk/recycling](http://www.foe.co.uk/recycling) for updates on the campaign, links to our briefings on waste and any email actions related to this campaign.

The review the Government is due to publish in May is a key moment for really getting waste policy in the UK to meet its full potential. **Thank you** for all your help on this.

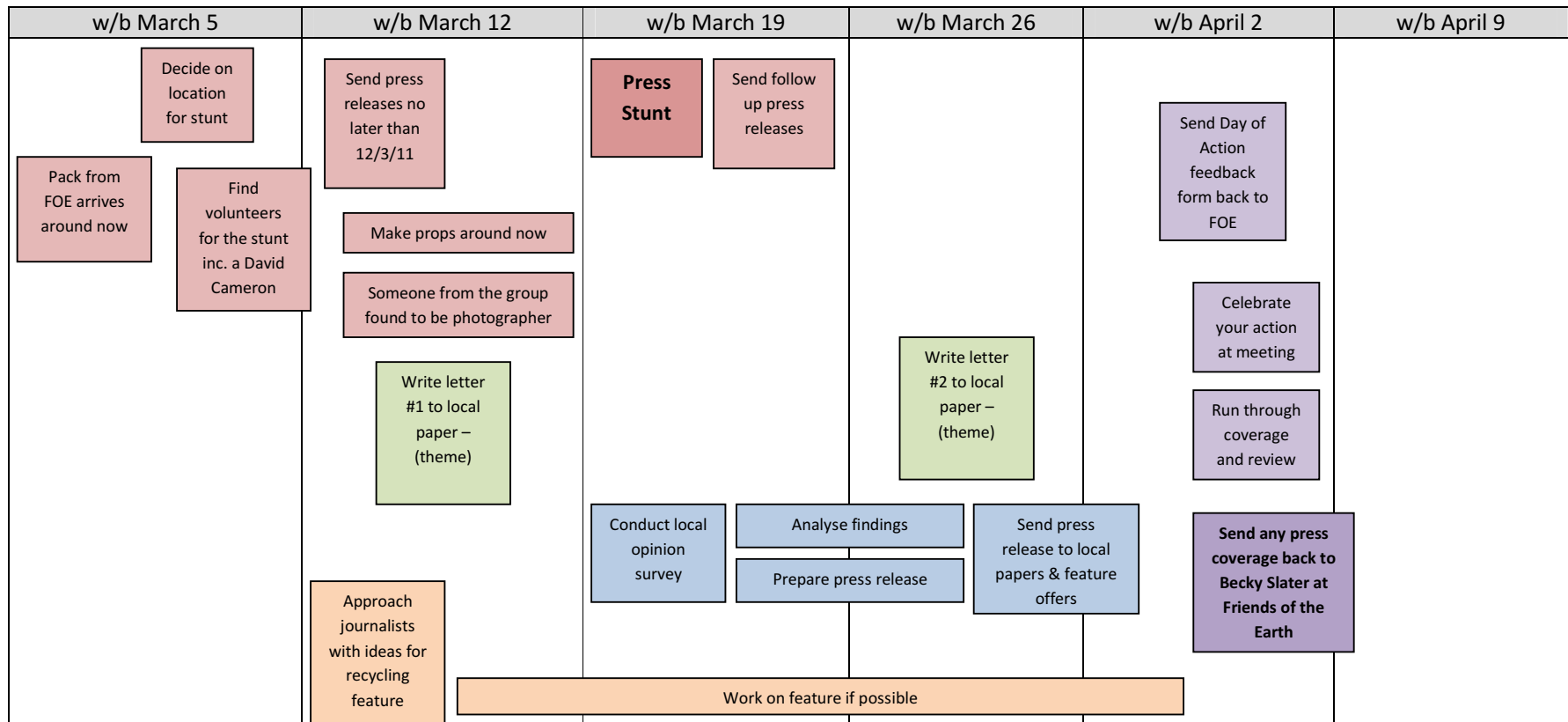
**Please remember to send any press coverage you receive** for your stunt or any other activities on the campaign – no matter how small – to Becky as soon as you can.

If you have any questions about this campaign or require further resources please contact Becky Slater on [becky.slater@foe.co.uk](mailto:becky.slater@foe.co.uk) or 020 7566 4079.

## 8. Additional Information

### Appendix A – Sample Media Strategy

This is a basic media plan you can follow for your press work on and around the Day of Action in March. It's just a sample so feel free to use this or modify it in any way you wish, and of course you can engage with as much or as little of this as you want to or add your own ideas! You can find more detailed advice for the Day of Action stunt after the media plan.



