

Spreading the word on PET as the sustainable packaging choice

2022 Communications campaign

AT-A-GLANCE

- Continuing programme started in 2021.
- Two audiences:
 - Consumers: France, Germany and UK
 - Brussels stakeholders
- Messages:
 - PET packaging is made to be remade as part of a circular economy.
 - Smart waste management systems can deliver high collection rates and ensure that PET is never sent to landfill or incinerated
- Goal:
 - Increase awareness and understanding
 - Drive higher recycling rates and empower consumers
 - Prompt investment in collection and smart waste management



WHAT ARE WE DOING?

- Social media campaigns:
 - Paid and organic
- Targeted Adwords campaign
- Driving traffic to the *Recycletheone* website
- Creative tools – infographics, video case study, new media – eg. Tiktok
- Promotions and Sponsorships at EU events and in EU media
- Media relations and Opeds in EU and recycling trade press



TARGETING CONSUMERS



CONSUMER AUDIENCES



Run from 25 March-15 May



Want to know the difference between recyclable and recycled? It's you.
Look for and Recycle the 1!



Most successful in UK and FR



Want to know the difference between recyclable and recycled? It's you.
Look for and Recycle the 1!




Was ist der Unterschied zwischen recycelbar und recycelt? Wir sind es.
Recyclen wir den Kunststoff Nummer 1!




Want to know the difference between recyclable and recycled? It's you.
Look for and Recycle the 1!



Most successful in DE



Quelle est la différence entre recyclable et recyclé? C'est nous.
Recyclons le plastique numéro 1!




Was ist der Unterschied zwischen recycelbar und recycelt? Wir sind es.
Recyclen wir den Kunststoff Nummer 1!



INFOGRAPHICS



VIDEO: THE BOTTLE TO BOTTLE JOURNEY



COMING UP



- Tiktok treatment being developed
- Reaching the youth audience with the message of recycling and circularity
- Tiktok challenge



BRUSSELS AUDIENCES



A YEAR OF CIRCULARITY

REACHING BRUSSELS AUDIENCES



Organic social content



Messages based on policy agenda, milestones and developments



Promotions & sponsorships in Brussels media

POLICY ENVIRONMENT

- **Circular Economy Package**
- **Revision of Packaging and Packaging Waste Directive**
- **European Green Deal**
- **Single Use Plastics**

EU CONTENT



Run from 25 March – 15 May

Europe has the capacity to recycle an extra 10-12 million PET bottles each year. **But we need our bottles back!**

End Waste
RECYCLE THE 1

Most successful

Europe has the capacity to recycle some 10-12 million more PET bottles each year. **But we need our bottles back!**

End Waste
RECYCLE THE 1

Europe has the capacity to recycle an extra 10-12 million PET bottles each year. **But we need our bottles back!**

End Waste
RECYCLE THE 1

Europe has the capacity to recycle an extra 10-12 million PET bottles each year. **But we need our bottles back!**

End Waste
RECYCLE THE 1

MEDIA ENGAGEMENT

Tier 1 pan-European media targets

Tier 2 pan-European media targets

POLITICO

 **REUTERS®**

FT FINANCIAL
TIMES

ENDS
EUROPE

Bloomberg

EURACTIV

euronews.

RECYCLING
magazine

WMW
WASTE MANAGEMENT WORLD

**L'USINE
NOUVELLE**

**Plastics in
Packaging**

Kunststoffe
WERKSTOFFE - VERARBEITUNG - ANWENDUNG

edie

PLASTVERARBEITER
DAS PORTAL FÜR DEN KUNSTSTOFFVERARBEITER **ONLINE**

BRUSSELS BASED ACTIONS

EURACTIV

Promoting Annual Conference

- Banner and Digital media

Week-long banner during EU Green Week

- 30 May – 5 June – rotating banner leading to Recycletheone website.

THE PARLIAMENT 
POLITICS, POLICY AND PEOPLE **MAGAZINE**

- Oped during EU Green Week

COMING UP



- Sponsorship of MEP Awards – 29 June
- MEP assistant category
- Full page ads in magazine and programme
- Presentation of the award at the Awards ceremony



THANK YOU

