

Single Use Plastics Pledge

Communication Plan 2019

Updated: 05/09/2019
Version: 3.0
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Background

- The Single Use Plastics pledge urges schools, businesses and partners to pledge to significantly reduce and work towards ultimately removing the use of unnecessary single use plastics. It was born of the desire of the County Durham Environment Partnership to play a part in reducing unnecessary plastic in County Durham to therefore help the Environment and planet. In Autumn 2018 the first steps were taken and our building and facilities maintenance team worked with us to introduce reusable cups and cutlery. Water cooler cups were replaced with more environmentally friendly biodegradable ones. In Spring 2019 the Single Use Plastic Pledge was launched and the first organisations including Northumbrian Water and Durham Constabulary signed up.

Stakeholders and target audience

Stakeholders and partners	Contact details
SUP Task Group c/o Strategic Waste – Waste Strategy Team Vicki Burrell Vicky Bell	03000 266099 03000 266103
Target audience	Contact details
All County Durham residents, businesses and school children.	

Budget

Cost code: 022902

Objectives

To reduce and ultimately eliminate the use of single use plastics across County Durham.

Key dates and Milestones

Campaign to launch April 2019 and success will be evaluated in late 2019 by looking at the amount and breadth of businesses which have pledged support.

Key messages

Comms method	Target audience	Action	Key messages	By when	By who	Complete/status/TIM no.
Large foamex pledge board	All	Design and print	For all supporters to sign and to use as a photography tool	April 2019	LW/ SB	Complete

Press release and photographs of launch	Media	LW to book Lee Dobson	Press release and accompanying photo	April 2019	LW	Complete
Pictures and press release of St Bede's School, Sacriston signing with Matt Baker (BBC's One Show)	Media	LW to organise and liaise with press office	Press release and accompanying photo	April 2019	LW	Complete
Dedicated pages on council website for interested parties	All County Durham residents	Request and create new page for DCC website containing all information	Dedicated information sharing area with pledge which can be downloaded and signed	5 June	LW / RM/DC	Complete.

Social media messages surrounding campaign	All County Durham residents	LW to programme in with digital team	Harmful plastic-sign up messages	Ongoing	LW	Ongoing
Durham County News articles	All County Durham residents	LW to draft and liaise with publications team	Key plastic messages	Copy needed by 4 February	LW	Complete
Internal comms – Buzz, Intranet Screens	All staff and visitors to council buildings	LW to organise	Key plastic messages	April/May 2019	LW/MB	Complete
Durham County News & DCC website	All County Durham residents	LW to organise with web team.	Update website in relation to end destinations of plastics collected from County Durham homes as a result of national media attention.	June 2019	LW/VB	Complete
Design and promote a SUP logo for Partners'	Partner organisations	LW to arrange	SUP logo adoption For Partners' use.	August 2019	LW/VB	Complete

endorsement and commitment to reduce SUPs across County Durham						
Press release to announce 100 sign ups	All	LW to liaise with press team and book Lee Dobson	We have over 100 sign ups! Have you signed up yet?	asap	LW	Ongoing
Bus shelter ads across County Durham	All	LW to get prices	Have you signed the pledge yet?	Available schedule still TBC	LW	To do
Ongoing promotion throughout year via climate champions	All	All climate champions	Have you signed the pledge yet?	All year round	All	Ongoing

Durham County News winter 2019	All	LW to provide information to editorial team	Christmas theme/have you signed the pledge yet	9 September for text	LW	To action
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