



Sustainability in Social Media

European Week for Waste Reduction



What is European Week for Waste Reduction

- Europe-wide initiative which aims to organise multiple actions during a single week, which promote waste prevention
- 19th-27th November 2011
- Local authorities, businesses, schools and universities, charities, community groups
- We provide support, promotional materials, and help with publicising their action.
- An action can be anything, so long as it promotes waste prevention
- After the week, there's an award ceremony which recognises the best action in each category



facebook

- www.facebook.com/ewwrscotland
- Main promotional tool – to promote to potential event organisers and to publicise events
- Photos, key messages, promotional video
- Interactive map
- Publicises events, generates traffic, highlights successes
- First year we've used facebook as main promotional tool – hope it will be user generated



For organisers

- Participation toolkit
- Suggested content – e.g. daily tips for staff members
- Generic messages about EWWR and events as a supporting tool
- Series of messages for facebook or Twitter
- Advantages – saves time, supports action as promotes two way communication, can monitor activity using #EWWRScotland



During the week

- Theme per day, related to our campaigns – blog, facebook message, tweet
- Generate interest in the project
- Behaviour change
- Interest for next year



How we use social media to support our other campaigns

- Key part of all our campaigns
- Corporate Twitter account – news, press releases
- LFHW – Twitter and facebook
- Regular updates, seasonal messages, encourage interaction – questions, tips
- Track success of promotional activity
- Push mobile technology
- Limitations of social media - how much merit does a 'friend/follower' have?



Get involved in EWWR!

- www.zerowastescotland.org.uk/ewwr2011
- Deadline is 4th November
- Actions must take place between the 19th and 27th of November
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