

DRAFT 7/3/2014

Latino Events Outreach Task 7

Spanish-Language WM Recycling Information Station, Velcro Sorting Game & Pledge Card

Creative Brief (FINAL VERSION)

Current
Date:

7/7/14

Production Date:

7/15/14

What is the assignment?

Create a Spanish-Language Recycling Information Station that can be used at key Latino cultural community events to educate the Spanish-customers about Waste Management's services, tools and proper sorting of items into their recycling, garbage and compost carts.

Campaign Components:

- 1) *Spanish-Language Recycling Information Station*
- 2) *Velcro Sorting Game*
- 3) *Pledge Card*

What are the program goals and objectives that this campaign is going to support?

Increase recycling and composting among Waste Management WUTC customers in King County.

Educate the Spanish-speaking Waste Management customers in Spanish at Latino community events about tools and best practices they can use to properly sort their items into the right carts (recycling, garbage, compost) at home.

What is the specific behavior we are trying to change?

Place the correct items into their recycling, garbage and compost carts and use the in-language Spanish guidelines at home to facilitate the sorting process.

Who is the target audience (demographics/psychographics)?

1. Spanish-speaking residents of King County
2. Waste Management and/or Waste Management WUTC customers
3. Attendees at Latino cultural community events
4. Families (head of the household & kids)

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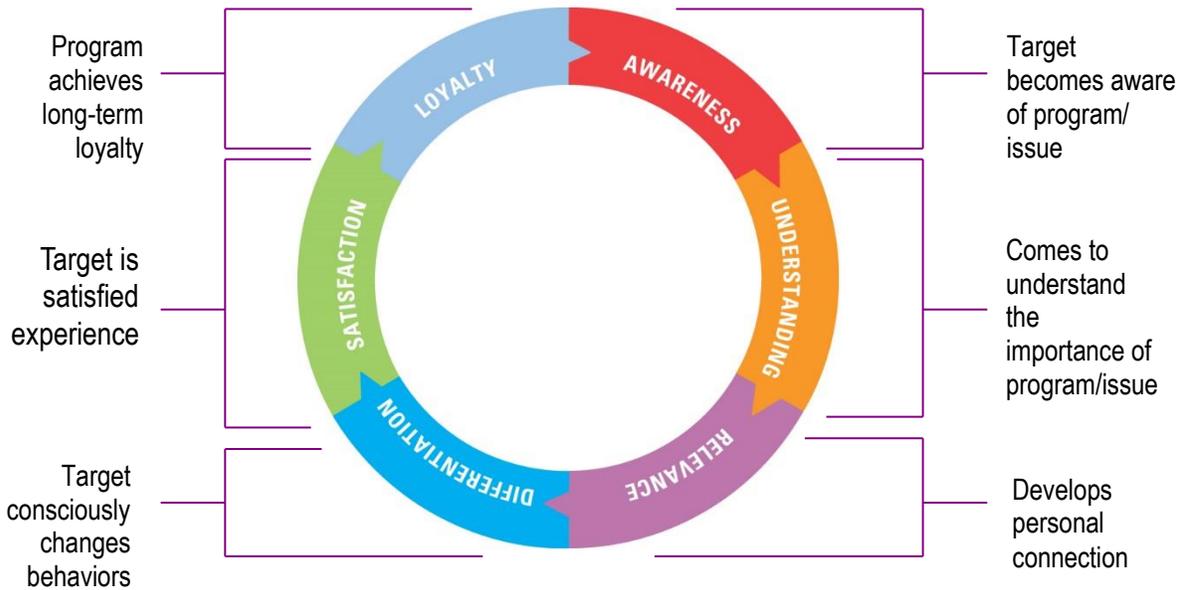
What is the audience doing now instead of the desired behavior?

We are in the process of conducting a Latino Behavior Study to best understand their current recycling behaviors at home. From the King County 2012 in-home workshops, Latino residents self-reported that one of the main reasons why they do not recycle is the lack of knowledge on WHAT is and is not recyclable. The second self-reported factor was lack of in-language tools to facilitate the proper sorting at home.

We also understand that the population is split between those residing in single-family homes and multi-family homes and each has its own challenges, barriers and motivations.

Where is the audience on the behavior change continuum for this behavior?

The residents might not fall within one particular stage within this continuum.



