## Appendix 2 Don't let Devon go to waste Marketing activities 2017-18

ACTIVITY KEY												
E = E-Newsletter Ou = Outdoor	PR = Public I	Relation	S = Social Me	edia (Organic)								
O = Online advertising P = Press	R = Radio		S = Social Media (Organic)									
	it = itaaio											
Activity/Campaign	Apr	May	June	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Recycledevon.org												
Public Relations (use DCC/LA press office/people focused)												
rubiic Relations (use DCC/LA press office/people focused)												
Community Support/Engagement												
Social Networking (Organic Facebook/Twitter/You Tube/Pinterest/Instagram)												
Reuse Project Support												
Refill Devon Exeter												
Market Research												Annual
Market Nesearch		1			1							Ailidai
Love Food Hate Waste Seasonal promotions ( PR/S)	Easter		Summer			Autumn			Winter			
Pool Normy Wook (PR/S/Events)	04 00		1	1			1	1	1	1		
Real Nappy Week (PR/S/Events)	24 - 30		1	1				+	1	+		
Compost Awareness Week (PR/S)		7 - 13								†		
West Devon Home Compost campaign		15 May - 4 Jun										
(Ou/O/PR/SM/E)		, , , , , , , , , , , , , , , , , , , ,										
Home Composting sale days/clinics			+	+				1	1			
County Wide Campaign to promote sale days/clinics (tbc)				17/7	- 13/8							
East D					tbc							
Exeter Mid D			<u> </u>		tbc tbc			<u> </u>				
North D		+	+		tbc			+	+			
South Hams					tbc							
Teignbridge Torbay					tbc					-		
Torridge					tbc tbc							
West D					tbc							
Love Food Hate Waste			-	-				-	1			
County Wide Big Chill Campaign to inform/advise on how best to keep food fresh/frozen (tbc)			+	1	t	bc		1	1			
Cascade training						bc						
Describe March 1996 of Consent Consent Consent (the)						25/0 4/40						
Recycle Week 'What Goes Around Comes Around' (tbc)			+	+		25/9 - 1/10		+	+	+		
Increase Participation												
Waste & Recycling Advisors												
Increase Recycling campaign (County wide - Ask Biggles/Myth Busting/Consitent messages)							bc bo			+		
Increase Food Waste participation (bin stickers, leaflets and supporting campaign tbc)		1	+	+		t	bc 		+	+		
Pumkin Rescue - support Hubbub national initiative (PR/S)			<u> </u>	<u> </u>					<u> </u>	<u> </u>		
Thank You Awards (tbc)		1	1	1	1	1			Oct - Feb			
18 to 26 yr olds campaign (tbc)		1	+	+		<del> </del>		tbc	<u> </u>	+		
Pre/post Christmas Waste Prevention/Recycling (tbc)									t	bc		
Thank You Awards Presentation Event (PR/S)		+	+	+	1	<del> </del>	<u> </u>	+	+	1	tbc	
THAIR TOU AWARDS FIESERIAMON EVERT (FIVS)		+	+	+	<del> </del>	<del> </del>	<u> </u>	+	+	+	TDG	
Re-Use Week (PR/S)						<u> </u>	<u> </u>	<u> </u>		<u> </u>		5 - 11
Home Composting campaign (O/S/PR)		-	1	1	1	-	-	1	1			tbc
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