For more information on the Day of Action or any aspect of Friends of the Earth's work on waste and resource use issues please contact Becky Slater on 020 7566 4079 or [becky.slater@foe.co.uk](mailto:becky.slater@foe.co.uk)

Here is a bit more detail how you might go about organising your press stunt.

### **Two weeks to go...**

The pack with your props should arrive now

Start researching your local media contacts: these could be your daily or weekly papers/freesheets/ radio stations/ TV and community websites. It may also be worth finding out about community magazines and church or group newsletters. The more you can make contact with the better!

Your press releases should be sent as early as possible, but certainly **no later** than a week before your stunt. You will need to adapt it for your group and your local area, and email it to your media contacts. Make sure you include a mobile phone number on which you can be reached **on the day**.

You should put your press release in the body of a personalised email (not as attachment) to each contact separately. Sending it in the morning is best as many journalists will be up against deadlines in the afternoon. The more news desks and contacts you send it to, the more chance there is of it being read and noticed!

### **1 week to go...**

Chase up any media contacts you haven't heard from.

Don't forget if you haven't already you need to make up your props and allocate roles for volunteers on the day. You should also ask someone in the group to be a photographer, so if photographers don't turn up you can take some photos to send afterwards (obviously it would help if this person is a good photographer with a decent camera!)

At this point it might be a good idea to do a practice run of your stunt if you can.

### **Day of Action – 19 March!!!**

On the day it's a good idea to get there well in advance so you can set yourselves up and be ready in case any media turn up early. It is useful for the group's media person to take along the contact details of any media you are expecting to come along and a mobile phone. If anyone doesn't turn up, give them a quick friendly call to check if they have any problems or are on their way. That way you know how long to stay there for!

Some photographers just get told to turn up and may not have been given the press release or know what it is all about. Take spare press releases along and talk to them a little about why you are there and what you're doing as it will help them get a better photo and avoid any confusion. It might be useful to give them a copy of the leaflet too.

Don't forget to take your own photographs. Once you've finished the stunt, before you go off to celebrate, choose the best few photos and email them with a copy of the press release and your contact details to all your media contacts the same day. It's good to do this straight away rather than the next day as then it's more relevant and won't get 'lost' on the Sunday. If you're super keen you can always follow it up with a phone call on Monday morning to 'check they got them ok' (really that's just a cheeky way to prompt them to cover it though!).

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### **It's not over yet... the few days after**

Once your action's complete it's easy to forget the all important follow up work. For this action in particular, because it's so focussed on getting local media coverage, it's really important that you tell us how it all went. Please send copies of your local media coverage, by email or post to Becky as soon as you can.

You'll find an evaluation form in your packs – please complete it, attach copies of your media coverage, and send it back to us so we can get an idea of the impact the action may have, and how you found it so we can improve our support for you next time. You could even fill in your form in the pub – it'll be a good way to 'debrief' as a group and find out how everyone thought it went. You can also email copies of coverage to Becky. Please send any signed postcards back to us at the address on the card, so we can get them to David Cameron as quickly as possible.

Don't forget to thank any local allies who took part, and also don't forget to send back your feedback form.

## **Appendix B – Press releases**

### **For before your stunt**

#### **[location] Friends of the Earth press release**

Embargo: Saturday 19 March 2011

Contact: [person's name], Friends of the Earth [location], [contact telephone number]

## **LOCAL GREEN GROUP URGES DAVID CAMERON TO TALK HALF AS MUCH RUBBISH**

Photo opportunity: A larger than life David Cameron saws in half a dustbin bearing the slogan "It's time Mr Cameron talked half as much rubbish."

Where: [Place - be specific and include postcode]

When: [Time]

Contact: [Name and telephone number - make sure it's a number you will be available on – a mobile is usually best]

[Location] Friends of the Earth is urging Prime Minister David Cameron and to cut rubbish and boost reuse and recycling today (Saturday 19 March). The Government is deciding what to do about the country's rubbish and campaigners want a goal to halve the rubbish that people have to put into their black bin bags.

While [name of local council] runs the local rubbish and recycling collections, they need a boost from Westminster to be able to improve services and send less rubbish to be buried and burnt. Friends of the Earth groups around the country are taking part in a day of action calling for a nationwide goal halving rubbish and boosting recycling and re-use.

[name], Co-ordinator of [location] Friends of the Earth, said:

"People in [location] are keen to get the rubbish out of their bins - and we're all frustrated by having to bin unnecessary packaging and the stuff that the council doesn't recycle.