Stage	Y/N	Notes
Is the audience aware of the program/issue?	N/A	We cannot be certain that the Spanish-speaking WUTC customers are aware of recycling or composting programs or services.
Do they understand why it is important?	N/A	
Is it relevant to them personally?	N/A	
Have they ever tried the desired behavior?	N/A	
If, so, where they satisfied?	N/A	
If so, can we turn them into a loyal advocate?	N/A	

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What are the key barriers and motivators to changing the behavior?

<i>Desired Behavior Change</i>	<i>Barriers</i>		<i>Motivators/Benefits</i>
People to place the right items into their recycling, garbage and compost bins.	1. <i>Lack of knowledge on what items belong in which cart</i>	→	1. <i>We observed from the King County Education outreach that hands-on sorting games were an effective way to engage and educate the audience about proper sorting of items into the right carts.</i>
	2. <i>Lack of in-language tools at home to motivate them to recycle and compost properly</i>	→	2. <i>The findings from King County in-home workshop research indicate that in-language Spanish tools are essential for Spanish-speaking residents to learn about proper sorting of products into the right carts. The findings were gathered during group discussions & were self-reported by participants.</i>
	3. <i>Providing information in-language and at strategic location is key to reaching the right audience.</i>	→	3. <i>One of the culturally relevant strategies to reach out to the Spanish-preferred residents is to provide the outreach in-language. Also key cultural community events are strategic locations where attendees go to enjoy the entertainment but also gather in-language information that might be important for their family. The King County study identified Spanish media, online sites and Latino events as places they would go to seek for Spanish information.</i>

* NOTE: Many of the Spanish-speaking residents may not have compost bins and if that is the case - we want to encourage the proper placement of these materials into the garbage cart and not the recycling cart.

* NOTE: One of the barriers for Waste Management is that we currently do not know exactly what the barriers are for WM WUTC Spanish-speaking residents.

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Are the motivations/benefits large enough to overcome the barriers? Explain why/how.

We are in the process of better identifying what are the exact barriers and motivations/benefits for Spanish-speaking Waste Management WUTC customers.

We know that these key Latino community events serve as an in-language information hub for the members of the Latino community that select to attend these events.

Furthermore, the dynamic and interactive Velcro sorting game and incentive giveaways can motivate the Spanish-speaking customers to engage with us and talk about best practices when it comes to placing the right items into the garbage, recycling and yard & food waste carts.

Our bilingual staff will provide education and in-language tools that can help the Spanish-speaking residents to take home what they have learned at the Spanish Recycling Information Station and implement the behavior in their homes. They will ask the residents to take a pledge that they will use the Spanish guidelines to properly sort their waste items at home.

We will use the insights gathered from the pledges and questions asked during these events to refresh, update and inform changes to our Spanish outreach tools.

What insights do we have that should inform the work?

Latino community events serve as a hub for entertainment and information for Spanish-speaking residents in King County.

Dynamic and interactive hands-on engagement at the booth is crucial to stand out from the other informational booths and be memorable to the event goers.

A pledge can potentially motivate the Spanish-speaking residents to commit to using the Spanish one-sheet guideline to properly sort their waste at home. This will serve as a pilot to gain insights on tactics that are effective when engaging with the Spanish-speaking customers.

What is the key message for the campaign (one sentence)? What proof can we provide to the audience that this key message is true?

When you place the right items into the right cart, you are giving these valuable resources a chance to become new products.

Supporting messages:

- Recycled paper can be transformed into new paper products like a box, core or tube, envelopes or folding cartons.
- Recycled plastic can be transformed into materials like fencing, siding, or shoe soles, bags and clothing.

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- Aluminum can be recycled infinitely with no degradation. A recycled aluminum beverage can takes just 60 days to return to the grocery store as new aluminum beverage can.
- Recycled glass can be recycled infinitely and be made into more glass or even used to create road base.

What should the tone/personality of the campaign be (in adjectives)?

Dynamic, interactive, educational and whimsical

What is the call to action?

Place the right items into the right cart at home and use the in-language Spanish guidelines to facilitate the sorting process.

What should the visual style of the booth, Velcro sorting game and pledge card be?

Booth: The 10 x 10 booth will be Waste Management branded and will feature:

- Waste Management branded tent and table cloth.
- Staff wearing a Waste Management shirt and vest
- Waste Management King County Spanish guidelines and Spanish language tools & giveaways will be displayed neatly on the table.

