



# Reduce the Juice

How to Run a Waste Sprint

**A comms plan for running a waste reduction engagement in your university**

Prepared by: Matthew Wilkinson, University of London  
Masa Sprajcar-Rancic, University of London

**Reduce the Juice**

**Student Sustainability Engagement Programme**

*[www.reducethejuice.co.uk](http://www.reducethejuice.co.uk)*

---

**Project Lead**

Matthew Wilkinson (UoL): [matthew.wilkinson@london.ac.uk](mailto:matthew.wilkinson@london.ac.uk)

---

# CONTENTS



1. Introduction

2. Promoting the Sprint

3. Running the Sprint

4. Maintaining Momentum

5. Announcing the winners

# Introduction

## What is Reduce the Juice?

Reduce the Juice is a sustainability engagement programme for students living in residential halls. It empowers and encourages students to adopt sustainable behaviours through targeted messaging, effective branding and relatable data communication.

It focuses on three key areas (energy, water and recycling) and is run as a two-tier competition:

- UNIVERSITY-WIDE: Halls from the same University compete in three month-long themed competitions to win £250 (students then decide what to spend the money on);
- UK-WIDE: all Halls from all participating Universities compete to win the overall, year-long competition (one Hall wins £1,500)

**In 2017-2018, 5 Universities, 35 Residential Halls, and over 8,000 students across the UK participated in the programme.**

## What is a Sprint?

Sprints are what we call the month long competitions run on the university-wide level. Throughout the year we run three sprints in each participating university, one focusing on each key area (energy, water and recycling).

During the sprint all the participating halls in the university compete to create the biggest change in the area the sprint is focusing on. For example, during the waste sprint, the halls compete to achieve the biggest reduction in waste sent to landfill.

The winning hall then receives £250 to spend on a prize of their choice.

## What is the Aim of the Comms Plan?

We have put this comms plan together to assist universities that are looking to run sustainability engagement programmes in their own halls of residence. Over the following pages you will find all the information you need to run your own sprint.

It's designed for running a waste reduction sprint, but you could use it as a template to encourage behaviour change in any area of sustainability. So please take the details provided within these pages and use them to run engagements in your own university, that's exactly what it's for!



## Comms Plan Outline

This comms plan is presented in four sections which will take you through every step of running a sprint.

### Promoting the Sprint

At this point you will let the residents know the sprint is coming, get them excited about it and start to build their awareness of the issues you are tackling. At this stage it's best to use the communication channels your students are already using.

### Running the Engagements

Having let your students know what's coming, it's time to talk to them face to face to tell them the aim of the competition. This will help them understand the problems they're combating and give them the tools to do so. It's important this step is fun and engaging and takes place where your students naturally congregate.

### Maintaining Momentum

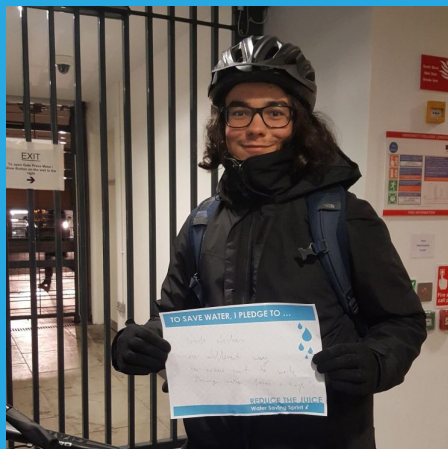
Once you've started the competition, it's important to remind your students it's running by sending attention grabbing, interesting reminders about the sprint. Again it's important to make sure you send these out on the platforms your students use regularly.

### Announcing the Winner

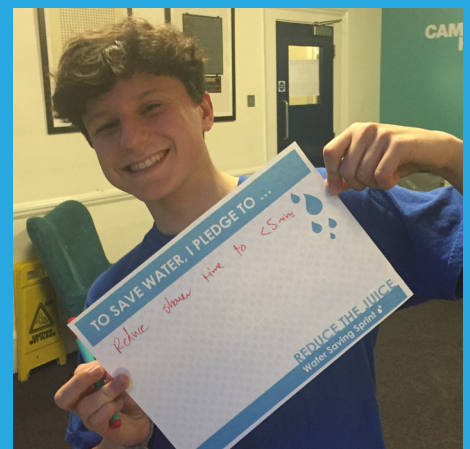
At the end of the competition, once you've analysed the data, it's time to announce the winner. But don't forget to remind them this isn't the end, they need to maintain the new habits and behaviours they've adopted.