For more information on the Day of Action or any aspect of Friends of the Earth's work on waste and resource use issues please contact Becky Slater on 020 7566 4079 or [becky.slater@foe.co.uk](mailto:becky.slater@foe.co.uk)

“Friends of the Earth’s campaigning brought recycling to your doorstep – now we want the Government to halve the rubbish that has to go into our black bin bags by 2020.

“More recycling doesn’t mean more hassle or sorting – the best collection services are the simplest for householders and the most cost-effective for our cash-strapped council.”

[name of local council] currently recycles [xx] per cent of rubbish and runs a re-use service for furniture and other household items. Friends of the Earth wants Local Authorities to be able to recycle and re-use more of our household waste and for more products to be designed to be easy to re-use and recycle.

ENDS

### Notes to Editors

1. Friends of the Earth is calling on David Cameron to stick to his promise to run the greenest Government ever by halving the rubbish that has to go in our bin. This means boosting recycling and re-use services and making sure that products are built efficiently and designed so they can be easily repaired, reused or recycled.
2. [Information about local recycling – stats can be found here <http://www.defra.gov.uk/evidence/statistics/environment/wastats/download/mwb200910a.xls> but please add description of local issues]
3. Friends of the Earth campaigned for doorstep recycling from 2001 – 2003. It brought about the Household Waste Recycling Act which resulted in widespread doorstep recycling collections.
4. Friends of the Earth believes the environment is for everyone. We want a healthy planet and a good quality of life for all those who live on it. We inspire people to act together for a thriving environment. More than 90 per cent of our income comes from individuals so we rely on donations to continue our vital work. For further information about this campaign visit [www.foe.co.uk/waste](http://www.foe.co.uk/waste)

### For after your stunt

#### [location] Friends of the Earth press release

Embargo: Saturday 19 March 2011

Contact: [person’s name], Friends of the Earth [location], [contact telephone number]

## LOCAL GREEN GROUP URGES DAVID CAMERON TO TALK HALF AS MUCH RUBBISH IN STUNT AT [XX LOCATION]

\*\*photos available\*\*

[Location] Friends of the Earth urged the Government and to cut rubbish and boost recycling today (Saturday 19 March) by staging a stunt with a larger than life David Cameron. The Government is deciding what to do about the country’s rubbish and local campaigners want a goal to halve the rubbish that people have to put into their black bin bags.

For more information on the Day of Action or any aspect of Friends of the Earth’s work on waste and resource use issues please contact Becky Slater on 020 7566 4079 or [becky.slater@foe.co.uk](mailto:becky.slater@foe.co.uk)

While [name of local council] runs the local rubbish and recycling collections, they need a boost from Westminster to be able to improve services and send less rubbish to be buried and burnt. Friends of the Earth groups around the country are taking part in a day of action calling for a nationwide goal halving rubbish and boosting recycling and re-use.

[name], Co-ordinator of [location] Friends of the Earth, said:

“People in [location] are keen to get the rubbish out of their bins - and we’re all frustrated by having to bin unnecessary packaging and the stuff that the council doesn’t recycle.

“Friends of the Earth’s campaigning brought recycling to your doorstep – now we want the Government to halve the rubbish that has to go into our black bin bags by 2020.

“More recycling doesn’t mean more hassle or sorting – the best collection services are the simplest for householders and the most cost-effective for our cash-strapped council.”

[name of local council] currently recycles [xx] per cent of rubbish and runs a re-use service for furniture and other household items. Friends of the Earth wants Local Authorities to be able to recycle and re-use more of our household waste and for more products to be designed to be easy to re-use and recycle.

ENDS

Notes to Editors

1. Friends of the Earth is calling on David Cameron to stick to his promise to run the greenest Government ever by halving the rubbish that has to go in our bin -This means boosting recycling and re-use services and making sure that products are built efficiently and designed so they can be easily repaired, reused or recycled.
2. [Information about local recycling – stats can be found here <http://www.defra.gov.uk/evidence/statistics/environment/wastats/download/mwb200910a.xls> but please add description of local issues]
3. Friends of the Earth campaigned for doorstep recycling from 2001 – 2003. It brought about the Household Waste Recycling Act which resulted in widespread doorstep recycling collections.
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For use with a local survey

## Friends of the Earth [location] press release

Embargo: [Day date month 2011]

Contact: [person's name], Friends of the Earth [location], [contact telephone number]

## LOCAL SURVEY SHOWS XX % [LOCATION] RESIDENTS WANT TO RECYCLE MORE

A survey released today by [location] Friends of the Earth shows that [XX] per cent of local people want to recycle more and are frustrated by packaging and products that they have to put in their black bin bags.

