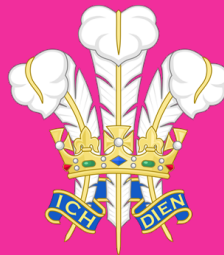


SUSTAINABILITY BEHAVIOUR CHANGE CAMPAIGN HOW YOUNG PEOPLE CAN CHANGE THE FUTURE OF OUR PLANET!

nationalgrid



HRH THE PRINCE OF WALES

 THE IDEAS
FOUNDATION

Nurturing creativity, driving diversity.

WHO IS BEHIND THIS BRIEF...

HRH THE PRINCE OF WALES: A LIFETIME SUPPORTING SUSTAINABILITY

London
Evening Standard



"I have to confess I am not entirely sure whether to be pleased or alarmed. Perhaps I am losing my touch when such eminent newspapers start giving me achievement awards! So I set to wondering what this achievement might have been.

"As I suppose I have spent most of my life trying to propose and initiate things that very few people could see the point of or, frankly, thought were plain bonkers at the time, perhaps some of them are now beginning to recognise a spot of pioneering in all this apparent madness.

"All forms of pioneering have moments that make you hold your breath and cross your fingers.

"There is a good chance it could all go horribly wrong and there's a fine line between the success of a good, original idea and a complete disaster.

"If it fails, it fails, but at least you had a go – and I could always say one of my plants told me to do it!

nationalgrid

BRINGING ENERGY TO LIFE

“National Grid remains at the heart of one of the greatest global challenges; creating a sustainable energy system that is capable of supplying society with the energy it needs to support economic prosperity”