# THE COMMS PLAN



YOUR STUDENTS HERE



# Promoting the Sprint

## SOCIAL MEDIA POSTS



### Aim

- To announce the waste sprint to the students
- To excite the students about the sprint
- To introduce the students to the issues the sprint will combat
- To let the students know when and where the engagements will be



### Communication Method

- Closed Facebook groups of the participating halls of residence
- Your university's sustainability Facebook page
- Your university's sustainability Twitter account
- Your university's sustainability Instagram account



### People in Charge

- The Sustainability Team



#### Reduce the Juice Tip One: #

When posting on social media use well placed hashtags to increase the exposure your posts get.



#### Reduce the Juice Tip Two: Themes

Use themes and motifs across your comms like 'simple changes make a real difference' so your messages hang together



## Post One

### Copy

All next month we're running a waste competition. The the hall which makes the biggest reduction in the amount of waste they produce will win a **£250 prize** budget!

The sustainability team will be in your hall next week to help you beat the other residences to the prize. Come see us for games, freebies and to get hints and tips on easy ways to reduce your waste and claim victory.

### Visual



### Posting Deadline

Seven days before the first engagement



## Post Two

### Copy

Can you create less waste than the other [University] Halls next month? If so, your hall will **win £250** to spend on a prize of your choice.

Come and see the sustainability team to get hints and tips on reducing your waste. We'll be in your hall next week with fun games and freebies.

### Visual



### Posting Deadline

Five days before the first engagement



## Post Three



### Copy

Which [University] Hall can create the least waste next month? If it's you your hall will win a **£250 prize**.

You're not alone, the sustainability team are here to help. We'll be in your hall next week with fun games and freebies. Come see us to get hints and tips on reducing your waste and lead your hall to victory.



### Visual



### Posting Deadline

Three days before the first engagement



## Post Four



### Copy

Come meet the Reduce the Juice team **today** and learn what small changes you can make to your routine that will have a massive impact on the amount of waste produced at [Hall Name].

The residence which makes the greatest reduction to their waste throughout May will win a **prize worth £250!** We'll be running activities, handing out freebies and giving you hints and tips to help you reduce your waste, so come and say hi.

[Time, date and location of the engagement]



### Visual

**Change Your Habits, Reduce Your Waste**

**RECYCLING MONTH LAUNCH EVENT**

**GET TOP TIPS FROM THE REDUCE THE JUICE TEAM**  
[Date]  
[Time]  
[Location]

@Reduce\_Juice  
facebook.com/Reduce.Juice  
@ReduceJuice

REDUCE THE JUICE REDUCE THE JUICE REDUCE THE JUICE



### Posting Deadline

On the morning of each engagement in the relevant hall's closed Facebook Group



# EMAILS



## Aim

- To announce the waste sprint to the students
- To let the students know when and where the engagements will be



## Communication Method

- Group email to all halls residents



## People in Charge

- The Accommodation Team

## Email One



### Copy

**SUBJECT:** Reduce your waste and win £250

**BODY:** Dear [student],

Every year in the UK we throw away over 31 million tonnes of waste, that's equivalent to 15,728 elephants every day! Our waste is polluting the seas, endangering wildlife and wasting our limited resources, [University name] has decided it's time we do something about it!

Throughout next month our halls of residence will be competing to see who can make the greatest reduction in the waste they produce. The hall that makes the biggest difference will win £250 to spend on a prize of their choice.

But we're not leaving you to make the change alone, the sustainability team will be visiting your halls next week to give you tips and advice on reducing the amount of waste you produce.

[Include dates and locations of engagements]

Come and see them for freebies, tips and games. Good luck!

All the best,  
The Accommodation Team



### Posting Deadline

Three days before the first engagement



# POSTERS



## Aim

- To announce the waste sprint to the students
- To let the students know when and where the engagements will be



## Communication Method

- Posters in Halls of Residence



## People in Charge

- The Accommodation Team

## Poster One



### Visual



### Posting Deadline

Seven days before the first engagement



# Running the Engagements

## Engagement Stalls



### Aim

- To excite the students about the sprint
- To introduce the students to the issues the sprint will combat
- To give the students advice on how to reduce their waste



### Communication Method

- A stall set up in each of the competing halls of residents where the sustainability team engage face to face with the students.



