



HERTFORDSHIRE WASTE PARTNERSHIP

**MEMBERS' GROUP
13th July 2009**

Item 7: WasteAware Brand & Residual Waste Communications Strategy

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1. Purpose of Report

- 1.1. To report on and seek approval for changes to the WasteAware logo taking into account commitments in the Joint Municipal Waste Management Strategy to integrate 'waste recovery' messages to support development of the waste procurement programme.
- 1.2. The report introduces the concept of recovery as the '4th R' and includes a look at work recently undertaken to assess and refresh the WasteAware logo to accommodate this evolution.

2. Background

- 2.1. The Joint Municipal Waste Management Strategy, (JMWMS) recognises that even with a recycling rate of 50+%, recovery technologies will still be needed to treat residual waste.
- 2.2. The complexity of the technologies that will come forward will result in a public relations challenge that is equally complex. Therefore it is important that residents are given clear and consistent messages surrounding the use of such technologies that are comprehensive and yet concise.
- 2.3. Of equal importance is to consider that the waste procurement programme is operating under the auspices of the Hertfordshire Waste Partnership, (HWP). This is reflected in a programme board which includes representation from Hertfordshire's waste collection authorities and reports on a regular basis to HWP senior officers and members. The residual waste communications strategy (and integration into WasteAware) needs to be managed in the same way that the HWP approaches its other programmes.

- 2.4. This need was recognised in the action plan published alongside the JMWMS in 2007. Section 2.4 commits the HWP to adapting the WasteAware campaign to integrate public relations messages around the use of recovery technologies to deal with the County's residual waste.
- 2.5. To support this process the County Council has employed a specialist public relations company called Camargue to advise on and help with the integration as part of wider support for the residual waste communications strategy.

3. The '4th R'

- 3.1. Fundamental to this process is the need to avoid an approach that results in the creation of a separate communications process for residual waste with different branding and stand alone infrastructure. This would do little to coordinate messages given out to the general public and could create confusion.
- 3.2. This identifies the need for a single campaign that not only caters for reduce, reuse, and recycling messages but introduces the principle of recovery under the heading of the '4th R', thereby maximising value for money by 'plugging into' existing communications processes already used by WasteAware. In turn this should engender the impression of a unified multi-faceted programme and strategy addressing all aspects of waste management.
- 3.3. It is appreciated that discussion of the '4th R' may cause some concern over the potential to pollute messages further up the waste hierarchy. However, whether integrated into the existing WasteAware campaign or run separately, the risk is equally relevant. Thus it clearly makes sense to ensure that any HWP sponsored messages about recovery are embedded in wider messages about reduction, reuse, and recycling.
- 3.4. Using the concept of the '4th R' to deliver waste recovery messages necessitates an examination of the WasteAware brand and logo to ensure that it caters for the issue of recovery whilst supporting the wider campaign.
- 3.5. Ultimately part of this work will be to deliver a protocol, for formal approval by the Partnership, which will specify how, when, and where the new logo (and which version of it) is to be used on everything from leaflets and websites, to equipment and vehicles ensuring consistency of application across the County underlining the Partnership approach.

4. The Brand

- 4.1. A brand seeks to develop and align certain behaviours and responses under a unifying context, which can influence the way we behave and respond to certain stimuli. The WasteAware brand has and continues to promote awareness amongst consumers on various waste issues.

- 4.2. A successful brand can end up being the most important part of any marketing campaign that tries to elicit specific responses from a target audience. An effective brand is one that generates a critical mass of positive sentiment leading to behavioural change in pursuit of a unifying context. In the case of WasteAware this is a desire to promote better appreciation of waste management issues leading to positive behavioural change.
- 4.3. Engaging brands give credence to new products and services engendering trust and consumer confidence without necessarily requiring positive user experience. In terms of WasteAware by building on a recognised brand the objective is to persuade stakeholders that any product and / or service that is delivered under the auspices of WasteAware is operated according to the same guiding principles that have underpinned the success of the HWP to date.

5. The Logo

- 5.1. Given the above as a framework Camargue were asked to assess the WasteAware logo as part of work to accommodate the 4th R and at the same time determine whether or not the logo needed to evolve.
- 5.2. Some of the key issues identified were :-
 - Whilst the current WasteAware logo has a bold image it is generic in nature and lacks the ability to differentiate between reduction, re-use, recycling or recovery. In addition the current font compared to modern alternatives is somewhat 'harsh' on the eye.
 - Whilst the original symbol was not supposed to represent any form of waste receptacle this was how it was interpreted by Camargue.
 - This poses the question - how do the public react to this symbol? Do they have the same confusion ? A refresh of the logo needs to address this issue by challenging waste habits across each of the '4 Rs'.
 - Camargue's analysis suggests that the blend of red and green is an uneasy combination on the eye.
 - The new logo needs to specifically cater for each of the '4 Rs' both individually and as part of an overall solution capable of targeting specific behaviours, i.e. potentially through the use of different colours.
 - The new logo should look to retain 'WasteAware' as a combined word thereby establishing linkage with the current logo.

6. Logo Development

6.1. Stage 1 of the process saw the existing logo put through a number of initial evolutions. These were assessed at length by the HWP WasteAware group. The main findings from this process were :-

- A need to create stronger linkage between the old and new logo capitalising on previous brand recognition.
- Linked to this symbols needed to be widely recognised and relevant to each of the constituent authorities. For example one idea to evolve the current symbol into a wheelie bin was accepted by some but not by others.
- The need to avoid symbols and shapes which created the impression of 'a warning', possibly leading to issues of perceived negativity.
- Concern over the use of colours that needed to refresh the brand but not totally detach from the current logo.

6.2. Following this process and additional consultation with the WasteAware group further development work resulted in the following being agreed as a basic logo design :-



6.3. Interestingly the WasteAware group elected to combine the existing WasteAware symbol within a new layout reinforcing the link between old and new.

6.4. The new logo now incorporates each of the '4 Rs', which, when combined with selected colours will allow each 'R' to be specifically targeted.

6.5. The above was presented to the Heads of Waste group (HoWG) on the 4th June 2009. The group endorsed the new logo and agreed that remaining questions over colours could be resolved by the WasteAware group without further need to consult with the HoWG.

6.6. This work was completed by the middle of June this year and resulted in the following colours shown below being chosen to represent each of the '4 Rs' in turn (Please note that the colours on screen and on your print out may not be an wholly accurate reflection of the chosen pantone colours. Mock ups of the logo in use will be brought to the meeting for you to view) :-



6.7. The results of this work were presented to and endorsed by the Director's group on the 22nd June 2009.

7. Recommendations

- 7.1. That the Member's group approve the new logo.
- 7.2. That the Member's group note that brand guidelines will developed once the new logos are approved.
- 7.3. That the brand guidelines will be presented to the HWP Members group meeting in October for formal approval.