John Pettigrew, CEO, National Grid



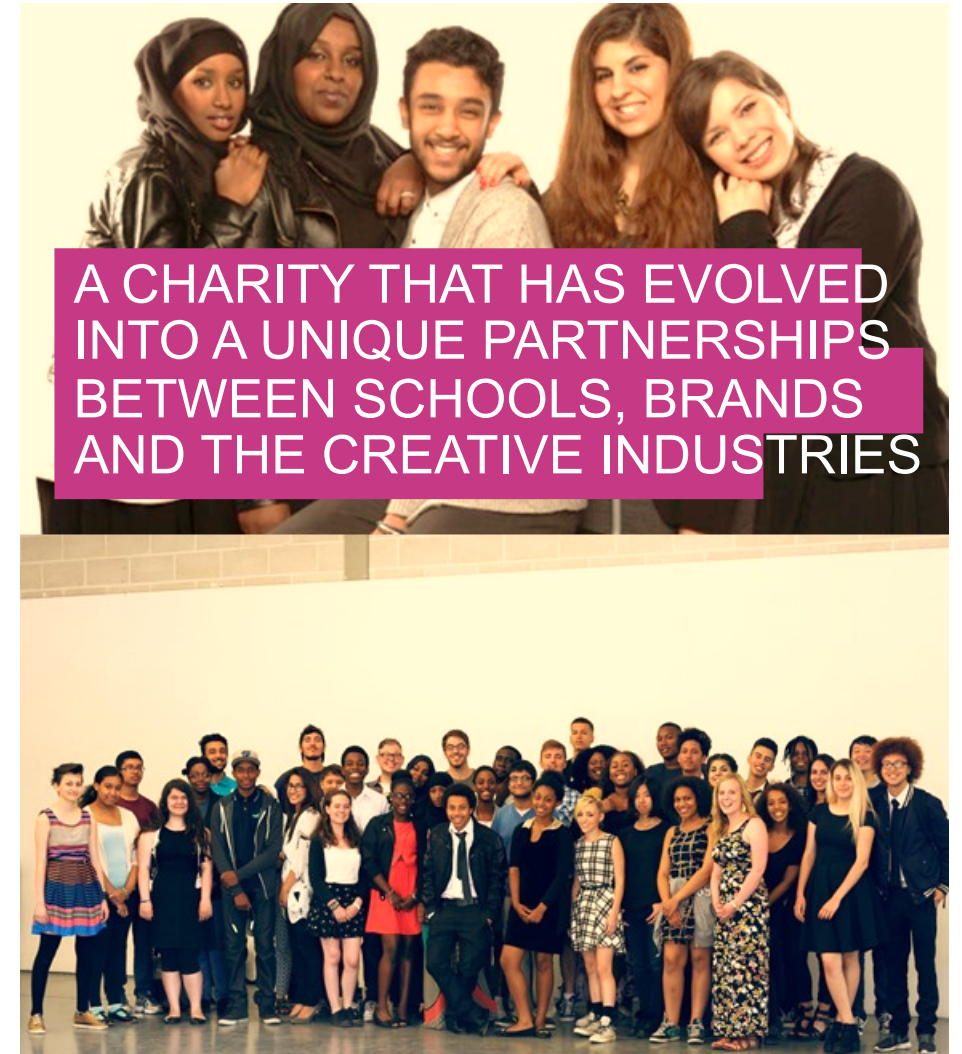


Nurturing creativity, driving diversity.

- For eleven years, the Ideas Foundation has been working to unlock creative talent amongst disadvantaged young people. **Over 30 brands have supported our programme in 260 schools.**
- This brief is a **unique partnership** between His Royal Highness the Prince of Wales and the National Grid.
- Its role is to give an opportunity for **young people to make a real difference** to sustainability in the UK.
- And the winners of this brief will progress onto the Ideas Foundation ladder.
- And, potentially, the winning idea will be presented to HRH The Prince of Wales
- See more about the Ideas Foundation, I Am Creative and our Ladder by clicking on these links.

<http://www.iamcreative.org.uk/>

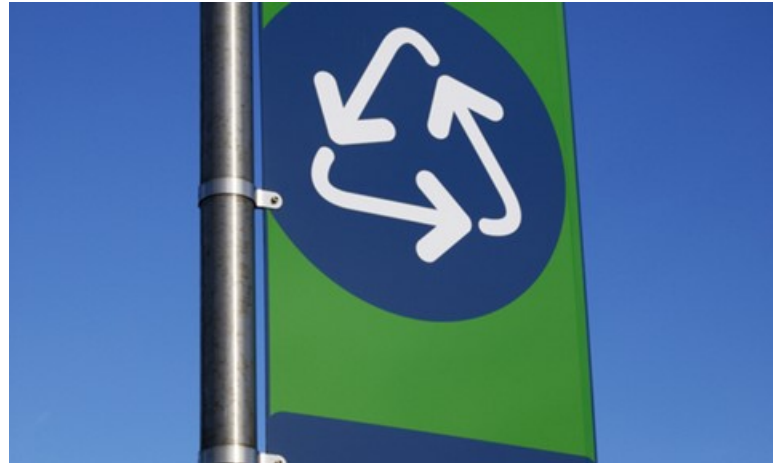
<http://ideasfoundation.org.uk/>



THE BIG WORDS THAT STAND BEHIND THIS BRIEF ARE BIG AND IMPORTANT CONCEPTS



SUSTAINABILITY



THE CIRCULAR
ECONOMY



RECYCLING



SUSTAINABILITY

Young people like you will inherit the planet that needs new thinking on sustainability and the circular economy to save it from self-destruction.

Sustainability is about development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

[Click here](#) for more insights about sustainability

CIRCULAR ECONOMY

The “circular economy” replaces the **TAKE – MAKE – DISPOSE** approach that causes huge waste (80% of products made get thrown away within the first six months of life).

The circular economy keeps resources in use for longer and regenerates products at the end of their service life – hence the concept of a “circular economy”.

Dame Ellen MacArthur set up the Ellen MacArthur Foundation in 2010 to champion this concept.

Have a look at their website, and also this web link to the Guardian and ten things you need to know about the circular economy
<https://www.theguardian.com/sustainable-business/10-things-need-to-know-circular-economy>

<https://www.ellenmacarthurfoundation.org/>

RECYCLING

A person in a dark suit and striped tie is holding a blue recycling bin. The bin is filled with various plastic bottles, including clear and white ones. The person's hands are visible at the top of the bin. The background is a plain, light-colored wall.

Recycling is the best way most people can support the Circular Economy

Recycling makes a big difference: 1 recycled tin can save enough energy to power a TV for 3 hours

Unreleased energy in the average dustbin could power a TV for 5000 hours

Recycling is the big concept this brief will focus on

THE BRIEF FOR THIS PROJECT

- Changing employee behaviour to reduce waste and **INCREASE RECYCLING** within a National Grid Office
- You have the ability to influence the behavior of 3000 National Grid office employees!
- How can you encourage them to:
 - Produce less waste
 - Ensure that the waste they do produce is recycled (in the right way)?

