MESSAGING AND PR WORKSHOP
Novisad, 18/9
and
WG Communications Malmö, 20/10

The world’s leading network promoting professional and sustainable waste management

Main Sponsors
Introduction on PR and communications efforts and achievements

- (separate presentation by Gerfried Habenicht)

Some first thoughts from Antonis Mavropoulos

- ISWA needs to **increase its audience** in specific terms
- ISWA is lacking **offer for companies/associations**
  Target: attract 1,000 new company/organisation members within the next few years
  Develop products/benefits interesting for companies
- Proposal to set up a **global survey**: 10-15 questions to waste management companies.
  Goals: questions should create a forward-looking image, derive content, give access to new audiences
- Develop **campaign** based on Roadmap to close the 50 biggest dumpsites, including a well prepared **fundraising** to make it really happen
- ISWA has to be a **scientific and activist** organisation
  Activism has to be added to the profile!
ISWA’s audiences are heterogenous. Whom is ISWA targeting? Who are our existing and potential members? Who are our other stakeholders?

**Membership: “What’s in it for us?”**

1. Business (private)
2. Political (+ public sector)
3. Academia

**Other: “It’s about people”**

General public, everybody is involved...

Challenge: huge geographic and demographic differences, will necessitate clever segmentation of messaging

Media will play important role in targeting the general public
Tone of voice

• Should remain overall positive. No apocalyptic stories. Challenges are serious and urgent, but we can and will make a positive contribution.

• On the other hand: “Bad news sells better…”

• Use concrete examples, concrete figures,... (again: it’s not about waste, it’s about people)
Start with the vision...

“ISWA STRIVES FOR A WASTELESS FUTURE”

Some thoughts of WGCS: “Zero waste does not exist. This message is too idealistic. Could be used against us/our members”

“WASTE IS A GLOBAL ISSUE”

All waste related messages can be structured in three stages:

1. Sustainable Production: EPR, product design, innovation,...
2. Sustainable Consumption: it’s everybody’s responsibility, call for action
3. Sustainable Waste management: technology is not the issue. There is a solution to every problem. It’s about money and about politics.
Key topics – proposed messaging house

ISWA STRIVES FOR A WASTELESS FUTURE

Sustainable Production
- 4th industrial revolution
- EPR Policy making?
- Circular economy starts with design & production

Sustainable Consumption
- It’s everybody’s responsibility. Ask yourself what you can do?
- Role of authorities in regulation, control, incentive, awareness,…

Sustainable Waste management
- Impact on health & safety. It’s about people, not waste
- For every problem, today there is a technical solution.
- NIMBY
Messages proposed during WGCS meeting

Malmö (20 October)

• Vision: bringing efforts to organisations and public, move towards better waste management
• ISWA can’t do it alone. Involve people, it’s everybody’s responsibility – ISWA can provide back-up
• It’s not about waste, it’s about people
• Set sustainable and real goals. Waste minimisation. Integrated approach.
• Waste is a reality (zero waste does – and will - not exist)
• Waste management can contribute in battle against climate change (opportunity for positive messages)
• Good life – sustainable society – sustainable consumption
• Hazardous waste
• Give concrete, local figures
• ISWA knowledge base – graphs – make data accessible
ISWA has a huge knowledge database and a great international network. We have the content. The challenge is how to wrap it in an attractive way (segmenting, phrasing, commenting, creating infographics,...) and to get it to the right target groups.

National members and members of the WGs could help to

• Identify relevant content (geographically relevant, correct segmentation)
• Make their personal networks available? (journalists/influencers/other?)
• Assist in the organisation of workshops, beacon conferences, sessions at World Congresses,...
• Other?