



RHODE ISLAND RESOURCE RECOVERY TEXTILE EDUCATION PROGRAM LAUNCH

MAY 14, 2014



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TEXTILES CAMPAIGN

OVERVIEW

TEXTILES EDUCATION SUMMARY

- Goal: Decrease volume of materials in Central Landfill
- Primary Strategy: Increase diversion of “unwanted” textiles to textile MRBs
- Primary Objective: Teach consumers how to dispose/donate textiles
- Primary Target: College-age and adult women, 18-49
- Tactics
 - M: Radio, online display and ppc combo @ 1 wk/mo and on holiday WEs
 - PR: Kick off event; photo op, press release, interviews, op ed, bylines
 - SM: Makeover platforms; Pinterest presence
 - Collateral: Sticker



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BUSINESS GOALS

- Reduce the amount of material buried in the Central Landfill
 - Extend its lifespan
 - Reserve space for nonperishable waste
- Increase awareness of recycling and reuse options among Rhode Islanders
- Help municipalities reduce tipping fees through diversion



PROGRAM STRATEGY

TARGET TEXTILES

Increase the diversion of recyclable textiles to businesses and charities that successfully resell the materials, thus assisting the local recycling business community.



COMMUNICATIONS GOALS

FOR NEW TEXTILE RECYCLING PROGRAM

- Increase awareness among adult women that most textiles should not be commingled with trash
- Inform target audience of the changed textiles recycling market and how to recycle/donate their unwanted textiles
- Position RIRR as a progressive agency that leads the development of collaborative recycling programs beneficial to the state's solid waste management goals



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COMMUNICATIONS STRATEGIES

EMPHASIZE OUTCOMES

- Persuade that recycling textiles is good for landfill life, local charities and businesses
- Explain that reduced municipal tipping fees benefit homeowners
- Educate on the afterlife of household textiles

TEACH MECHANICS

- Re-teach the rules
- Barrage with visual information
- Draw correlation to e-waste and plastic film recycling programs that RIRR has designed and championed



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MESSAGING

- Throwing textiles in the trash is wasteful
- Donated textiles can be in poor condition but as long as they are clean, dry and odorless, they are acceptable for recycling
- Donating wearable clothing, shoes and textiles helps people who can't afford to purchase these items at retail prices
- Donating worn, ripped, or stained clothing is NOT a burden to clothing collection organizations; it's a bonus
- Resource Recovery's has a proven track record for designing innovative recycling programs that are successful and popular
- RIRR collaborates with stakeholders to create recycling options for materials that are not commonly recycled



AUDIENCES

DONORS & POTENTIAL DONORS

- R.I. Women
- 18-49 (college age and adult)
- Responsible for 80% of textile purchases.
- Average monthly spend on clothing is \$121 per person.
- Routinely replace clothing, purses, shoes, etc. for self and occupants of household.
- Presumed to assume most responsibility for laundry and thinning of wardrobe.

RI MEDIA, EARNED

- Ch. 6, 10, 12 & Fox TV
- Rich Salit, Providence Journal
- Community newspapers
- Online news sources (e.g., GoLocal, EcoRI)
- News and community radio programming
- Ellen Lieberman, RI Monthly

THE 8 RECYCLERS

- Planet Aid
- Goodwill
- Salvation Army
- Kiducation
- Recycling Associates
- Big Brothers/Big Sisters
- Mint Green Planet
- St. Vincent de Paul



TACTICS

RESEARCH

- Issues Survey
 - Establish baseline understanding of textile recycling
 - Telephone survey of 400 Rhode Islanders
- Evaluate conversations on textile recycling in social networks
 - Quick pulse, Baseline
- Test creative expression for the textile campaign with stakeholder recyclers



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TACTICS

EARNED MEDIA

CREATE MEDIA RELATIONS TOOLS

- Press release
- Fact sheet
- Targeted media list
- Spokesperson training for 8 partners, if desired
- Op ed
- Bylined articles



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TACTICS

EARNED MEDIA



KICK OFF EVENT

- Weekend before Labor Day
- Held at Warwick Mall parking lot, highway side
- Locate collection bins from each partner with org reps manning tables; provide opportunity for the public to interact with the org
- Collect donated textiles, divide equally among the 8.
- Raffle 1 grand prize, 2 runners up – gift certificates to the Warwick Mall for “back to school” shopping
- Raffle stub to list key messaging and thank you.
- Create path to bins with clothesline containing images of the before/after products, printed on recycled/reused outdoor billboard vinyl and held up with clothespins (e.g., lone sock to pillow stuffing)
- Start collection with recognition of the 8 partners and ask RI’s Teacher of the Year to make the ceremonial first donation.