A behaviour change campaign that could really be implemented to encourage ideas of the circular economy within our office



THIS BRIEF IS ALL
ABOUT...

DOING SOMETHING

CHANGING EMPLOYEE BEHAVIOR TO REDUCE WASTE AND INCREASE RECYCLING WITHIN A NATIONAL GRID OFFICE

WHAT IS THE OBJECTIVE?

- We want to reduce the amount of waste produced within a large office environment, and ensure that the waste we do continue to produce is recycled.
- To introduce the idea of the circular economy and 'close the loop' on resource use within National Grid House, Warwick.
- National Grid would like ideas for a campaign to educate employees about recycling, why they should do it, and what the advantages are to reducing the amount of waste they produce. We'd like this campaign to persuade people to use reusable products instead of disposable packaging, and use the right recycling bins when they throw things away.

BACKGROUND

- Around 3000 employees work from National Grid house in Warwick. A total of 213 tonnes of waste was produced by people working in this office last year.

That means that per employee, around 71kg of waste is being produced in a year...

PRODUCING YOUR OWN WEIGHT IN WASTE EVERY YEAR!



HELP US GET OUR PEOPLE TO RECYCLE WASTE BETTER

- This waste has an impact on the environment and National Grid is working to reduce the amount of waste that is produced, as well as the amount of this waste that is recycled.
- To date, it has been a challenge for the company to educate people on how to recycle their waste and where to put different items of waste.
- Part of the problem is that people don't understand what happens if they put their waste in the wrong bin or what happens to waste after it leaves the site. For example, if someone puts a full coffee cup in a recycling bin, it will contaminate the whole bin bag and it may *all* get sent to landfill.
- How do we make employees understand the importance of recycling and encourage them to do so?



TARGET AUDIENCE

Office-based National Grid employees (in particular at National Grid House in Warwick)



WHAT THEY THINK NOW

They don't always understand what happens to their waste when they throw it away, the environmental impact of producing waste, or the correct way to recycle.

WHAT WE WANT THEM TO KNOW / FEEL / DO

KNOW:

- Where to put their waste (e.g. aluminium cans / food waste / plastic)
- Alternative ways of disposing of waste (e.g. could they compost, reuse items such as plastic boxes)

FEEL:

- Enthusiastic about being environmentally sustainable
- Committed to reducing the amount of waste they produce in an office environment

DO:

- Reduce the amount of waste they produce; such as by using reusable cups for coffees, plastic boxes for lunch
- Dispose of the waste they do produce in the correct way (e.g. no food waste in recycled plastic containers, which will contaminate bins)

PROPOSITION / BUSINESS BENEFIT

You have the potential to develop a campaign that will be implemented within National Grid. This could help to make a huge impact on the amount of waste that is currently produced. We will monitor the amount of waste that is produced / recycled, so we'll be able to measure the success of the campaign implemented.

After National Grid your idea could be launched in other companies too.

And may be endorsed by HRH Prince of Wales.

YOU WANT TO PRODUCE A CAMPAIGN NOT JUST A BRIGHT IDEA

FOR EXAMPLE:

1. LAUNCH with recycling week
2. FIND waste champions in each department
3. SCARE factor: Tell them about the bad things that happen as a result of producing a lot of waste, or not recycling? Show them pictures of where their sandwich wrapper will end up if they don't put it in the recycling bin? Or what the world will look like in 20 years if they don't change their behavior?
4. EMPOWER them: They have the power to make a positive environmental contribution. They're part of a wider picture of sustainability within National Grid. They have the power to be part of a more circular economy. e.g. [Love Food Hate Waste](#) campaign
5. INCLUDE: them in the waste disposal process. They are part of a bigger picture of the circular economy model and National Grid's ambition to become a more sustainable business. It's essential that they play their part.
6. COMPETITIVE: The gamification of recycling. Could you create a competition between individuals or different teams within the office to produce the least waste, recycle the most or even have a zero waste week? Give prizes to the winning team or person and champion their success to encourage others to do the same.
e.g. Zero Waste Scotland's [competition to break the world recycling record](#) or Manchester's [coffee cup recycling campaign](#)

Break the world record for sorting 200 mixed recycle items (less than 1min 49 sec)

ASKING QUESTIONS IS A GOOD WAY TO MAKE PEOPLE CHECK THEIR BEHAVIOUR...



