



"LOVED THE FOOD. THANKS!"

CAMPAIGN

VA SYD

WORKING AREAS



WATER



PIPELINES



SEWAGE



WASTE

WASTE MANAGEMENT PLAN AND LOCAL REGULATIONS

MALMÖ CITY AND COMMUNITY OF BURLÖV



- Plan for what Malmö will achieve 2015
 - It is easy to choose sustainable consumption
 - It is easy to prioritize environmental benefit
 - It is easy to do the right thing
- Local regulations

COLLECT/TREATMENT

Waste from households



Collected by contractors



Treatment by a regional waste treatment company



VAS YD

Customer service,
information
and fees



VAS YD

Procures, performs and
follows up on waste
collection service



VAS YD

Pays treatment fees
to Sysav

DECISION AND AMBITION



In **2012** the city council decided to introduce mandatory food waste sorting, setting a target level of **40%** by **2015**. At the time, **12%** of food waste was recycled.

MALMÖ

Sweden's third-largest city is highly international, with some **150** languages spoken and more than **30%** of the **300,000** population being born abroad. Malmö is also one of the world's most sustainable cities.



A RESOURCE



Every week the average Swedish household throws away **5.6 kg** of food waste. Malmö produces **33,000 tonnes** of food waste annually.

The best approach is to reduce waste by eating as much of the food we buy as possible, for instance by saving leftovers. What is left after that is a valuable resource that we can use.

ONE STRATEGY

THOUGHT PROCESS

A sepia-toned photograph of a person with long, dark hair seen from behind, looking out over a body of water with a forested shoreline in the distance.

Getting people to change their behaviour can be tricky. And it can take time. We are unlikely to embrace change if it's too difficult or complex. Doing the right thing should be easy.

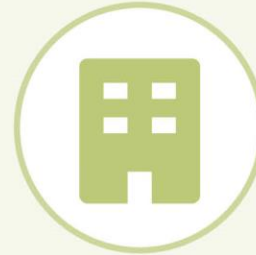
TARGET GROUPS



HOUSE OCCUPANTS



APARTMENT OWNERS
AND TENANTS



PROPERTY OWNERS



RESTAURANTS &
BUSINESSES



OUR EMPLOYEES



STUDENTS & TEACHERS

COMMUNICATIONS STRATEGY



CHANNEL STRATEGY

WEB	PR	INHOUSE	COMMERCIALS	DM	OUTDOORS	ADS	EVENTS	SCHOOLS
Campaign web	PR-plan	Web	TV	Letter	Adshel	Daily press	Exhibitions	Web
Ad words	Q/A	Newsletter	Cinema	Print	Digital adshel		Seminars	Competition
Banners	Film	Print	Web		Bus		Public events	
	Illustrations	Garbage trucks						
		Bin & trash bags						

