## **Appendix 3 - Annual Communications Plan**

Waste Minimisation Campaigns

Theme	Key Message	Apr-20	May-	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
			20										
Contamination	General Messages												
Contamination	Material Focus - Textiles												
Contamination	Material Focus - Batteries												
Contamination	Material Focus - Black sacks												
Recycling	General Advice												
Recycling	Christmas												
Recycling	Recycle Week												
Recycling	Material Focused												
Organic Waste	Home composting												
Organic Waste	Organic collections												
Food Waste	Avoidable												
Food Waste	Unavoidable												
HRC/Bulky													
collections													
Waste Minimisation	Waste Hierarchy												
Waste Minimisation	Repair												
Waste Minimisation	Reduce				Plastic free July		Zero Waste Week						
Waste Minimisation	Reuse												
Internal Waste													
Green News Page													

**Operational Comms** 

Theme	Key Message	Apr-20	May-	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
			20										
Operational	Bank Holidays												
Comms													
Operational	Christmas Arrangements												
Comms													
Operational	Vehicle Naming												
Comms	Competition												