The local green group surveyed 100 adults at random [last Saturday date month in location]. As well as local support for recycling in homes and workplaces, it also shows local support for products that are built to last.

The Government is deciding what to do about the country's rubbish and the local group wants it to set a goal to halve the waste that people have to put into their black bin bags.

While [name of local council] runs the local rubbish and recycling collections, they need help from Westminster. If the Government helped Councils improve services and worked with businesses to make products longer lasting and easier to recycle, we could send much less rubbish to be buried and burnt.

[name], Co-ordinator of [location] Friends of the Earth, said:

"From plastic packaging to food waste, the people of [location] want to stop having to throw so much away so much rubbish that could be recycled.

"Friends of the Earth's campaigning brought recycling to your doorstep – now David Cameron needs to lead the country towards less rubbish by setting a nationwide goal to halve our waste."

"More recycling doesn't mean more hassle or sorting – the best collection services are the simplest for householders and the most cost-effective for our cash-strapped council."

[name of local council] currently recycles [xx] per cent of rubbish and runs a re-use service for furniture and other household items. Friends of the Earth wants the council to be able to recycle and re-use more of our household waste and for more products to be designed to be easy to re-use and recycled.

ENDS

### Notes to Editors

1. Friends of the Earth is calling on David Cameron to stick to his promise to run the greenest Government ever by halving the rubbish that has to go in our bin. This means boosting recycling and re-use services and making sure that products are built efficiently and designed so they can be easily repaired, reused or recycled.

For more information on the Day of Action or any aspect of Friends of the Earth's work on waste and resource use issues please contact Becky Slater on 020 7566 4079 or [becky.slater@foe.co.uk](mailto:becky.slater@foe.co.uk)

2. [Breakdown of survey results]
3. [Information about local recycling – stats can be found here <http://www.defra.gov.uk/evidence/statistics/environment/wastats/download/mwb200910a.xls> but please add description of local issues]
4. Friends of the Earth campaigned for doorstep recycling from 2001 – 2003. It brought about the Household Waste Recycling Act which resulted in widespread doorstep recycling collections.
5. Friends of the Earth believes the environment is for everyone. We want a healthy planet and a good quality of life for all those who live on it. We inspire people to act together for a thriving environment. More than 90 per cent of our income comes from individuals so we rely on donations to continue our vital work. For further information visit [www.foe.co.uk](http://www.foe.co.uk).

## **Appendix C – Sample letters**

### **In response to a letter or article on alternate weekly rubbish collections**

Your piece/letter highlighted the important issue of alternate weekly rubbish collections [headline and date]. In this time of massive budget cuts, a return to weekly collections would be a waste of our council tax money. Provided food waste is collected separately and people use their food waste caddies, alternate weekly rubbish collections are perfectly hygienic. And by saving money on unnecessary rubbish collections, our council can save important local services like nurseries, old people's homes and libraries.

Instead of bullying councils into expensive and unnecessary weekly rubbish collections - which encourage people to waste more, I'd like to see the Government helping councils to reduce the rubbish that has to go in our bins and boost the amount we're able to recycle. This would save councils money and help us to tackle climate change.

### **In response to a letter or article on a local incinerator**

Your piece/letter showed how important it is to make sure we don't send more money and resources up in smoke [headline and date]. More than £650 million pounds worth of recyclable materials are buried or burnt each year in the UK. This rubbish could be recycled or, better still, prevented in the first place, saving councils and consumers money.

Instead of forking out for expensive and climate damaging incinerators, the council should be building on the popularity of recycling in the area. There should also be an ambitious national Government plan to halve black bag rubbish and boost reuse and recycling so that our council is better supported to make the right decisions about waste.

### **In response to a letter or article on restricted rubbish collections/cap on number of black bin bags**

Your piece/letter highlighted the important issue of restricted rubbish collections [headline and date]. [XX] bags of rubbish a year is loads more than a normal family will generate - especially given that the council will cart away all recycling on top of that. Large families and people with medical conditions aren't usually included in these plans so will not be penalised. Why should the vast majority of people have to pay for the excesses of a wasteful tiny minority who can't be bothered to recycle like the rest of us?

For more information on the Day of Action or any aspect of Friends of the Earth's work on waste and resource use issues please contact Becky Slater on 020 7566 4079 or [becky.slater@foe.co.uk](mailto:becky.slater@foe.co.uk)

We need less rubbish, more reuse and recycling, and products that are built to last and to be easily recycled when we're done with them. The Government is currently deciding what to do with our waste up until 2020 - it should set a goal to halve the rubbish that has to go into our black bins and support our council and others to make the right decisions about rubbish.