COMMUNICATION TARGETS

AWARENESS		X	X	X	X	X	X	
UNDERSTANDING	X	X	X	X	X		X	X
ACTION	X		X	X	X	X	X	
AMBASSADOR	X	X						X

ACTIVITIES BY SEGMENT



HOUSE OCCUPANTS



Letter
DM
Press
Leaflet
Outdoor ads
Web



PROPERTY OWNERS



Letter
DM
Written information
Leaflet
Personal visits
Web

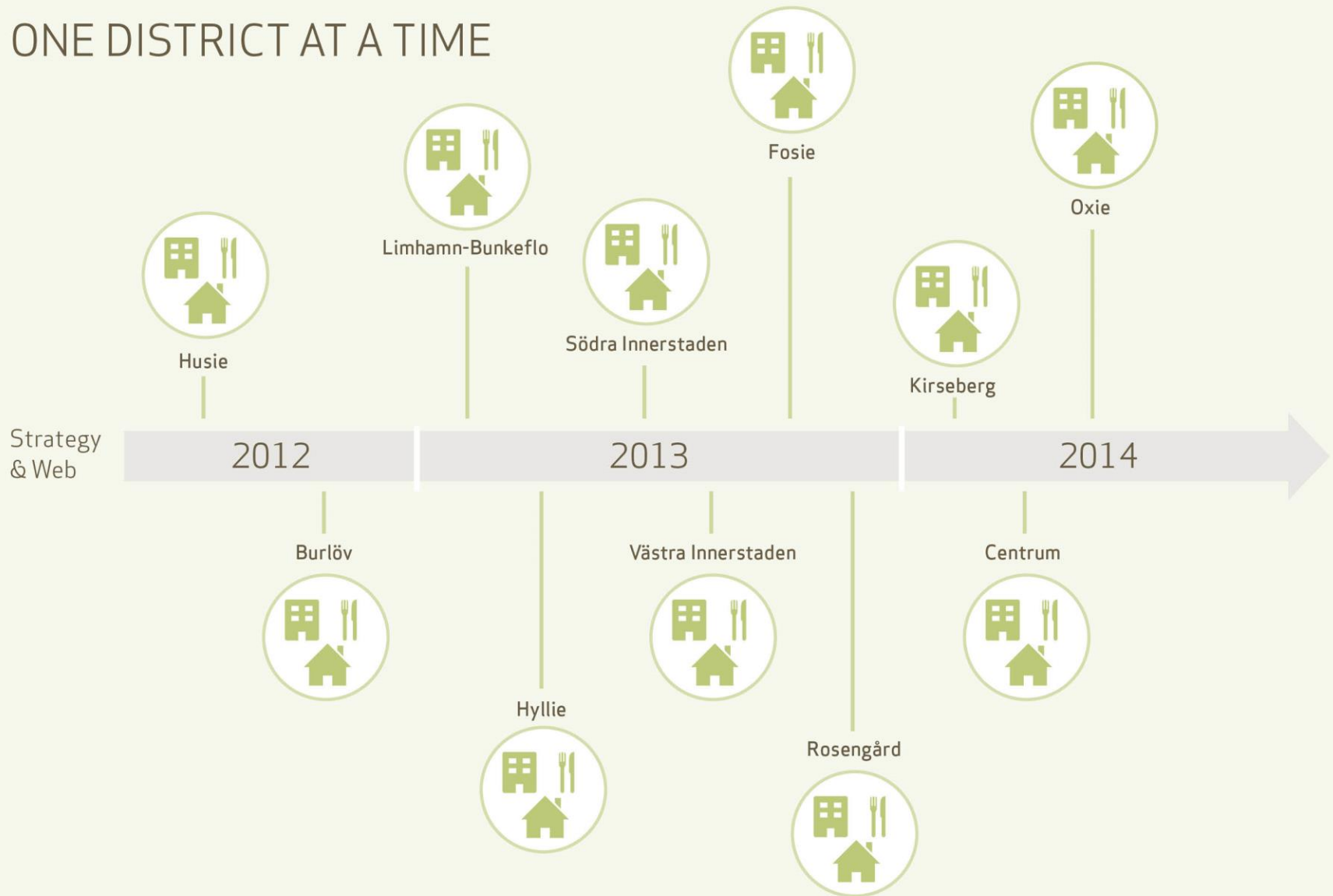


RESTAURANTS & OFFICES



Letter
Personal visit
Leaflet
Web

ONE DISTRICT AT A TIME



MESSAGE

"TACK FÖR MATEN!"

"LOVED THE FOOD. THANKS!"

ACTIVITIES



CAMPAIGN SYMBOL



We designed a symbol to encapsulate the campaign and bring it together. Then we added the different activities.





COMMUNICATIONS MATERIAL



Paper-based information has its value, even in the digital age. We gave property owners binders so they could provide accurate information to their tenants.

Communications material
January 2012



GARBAGE TRUCKS



Garbage trucks carried the symbol to highlight their role in the new system.



LETTER



The first point of contact with each target group was a personal letter explaining the new system. The differentiation from advertising mail was deliberate.

Letter
March 2012





DM



Every household received key information printed on one of the new waste disposal bags a few weeks prior to launch. The message on the bag, *Snart träffas vi!* – “Soon we’ll be meeting every day!” – struck a personal and friendly tone.

DM
March 2012





INTERNAL COMMUNICATION



Here we combined meetings with specially tailored information. All employees were given a waste disposal bag and an apple: a clear and simple way to combine information with action. Mission accomplished.