What percentage of the 2.5bn coffee cups used in the UK every year are recycled?

- a) 25%
- b) 15%
- c) 1%**



What percentage of print jobs are never collected from the printer?

- a) 10%
- b) 15%
- c) 30%**

THIS BRIEF IS CHALLENGING. SO HERE'S A BIT OF INSPIRATION.

YOU COULD LOOK AT SOME GREAT CAMPAIGNS TO SEE HOW OTHER BRANDS HAVE INSPIRED PEOPLE. THINK ABOUT WHAT THEY HAVE DONE TO CAPTURE PEOPLE'S ATTENTION, AND TO INVITE PARTICIPATION...

Volkswagen's 'Fun Theory' campaign <http://www.thefuntheory.com>

Yeo Valley's rapping sustainable farmers:
<https://www.youtube.com/watch?v=eOHAUvbuV4o>

Rainforest Alliance 'Follow the frog': <https://www.youtube.com/watch?v=3ilkOi3srLo>

Chipotle Mexican Grill's 'back to the start' campaign:
<https://www.youtube.com/watch?v=aMfSGt6rHos>

ALS Ice-Bucket Challenge (interesting for getting people involved and viral social media effect): <https://www.youtube.com/watch?v=RPdnp0983JY>

How this dance party movement gets started (hint, think about key instigators, and how social norms develop): <https://www.youtube.com/watch?v=GA8z7f7a2Pk>

The 'I'm not a plastic bag' phenomenon: <http://inhabitat.com/i-am-not-a-plastic-bag/> The ad campaign in Chile that inspired people with a vision of life without the Dictator General Pinochet: <http://www.imdb.com/title/tt2059255/>



A BIT MORE INSPIRATION



VW FUN THEORY HD
PIANO STAIRS

Watch



PERSIL
FREE THE KIDS DIRT IS GOOD

Watch



VW FUN THEORY HD
BOTTLE BANK ARCADE

Watch

COMMUNICATING WITH YOUR AUDIENCE



TV

Consider when your target audience will be watching TV? What will they be watching? How will you gather data?



SOCIAL MEDIA

Think about how you could use social media. How can you get people to spread the message? Can you create a viral campaign? What's the campaign #hashtag?



DIGITAL

You could design a concept for a website or app. Use wireframes to show us how it would look and work. Why would people use it?



FILM/VIDEO

You might create a piece of film. Think about where you'd show it. Online or of line? Why will people watch it?



OTHER

What about outdoor posters? What about a live event, or other type of experience? A song/rap? An Iconic T-Shirt? A rubber bracelet? A symbol

NEXT STEPS

Once you've done your research and come up with your idea it's time to pull it all together.

National Grid want to see all the thinking behind your idea

You could use PowerPoint or Prezi to create your presentation



Make sure you include the following:

- Your research of your target audience
- What inspired you?
- Your idea development
- Explain why it suits the target audience
- Explain why you think your idea would work

WHAT'S IN IT FOR YOU?

The best entries will be invited to pitch their ideas face to face with the National Grid team (along with the Ideas Foundation).

The winner will get £100 of vouchers & a place on The Ladder, the Ideas Foundation's exclusive progression group of aspiring creatives who get access to creative industry opportunities, projects and networks.

Anyone who takes part in the competition gains valuable skills and experience that they can add to their CV.

If his diary allows, HRH The Prince of Wales is hoping to see the winning presentation.



PROACTIVITY
RESEARCH SKILLS
CREATIVE THINKING
ENTERPRISE SKILLS
LINKS TO INDUSTRY



NEARLY THERE

So, when you are happy with your presentation, it's time to upload it on to www.iamcreative.org.uk so that National Grid can look at your ideas.

Please email ideas@ideasfoundation.org.uk to let us know your entry is up!

If you make a film, please upload it to YouTube and put the link in either the presentation or description box on the I Am Creative website.



OVER TO YOU....

THANK YOU FOR HELPING PLANET EARTH



GOOD LUCK!

! REMEMBER: YOU MUST UPLOAD YOUR
WORK ON TO THE I AM CREATIVE SITE

And email ideas@ideasfoundation.org.uk to get
your entry seen and entered in to the competition

www.iamcreative.org.uk



Check out the
['tool kit'](#) on our website
to make your entry stand
out