Appendix 3 - Annual Communications Plan

Waste Minimisation Campaigns

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