Internal communication
March 2012





BIN AND STARTER KIT



Hej!

Inuti mig finns allt du behöver för att börja sortera ditt matavfall – påsar, hållare och information.

I Husie töms jag för första gången tidigast vecka 39 (24–30 september) samtidigt med kärlet för restavfall. Du kan börja använda mig en vecka eller två innan.

Om du vill veta mer, gå gärna in på www.vasysd.se/matavfall



KÄLL SORTERAS SOM PLAST



A bin with starter kit attached was delivered to all homeowners a couple of weeks before the system launched in their area.

Bin and starter kit
March 2012

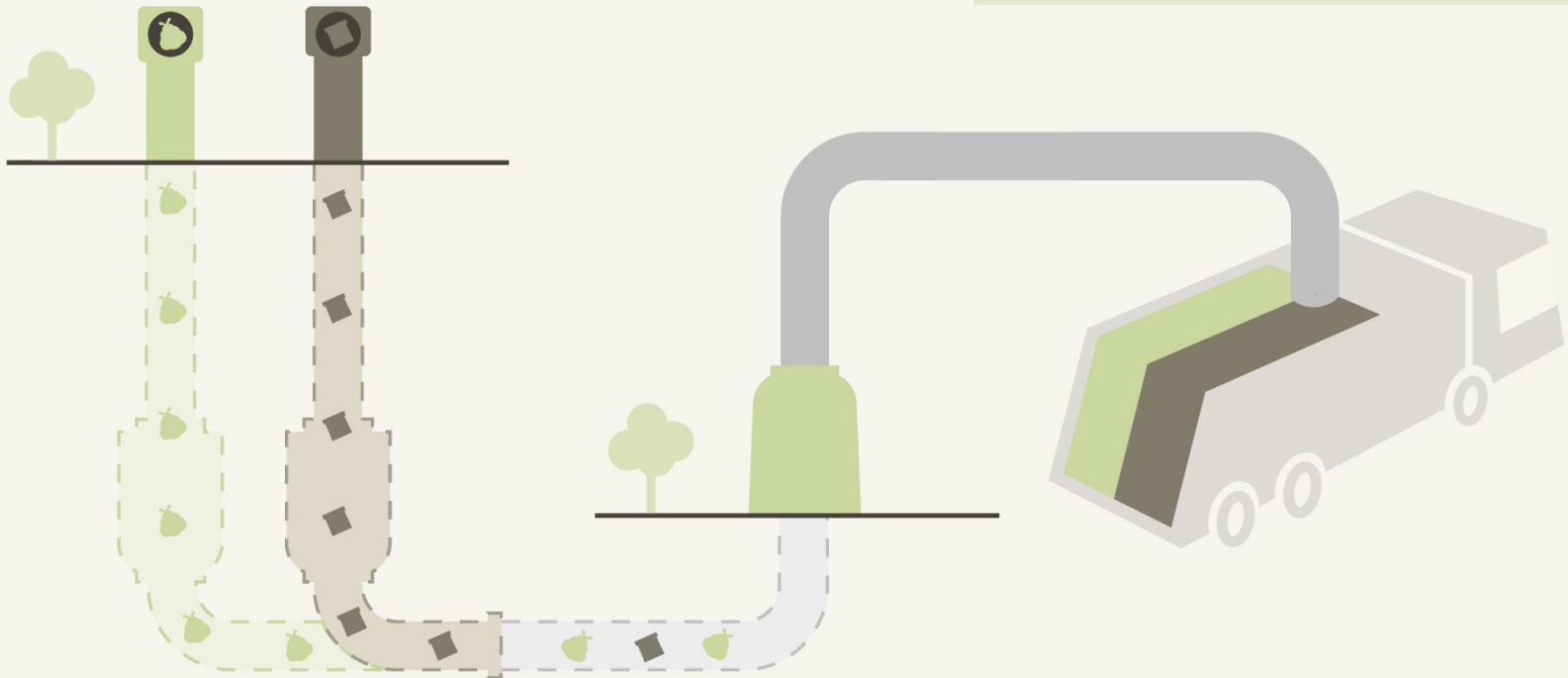