## **Appendix D – Sample Survey**

This is short survey that should take you no more than a minute to work through with a passer-by. You can adapt this survey to make it more relevant locally and build it in to work you are already doing locally. The main things you need to find out are does the public know what they have to throw away and recycle, do they like recycling, and do they want to throw away less.

Intro:

Thanks for stopping - this is a short survey on waste and rubbish in [your area]. It should only take a few moments.

Suggested Questions:

1. Do you live in [your area]? If yes, carry on.
2. Do you feel like you have a good idea what you can recycle at home and what you have to throw away? Yes/No/Not sure
3. Are you happy to recycle your waste at home? Yes/No?
4. Do you think the proportion of what you throw away is fair or would you like to throw away less. Fair/Would like to throw away less?
5. In general, do you think stuff you buy comes in too much packaging? Yes/About right?
6. Do you work in [Your area] If yes, carry on.
7. Do you have a good idea what you can recycle at work? Yes/No
8. Would you like to throw away less rubbish at work? Yes/No

Thank people again for stopping, and ask them to sign a postcard/take a leaflet.

## **Appendix E – Full campaign messages**

### **1. *People around the UK are keen to get the rubbish out of their bins - and we're all frustrated by unnecessary packaging and having to bin stuff that councils don't recycle.***

- Most of the rubbish we have to throw away could have been prevented, reused or recycled.
- There is huge variation between and within councils as to what can be recycled - people find this confusing and frustrating.
- Recycling rates have increased from 11% in 2000 to nearly 40% of our rubbish last year – but we can and should go much further.
- Research by WRAP shows that the vast majority of people are 'committed recyclers'.
- 10 million pieces of furniture are thrown away in the UK every year – around a third of these could be easily reused and even more could be repaired.

### **2. *Friends of the Earth's campaigning brought recycling to your doorstep - help us to go even further by getting the Government to halve the rubbish that has to go into our black bin bags by 2020.***

- The Government has a key role to play in ensuring that everything about a product is designed to minimise waste - we need standards, guidance and support for businesses to ensure products are built efficiently, and designed so they can be easily repaired, reused or recycled.
- Whilst councils have to provide recycling services there is no such obligation on waste companies to offer recycling services to businesses. Small businesses especially suffer a lack of cheap and sustainable waste collection - Government should oblige waste companies to offer recycling services to businesses.
- The Waste Review is due to set goals and policies to 2020 that put England on course towards the Coalition's ambition to "work towards a zero waste economy". Cameron's Government must not interpret this as 'zero waste to landfill' and burn our waste instead – incineration is an expensive, and climate damaging, waste of money.
- Flanders in Belgium already recycles more than 70 per cent of its rubbish and Wales and Scotland have set targets to recycle 70 per cent by 2025. If we reduced unnecessary waste and boosted recycling we could do even better, saving more cash and resources.
- We need joined up waste policy, from households to businesses, and from product design to end of life recycling - this is a key test of Cameron's promise to be the greenest Government ever.

**3. *More recycling doesn't mean more hassle or sorting – the best collection services are the simplest for householders and the most cost-effective for cash-strapped councils.***

- Recycling services where different materials are separated by bin men on collection provide the best quality resources for UK industry to use. For householders this can mean just one recycling box, a food waste caddy and black bag rubbish bin.
- Separate food waste collections help cut food waste because they make us aware of how much we're throwing away. They also deter vermin by locking the food in airtight plastic caddies and are essential for the Government's plans to generate renewable energy from anaerobic digestion.
- At the moment many councils are wasting billions on rubbish incinerators that send valuable materials – and taxpayers' money – up in smoke. Landfill is also becoming increasingly expensive.
- Friends of the Earth research has shown that at least £650 million pounds worth of recyclable materials is buried or burnt each year in the UK.  
([http://www.foe.co.uk/resource/reports/gone\\_to\\_waste.pdf](http://www.foe.co.uk/resource/reports/gone_to_waste.pdf))
- Building more incinerators will hold back recycling and commit the UK to being a wasteful society. We'll miss out on tens of thousands of new jobs and the opportunity to be more efficient with the world's natural resources.

**4. *Our spectacular growth in recycling over the last ten years has helped Britain save cash, tackle climate change and create thousands of new jobs.***

- Recycling our rubbish has prevented the climate-changing emissions that are created when waste is buried and burnt – and has provided our industries with quality resources.
- Around 120,000 people work in the waste management business (including collection, recycling and sale for reuse of recyclable materials) – and a further 70,000 jobs would be created if 70 per cent of our household and business rubbish was recycled.