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TACTICS

EARNED MEDIA

KICK OFF MEDIA RELATIONS

- Pre-launch Sunday Journal story about new textile program, scope of problem, spirit of collaboration, effect on landfill
 - Rich Salit
 - Interviews with RIRR, The 8, SMART
 - Textile/fiber remanufacturer industry professionals
- Rhode Show, Fox
 - Day one – Interview with RIRR on the how to and basics; lots of visual examples
 - Day two – Reps from the 8 to discuss value to them
- TV – 6, 10 and 12
 - Early morning news and weekend news interview segments with female anchors
 - Pitch to share with affiliates



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TACTICS

EARNED MEDIA

KICK OFF MEDIA RELATIONS

- Providence Business News
 - Business side of recycling industry, exports
 - Interviews with RIRR, The 8, SMART
 - Textile/fiber remanufacturer industry professionals
 - What to do this weekend e-newsletter
- RI Monthly
 - Weekly e-newsletter
 - Pitch longer story about the 8 and why they need wearable as well as damaged textiles; value to landfill
- Radio
 - Long NPR segment with Ambar Espinoza; pitch to share with NPR affiliate stations
 - Bill George interview for B101, Coast 93.3 and 94 HJY
 - Art Berlutti, WADK
 - Gene Valicenti, WHJJ; Tara Granahan, WPRO
 - Amanda Leonardo, Cat Country & Kim Zandy, 92PRO-FM



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TACTICS

EARNED MEDIA

KICK OFF MEDIA RELATIONS

- Newspaper
 - Alexis Magner, ProJo Fashion editor
 - Sarah and Krystal's ProJo columns
 - Op Ed for all newspapers
 - Post-event Letter to Editor thanking participants
- All media
 - Send to events and calendar editors
 - Post on websites where allowed to self-post



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TACTICS

SOCIAL MEDIA

INTEGRATE SOCIAL MEDIA

- Design changes/8 bins, less-than-perfect items
 - FB cover image
 - Twitter background
- Kick-off promotion
 - Publicize event, call for donations
 - Grand Prize teaser
 - Date, location, post-publicity images, results
- Sustained effort
 - Education of what to/not to donate
 - Post donation travel of the items
 - Answer questions



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TACTICS

SOCIAL MEDIA

AMPLIFY SOCIAL MEDIA

- Promoted Content
 - Facebook boosted posts: Extend reach of textile education to RI users not associated with the page
 - Promoted tweets: Increase chances of RT and @mentions by promoting textile education tweets in RI among users that follow Feeds with a similar mission to RIRRC
- Expansion to Pinterest (DID NOT IMPLEMENT)
 - Establish RIRRC Pinterest Business Page, driven by textile education activity
 - Create pinboards with insightful tips and facts about textiles, their future use, and the organizations that support textile reuse and recycling
 - Link applicable content back to the textile education website or RIRRC website to drive traffic and discovery



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TACTICS

PAID MEDIA

REACHING WOMEN

- Radio: terrestrial and internet

- Stations considered:



- Online display & boosted social:

- Sites considered:



- 1 wk/mo and on holiday weekends
- Launch the week prior to Labor Day



TACTICS

COLLATERAL

PARTICIPATING STICKER

- Used on all bins
- Unifies 8 partners into 1 program
- Overcomes distracting language on bins
- Distributed and affixed to bins by partners



BUDGET

FY14-FY15 ALL IN

ACCOUNT SERVICE ESTIMATE

- Approximately 50 hours for June, 5 hours/month through June 2015
- Approximately \$15,400/13 months

MEDIA ESTIMATE

- Approximately \$20,000 per week/7 months through June 30, 2015
- Actual: \$65,000 all in

SOCIAL MEDIA ESTIMATE

- Approximately 5 hours/month
- Approximately \$8,400/year

RESEARCH

- \$23,590



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BUDGET

FY14-FY15 ALL IN

CREATIVE AND PRODUCTION SERVICES

- Finals of What Not to Do, including online banners \$3,122.25
- Radio (:60, :30, live reads) \$9,363.00
- Landing page \$8,000
- Photography \$3,500
- Props
- Sticker \$3,326

KICK-OFF EVENT

- Raffle tickets creative and production (5K) \$10,000
- Prizes \$1,000
- Clothesline display TBD



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EVENT



CONTACT

Sarah Kite-Reeves
Rhode Island Resource Recovery Corporation
65 Shun Pike, Johnston, RI 02919
401-942-1460 ext. 112
sarahk@rirrc.org
www.rirrc.org
www.RITextiles.org



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