UNDERGROUND WASTE SYSTEM



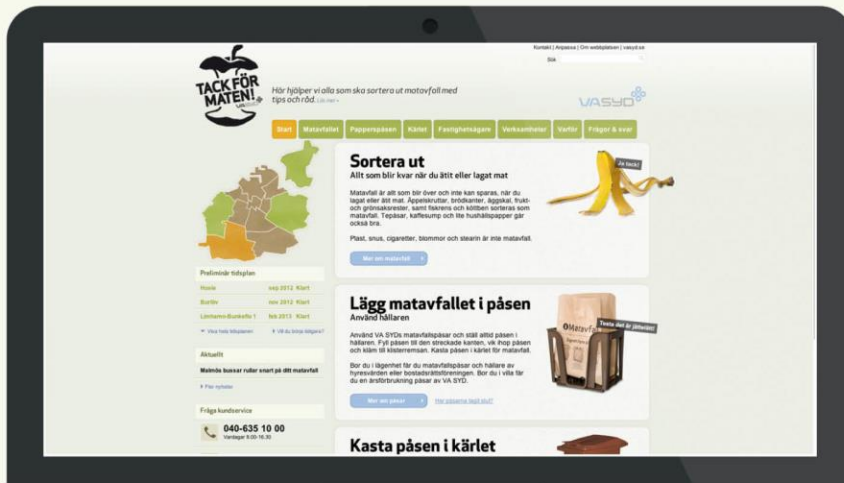
VACUUM WASTE COLLECTION

- Mobile
- Stationary





WEB



A dedicated website where visitors can find everything they need to know about the campaign.

Web
March 2012

2011

2012

2013

2014

2015



PR



Media channels were used throughout as a source of updated information on the recycling scheme and its rollout.

PR
2012-2014

2011

2012

2013

2014

2015



OUTDOORS



Buses in Malmö run on biogas and carried campaign marketing to highlight the link between food waste and vehicle fuel. The emphasis was on clear symbols and imagery.