Velcro Sorting Game

- The Velcro sorting game should be 9 ½ x 9 ½ poly felt/Velcro fixture that attaches to the tent frame.
- There should be three panels that represent the three different carts in King County.
- The colors should correspond to King County cart colors.
 - Green = Garbage Cart
 - Blue = Recycle Cart
 - Gray = Compost Cart
- 30 - 40 photos of items that belong to the garbage recycle and compost cart that can be attached to the Velcro panel.
 - The images for the sorting game will be the exact same images from the Waste Management King County Spanish one-sheet guideline.
 - Printed and laminated with Velcro on the back.
 - We will have 30-40 items so if the participants come back to repeat the game - they will get new items to sort.
 - The game will be timed 30-seconds which will be the duration of the WM Spanish jingle.

Pledge Card

- Simple 5 ½ x 8 ½ pledge card perforated in the middle.
 - Top half: Pledge card the Spanish-speaking resident takes with them.
 - Bottom half: Information form we keep to pick the special giveaway winner.

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How will we measure success?

- 1) By the number of people who visit the Spanish Recycling Information Station
- 2) By the number of people who play the Velcro sorting game
- 3) By the number of people who take the pledge

The success metrics will be tracked by the number of giveaways and guidelines provided.

- 1) Everyone who visits the booth will be encouraged to either play the Velcro sorting game to get their tote bags and guidelines OR fill out the pledge card to receive the Waste Management King County guidelines and tote bags.
- 2) We will track the number of tote bags and guidelines distributed to calculate the total number of engagement at the Spanish Recycling Information Station.

NOTE: In the future, we will want to measure the outcomes of the pledge and engagement by following up with them over the phone and measuring if there was a behavior change at home. This, however, is not part of this year's outreach plan.

What mandatory elements need to be included?

Booth: The 10 x 10 booth will be Waste Management branded and items will be neatly displayed.

- Waste Management will provide:
 - 1 tent
 - 1 6 feet table
 - 1 table cloth
 - 4 Waste Management shirts and vests.
- Giveaways for the events:
 - 1000 King County tote bag provided by King County & Cascadia
 - 1000 of Recycling, Garbage, Compost guidelines provided by WM
 - 500 HHW guidelines provided by LHWMP
 - 200 Magnets provided by either McKenna or Socorro
- C+C will purchase special grand prize giveaways like grocery gift cards, gas cards, restaurant cards (not to exceed \$500 per events).

Velcro Sorting Game

- 9 ½ x 9 ½ “poly felt” panels with grommets to attach to the tent frame and stretched with mini bungee cords on the side.
 - This can be attached in any of the three sides of the booth
- The panels that represent each curbside cart will be made out of “poly felt” so the Velcro items can attach to the panels.
- Images of three curbside carts that correspond to King County cart colors on the poly felt. The carts will be an illustration.
 - The dye used on the poly felt will be waterproof dye so the colors won't bleed
 - Each panel should be labeled with the text in both languages:
 - Basura (Garbage)
 - Reciclaje (Recycling)
 - Desechos de jardín & comida (Compost)

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- Images of the sorting game pieces will be from the Spanish recycling, garbage and compost guidelines. The will be printed and laminated with a Velcro attachment on the back so it can stick to the poly felt fabric.
- Suggested list of images for the game:

Recycle	Garbage	Yard Waste
1. Cardboard	1. Plastic Bag	1. Pizza box
2. Aluminum Aerosol cans	2. Lids	2. Fish / food scraps
3. Glass bottle	3. Plastic fork, spoon and knife	3. herbs / vegetables
4. Plastic Jug (Milk jug)	4. Clamshell	4. Coffee + filter
5. Plastic Tub (Margarine Tub)	5. Styrofoam	5. Leaves/trees
6. Aluminum can	6. Incandescent bulb	6. Shredded paper
7. Paper products	7. Toilet paper or Baby diapers	7. Egg carton

- Make the bins face sideways with open lid.
- Label each bin as garbage, recycling, compost in both languages with the text tilted to the same angle as the open lid.
- C+C to revise the copy if needed. Sample copy provided by Waste Management:
 - COPY underneath garbage bin: Garbage goes to a landfill.
 - COPY underneath recycling bin: Help make new products with recycled products.
 - COPY underneath compost bin: Food scraps become compost.
- The box where the copy will live should be lighter color than the carts.