### People in Charge

- The Sustainability Team

The following pages provide details of the things we recommend you have on your engagement stall to ensure you grab your students' attention, help them reduce their waste, educate them on the impacts their waste has and most importantly have fun!



### Reduce the Juice Tip Three: Data

During Engagements make sure you record how many students you talk to. It'll help you find out what works and what doesn't, also your managers will love it!



### Reduce the Juice Tip Four: Location, Location, Location

When running engagements, set up in areas students frequent so they can't help but get involved. Dining halls and reception areas are perfect.



# Game



## Aim

- To excite the students about the sprint
- To grab students attention and encourage them to talk to you
- To give students the tools they need to reduce their waste



## Communication Method

- A game which challenges the student's recycling knowledge while building a sense of competition.



## Aim

The students are presented with a range of waste items and all of the bins they have in their students halls with their standard labelling. They then have to divide the waste into the correct bins against the clock. The student who divides all the waste correctly in the least time wins a prize. At the end of the game, tell the students which items were separated correctly and which were not.



## Resources

- One of each of your halls waste and recycling bins
- A Selection of recyclable and non-recyclable items



# QUIZ



## Aim

- To excite the students about the sprint
- To introduce the students to the issues the sprint will combat



## Communication Method

- A brief quiz which tests how much students know about the environmental impacts of the waste we produce.



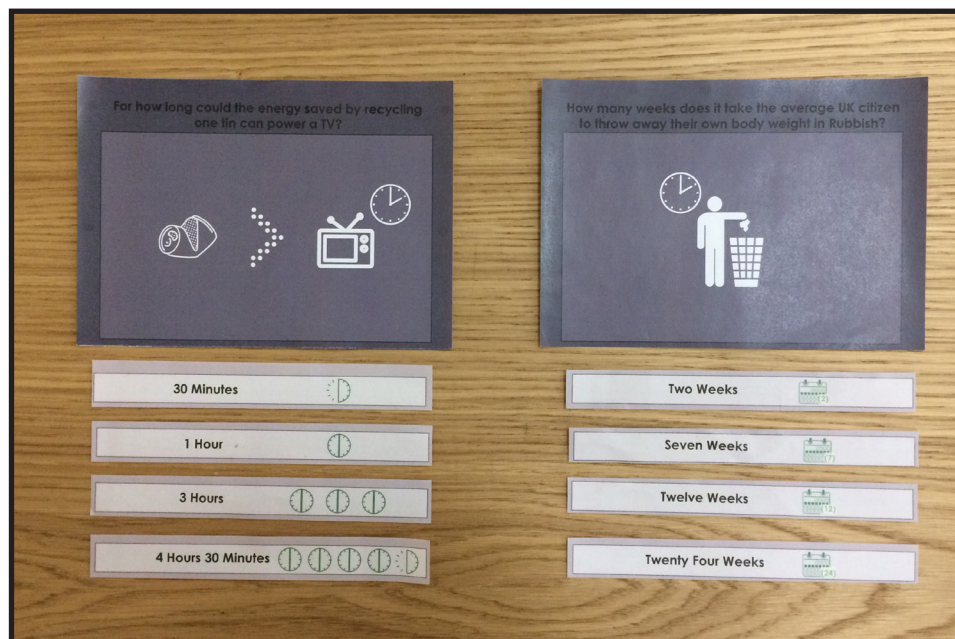
## Aim

To answer the most questions correctly.



## Resources

- Visual aids for the questions
- An answer sheet for those running the engagements





# PLEDGE POSTER



## Aim

- To encourage the students to think about the actions they'll take to reduce their waste.
- To increase the likelihood that the students will stick to their pledge



## Communication Method

- A poster on which students can write what they will do during the month of the sprint to reduce their waste and sign next to it. The poster is then left in a prominent place in the hall throughout the sprint to remind the students of the pledge they made.



## Resources

- A branded pledge poster



# Maintaining Momentum

## SOCIAL MEDIA POSTS



### Aim

- To help the students remember that the sprint is running
- To encourage the students to stick to their pledges
- To give students extra hints and tips on reducing their waste



### Communication Method

- Closed Facebook groups of the participating halls of residence
- Your university's sustainability Facebook page
- Your university's sustainability Twitter account
- Your university's sustainability Instagram account



### People in Charge

- The Sustainability Team



## Post Five



### Copy

The waste sprint starts today! It's your last chance to prove how committed you and your flat mates are to protecting our future, so what are you going to bring to the table this time?