Advertising
January 2013

2011

2012

2013

2014

2015





OUTDOORS





COMMERCIALS

CINEMA



Commercials
August 2013

2011

2012

2013

2014

2015



MULTILINGUAL COMMUNICATION



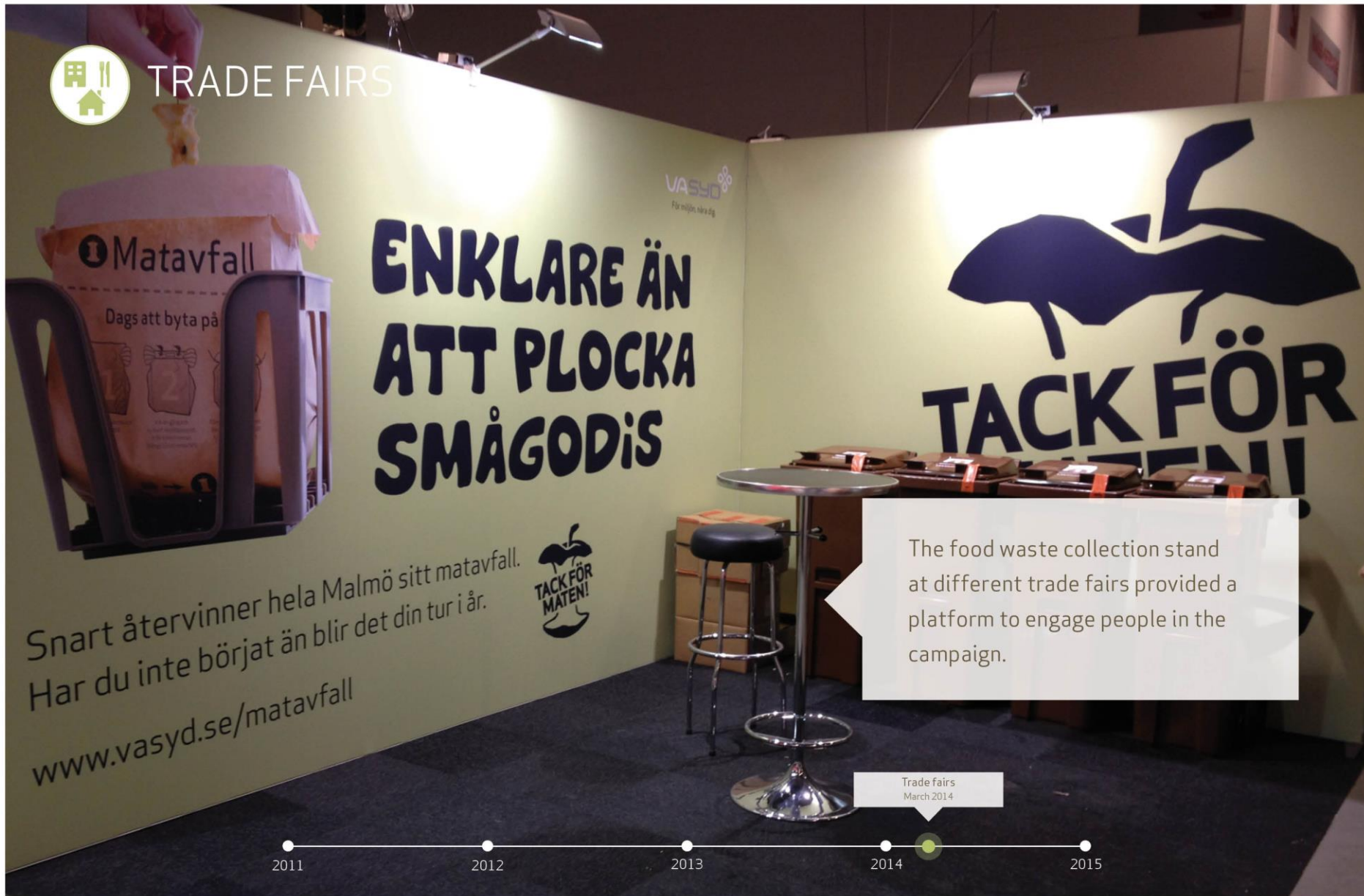
Around **86%** of Rosengård district's **22,000** residents have a non-Swedish background. Here we tweaked the campaign to include face-to-face meetings and direct marketing in different languages.

Multilingual communication
January 2014





TRADE FAIRS



Snart återvinner hela Malmö sitt matavfall.
Har du inte börjat än blir det din tur i år.
www.vasyd.se/matavfall



The food waste collection stand at different trade fairs provided a platform to engage people in the campaign.

Trade fairs
March 2014

2011

2012

2013

2014

2015



ADVERTISING



Couldn't be easier! As the posters say, sorting food waste is no harder than popping popcorn, laying the table or taking a nap.