Pledge Card

- 5 ½ x 8 ½ pledge card perforated in the middle.
 - **Top half:** Pledge form the Spanish-speaking resident takes with them in Spanish & English (C+C to draft copy).
 - Make it very clear that we are asking them to pledge to hang their recycling flier in a place that's visible.
 - For example: I pledge to hang my recycling fliers in a place that is visible to my family and everybody at home.
 - Must have Waste Management logo on the pledge card
 - Photo of the examples for best places to post the guidelines on the top portion of the pledge card:
 - On the fridge doors
 - Image of the tote bag
 - Image of cardboard box, milk crate or a box that people use at home to collect recyclables.
 - COPY: Online recycling resources
 - www.wmnortherst.com/espanol
 - www.kingcounty.gov/reciclamas
 - www.lhwmp.org
 - Add Call Center # 1 (800) 592-9995
 - **Bottom half:** Information form we keep to pick the special giveaway winner.
 - Nombre / Name
 - Apellido / Last Name

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- Dirección / Address
- Ciudad / City
- Estado / State
- Código postal / Zip code
- Teléfono / Phone
- Correo electrónico/ E-mail:
- ¿Podemos enviarle información sobre reciclaje a su correo electrónico?
Can we send you e-mails with information about recycling?
 SÍ/YES NO
- Vive usted en/ Do you live in:
 - Casa / House
 - Apartamento / Apartment
 - Condominio / Condominium
- Contest las siguientes preguntas. Answer the following questions.
 - ¿Usted recicla en casa?
Do you recycle at home?
 SÍ/YES NO, ¿Por qué, no? _____
 - ¿Usted hace compost en casa?
Do you compost at home?
 SÍ/YES NO, ¿Por qué, no? _____
 - ¿Usted usa Facebook?
Are you on Facebook?
 SÍ/YES NO, ¿Por qué, no? _____
 - ¿Está interesado/a en participar en encuestas y estudios?
Are you interested in participating in focus groups?
 SÍ/YES NO, ¿Por qué, no? _____
- Must have Waste Management logo on the pledge card
- Add Copy explaining that this portion of the pledge is to enter to win a prize.

Mousetype: [This will be provided by Waste Management]

Waste Management Brand Guidelines:

- Must adhere to the September 2010 Waste Management Look and Feel Guidelines
- Must include a copyright. If you're copyrighting a recording, use a ® instead of ©.
For example: ©2013 Waste Management of Washington, Inc.
- Designers on the projects are required to send over all of the design files and elements so we can provide to Waste Management as everything is owned by WM.
- Must include mouse type - it typically lives in lower right corner of the piece in Foundry Sterling font anywhere from size 4-8.
For example: WWACompostO'Natural2014-15

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Appendix 1: Velcro Sorting Game



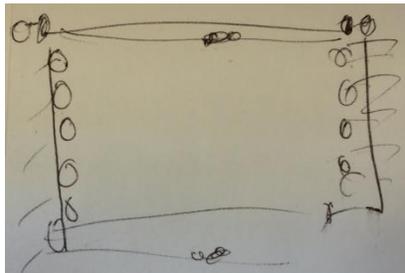
- Bins should be facing sideways.
- Lids should be open
- The text label for each cart should be tilted to the same angle as the open lid
- All text should be in both Spanish & English



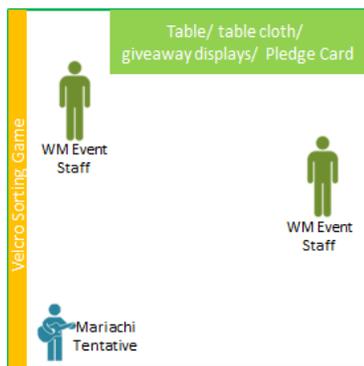
Sample cart/ need the lid to be open

- The boxes for the copy should be a lighter color than the color of the carts

*Just a sample of what the Velcro game could look like- this will



Hangs from the frame of the tent like the “Beautiful Thing” Banner on the image



Layout of the booth:

- Velcro Sorting game on one of the side walls
- 6-foot table on the other side displaying giveaways, guidelines, pledges, etc.
- One staff managing the sorting game
- One staff managing the pledge, giveaways
- Mariachi - pending availability - singing in the front

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Appendix 2: Pledge Card



**Just a sample of what the pledge card might look like. The pledge will contain all the text and elements outlined on page 7 and page 8.*