### Visual



### Posting Deadline

The first day of the sprint



## Post Six



### Copy

The waste sprint has begun! It's time to show the other halls just how far you'll go to reduce your waste. Avoiding unnecessary packaging is a great way to reduce the amount of waste you produce, so shop carefully.



### Visual



### Posting Deadline

The first week of the sprint



## Post Seven



### Copy

We're nearing the half way point in the Reduce the Juice Waste Sprint, so keep up the hard work! Steering clear of single use plastic, cups and cutlery is an easy way to reduce your waste. So buy yourself a keep cup and lead your hall to victory!



### Visual



### Posting Deadline

The second week of the sprint



## Post Eight



### Copy

It's tight at the top in the waste sprint, so it's still all to play for! We create waste in unexpected ways so consider all the ways you make waste and see what you can do to avoid it. Small changes and big leaps are what it takes to win.



### Visual



**CHANGE YOUR HABITS  
REDUCE YOUR WASTE**

Your plastic toothbrush will  
outlive you!  
Replace it with a bamboo  
toothbrush and reduce landfill  
waste

 facebook.com/Reduce.Juice    @Reduce\_Juice    @ReduceJuice



### Posting Deadline

The third week of the sprint



## Post Nine

### Copy

There's only one week left in the waste sprint. Make sure you're doing all you can to win, sort your waste correctly, eat your leftovers, use your reusable bottle and keep cup and do everything you can to avoid plastics.

### Visual



### Posting Deadline

The last week of the sprint

# Announcing the Winners

## SOCIAL MEDIA POST



### Aim

- To announce the winning hall
- To encourage the students to maintain their new sustainable behaviours in the long-term



### Communication Method

- Closed Facebook groups of the participating halls of residence
- Your university's sustainability Facebook page
- Your university's sustainability Twitter account
- Your university's sustainability Instagram account



### People in Charge

- The Sustainability Team





## Post Ten

### Copy

A massive well done to Hall XXXX on winning the waste sprint! You saved a brilliant XXXX tonnes of waste during the month which is equivalent to XXXX elephants.

Now it's time to decide how to spend your £250 prize money.

### Visual



### Posting Deadline

As soon as the data has been analysed and verified

## EMAIL



### Aim

- To announce the winning hall
- To encourage the students to maintain their new sustainable behaviours in the long term



### Communication Method

- Group email to all halls residents



### People in Charge

- The Accommodation Team

## Email Two



### Copy

**SUBJECT:** Waste Sprint Winner Announced

**BODY:** Dear [student],

The data's in, the results have been calculated and verified and we can now announce that Hall XXXX are the winners of the Reduce the Juice Waste Sprint, Congratulations!

Throughout [MONTH], you saved an impressive XXXX tonnes of waste, that's equivalent to the weight of XXXX elephants! Combining all the XXXX university halls you saved XXXX tonnes of waste, a genuinely impressive effort!

But this isn't the end, we need you to keep up the great waste reducing habits you learnt in [MONTH]. Check out our website to remind yourself of our waste reducing tips. <http://www.reducethejuice.co.uk/how-and-why>

We'll be in touch soon to organise your prize.

Congratulations again on all your hard work,  
The Reduce the Juice Team



### Posting Deadline

As soon as the data has been analysed and verified



# Good Luck!

## Now it's time to run your own sprint

Now you've got all the tools you need it's time to start planning a waste reduction sprint in your university.

The structure here could easily be applied to any other engagement you're planning. Whether you're focusing on waste, sustainability or you're targeting students or staff. The structure and tips here could easily be applied to any type of engagement you're planning and make it highly successful.

## Any questions?

If you have any questions about the tips and advice here, or if you'd like advice on any engagements you're running yourself please don't hesitate to get in touch.

Matthew Wilkinson: [matthew.wilkinson@london.ac.uk](mailto:matthew.wilkinson@london.ac.uk)

University of London: [sustainability@london.ac.uk](mailto:sustainability@london.ac.uk)

## Keep up to date

To see our comms plans in action and stay updated on what we're doing follow us on Facebook, Twitter and Instagram.

 [facebook.com/Reduce.Juice](https://facebook.com/Reduce.Juice)

 [@Reduce\\_Juice](https://twitter.com/Reduce_Juice)

 [@ReduceJuice](https://www.instagram.com/ReduceJuice)