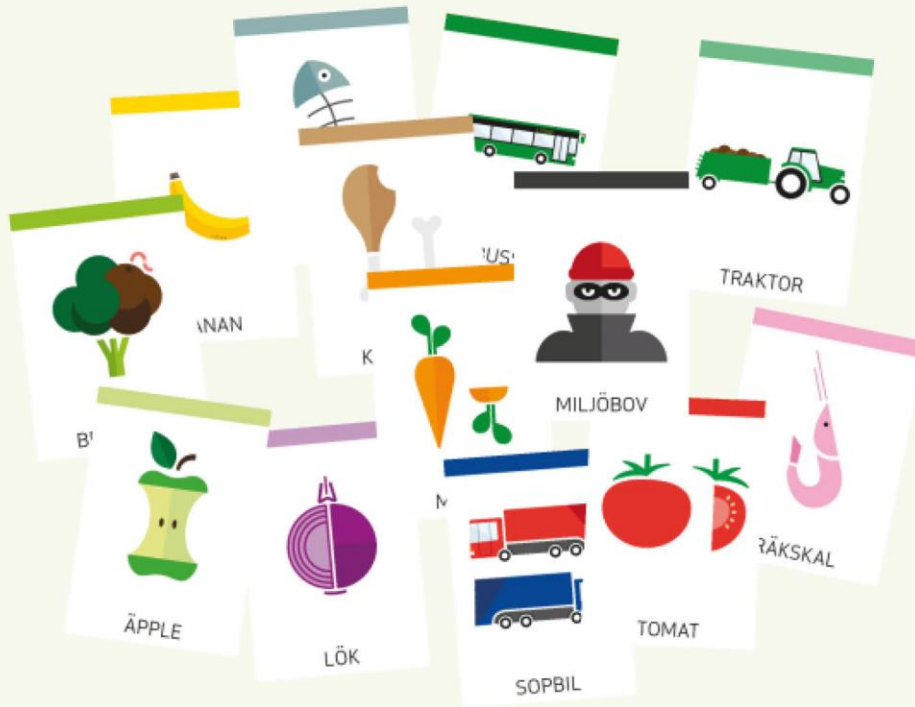


OUTDOORS





MEMORY



Web graphics were converted into cards to make a version of the Memory board game for the younger generation.





SCHOOLS WEB

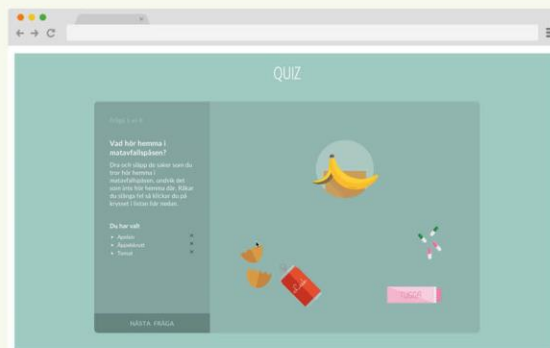
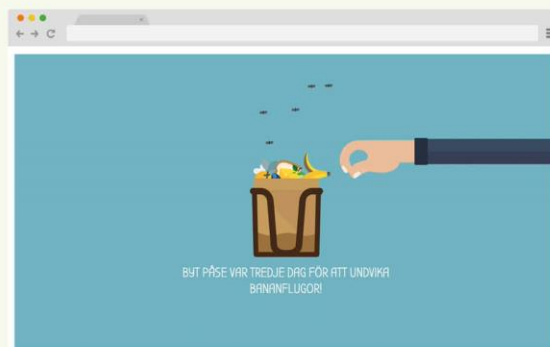
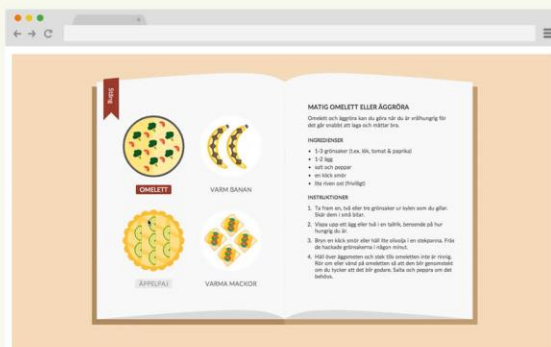


An interactive website inspires schoolchildren in grades **4-6** with a mix of snappy facts, ideas and graphics. Here youngsters can learn about the whole process through games and informative tasks they can either do online, at home or in school. Teachers can interact via the website using personal logins.





SCHOOLS WEB



2011

2012

2013

2014

2015

Schools web
August 2014

RESULTS

AWARENESS



70%

have noticed the campaign

ATTITUDES

8 out of 10

are positive to sorting
their food waste



TARGET ACHIEVEMENT



ISWA



ISWA

International Solid Waste Association

kännetrafiken

Malmö Stadsbuss



TACK FÖR ALLA DINA BIDRAG!

Fortsätt sortera ut ditt matavfall.
Kram på dig och hela Malmö!

VASYD





Skånetrafiken
STADSBUS Malmö

2171



**TACK FÖR ALLA
DINA BIDRAG!**

Fortsätt sortera ut ditt matavfall.
Hjärta dig och hela Malmö!

VASYD



BILLBOARD MEDIA.se



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TOPP
VÄRDE AV DITT
ARBETE & STUDIER
2011

DAG
DRÄVS AV
FISKRENS!

Vi gör biogas av ditt matavfall.

VASYD
- tack för maten

Bananskål
i tanken!

Vi gör biogas av ditt matavfall.

VASYD
- tack för maten

NÄR ÖNSKAS PÅ ÖPPET HUS?
Här kommer vi på besök!
2011

4

Skåne

www.beyondfoodwaste.com

[REDACTED]

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