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Sustainable Financing for Waste Management: Design It Yourself Workbook

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# Step 18 – Communication and Awareness

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| **What Involved to Complete Step**  An ARFD scheme will only be successful if people use it, so community participation is key. To do this, an effective, inclusive awareness campaign is recommended.  This Step will assist to inform community and industry of commencement of ARFD scheme. It is important to ensure scheme participants including local communities are aware of the scheme and how to participate.  Scheme communication and awareness is recommended to be:   * accessible to all stakeholders identified in Step 7 and 11 * could include social media, TV, radio, newspapers, community meetings. * considers how to best reach those who do not have access to all forms of communication, considering local languages / vernacular, images to help those with low literacy, colours that may work best for the visually impaired, sign interpretation that may be needed * considers agreed budget allocation   This Step will assist to:   * Set the goals and objectives of Communication and Awareness Plan * Develop an Education and Awareness Plan to identify messages and awareness methods appropriate to inform communities and stakeholders on the scheme and how they can participate (i.e., where to drop off eligible material and claim refunds, etc) * Deliver the Education and Awareness Plan, ensuring all communities and individuals are informed, including translating messages into all local languages, and providing for those with impaired vision and hearing, and reduced mobility | | **Information / Consultation Recommended to Complete Step**   * Findings from the feasibility study and detailed scheme design * Findings / feedback from political and stakeholder consultation (with communities, Government agencies, private sector, etc) | **Resources Available**  A Guide to Developing Project Engagement Plans: Stakeholder Education and Awareness    PacWaste Plus Guide for Considering GEDSI in ARFD Design |
| 1. Goals of Communication and Awareness Plan | Complete the below tables to summarise the Goals and Objective of the Communication and Awareness and to determine key messages.  As a starting point, key messages for a scheme may include:   * Location of Collection Depots * Opening hours of Collection Depots * Items included in the scheme and Deposit amounts * Purpose of the scheme and what country seeking to achieve through community engagement * Description of special provisions for community members with reduced mobility   It is recommended to visit the PacWaste Plus [Guide to Developing Project Engagement Plans: Stakeholder Education and Awareness](https://pacwasteplus.org/resources/a-guide-to-developing-project-engagement-plans-stakeholder-education-and-awareness/) and [Guide for Considering GEDSI in ARFD Design](https://pacwasteplus.org/wp-content/uploads/2022/08/GEDSI-in-Design-of-Sustainable-Financing-Scheme-for-Waste-Management.pdf) for more information  Goals, Objectives, and Purpose of Communication and Awareness Plan   |  |  | | --- | --- | | **Goal:** | What is the long-term aim that you want to accomplish through completion of the communication and awareness campaign (high level)? | | **Objective:** | What are you going to achieve through completion of the communication and awareness campaign? (objectives should be measurable) | | **Purpose:** | This plan serves as a guiding map for all internal and external communication regarding (for target stakeholder(s) |   Key Messages, Theme/Position   |  |  | | --- | --- | | **What is the Theme/Position** | | | **Key Messages** | ***Keep to the point – 10 words or less. Needs to be a statement you will use*** | | Message 1: |  | | Message 2: |  | | Message 3: |  | | **Facts** | ***Facts Powerful messages are built on facts – help tell the story*** | | Key Fact 1: |  | | Key Fact 2: |  | | Key Fact 3: |  | | **Examples & Analogies (Similarities / Parallels)** | ***Make complex technical issues real for people*** | | Summarise examples and analogies relevant to scheme: |  | | | |
| 1. Develop Education and Awareness Plan | Design the communication campaign to be accessible to all community members. The campaign should include different media and appropriate scheduling to ensure message will be seen by all communities. Media may include social media, TV, flyers, radio, and newspapers as well as traditional channels such as community meetings, or letters/meetings with community leaders / council, giving consideration to reach those who do not have access to all forms of communication.  The following Education and Awareness Delivery Plan may be used as a sample structure to assist in the design of education and awareness activities. The plan is designed to distribute the identified key messages for the identified stakeholders using appropriate communication tools, setting delivery timelines and implementation budgets.  As above, it is recommended to visit the PacWaste Plus [Guide to Developing Project Engagement Plans: Stakeholder Education and Awareness](https://pacwasteplus.org/resources/a-guide-to-developing-project-engagement-plans-stakeholder-education-and-awareness/) for more information and examples to complete the Education and Awareness Delivery Plan. | | |
| Education and Awareness Delivery Plan   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | List Stakeholders | Current Problem | Behaviour Want to Encourage | Message | Purpose of  Communication  (Inform, Involve,  Consult,  Collaborate) | Delivery Method / Channel | Timing/ Date  (Monthly, Quarterly,  Annually, Ongoing) | Budget | |  | *Community not yet aware of new ARFD scheme to provide financial reward (refund of deposit) for recycling of identified items, to reduce items discarded to landfill or the environment* | *Return scheme items to newly established scheme Collection Points* | *Returning items scheme Collection Points will reward you financially and reward the environment* | *Inform* | *Produce posters/signage for display at events, shops, cafes, restaurants, (wherever scheme items are sold/used) to educate the community on how and why to return to collection points* | *Ongoing* | *$5,000* | | *Involve* | *Develop a tik-tok competition for youth to produce video on how and why to recycle items through the scheme* | *annually* | *$5,000* | |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  | | | | |
| 1. Deliver Education and Awareness Plan | Deliver the Education and Awareness Plan to ensure all identified stakeholders are aware of the scheme and know how to participate. As identified, different engagement techniques, delivery method / channel will be required to target each group. Contact SPREP / PacWaste Plus if you seek powerpoint slides or specific guidance on developing resources for scheme awareness.  Further guidance is provided in the PacWaste Plus resources:   * [Guide to Developing Project Engagement Plans: Stakeholder Education and Awareness](https://pacwasteplus.org/resources/a-guide-to-developing-project-engagement-plans-stakeholder-education-and-awareness/) * [Guide for Considering GEDSI in ARFD Design](https://pacwasteplus.org/wp-content/uploads/2022/08/GEDSI-in-Design-of-Sustainable-Financing-Scheme-for-Waste-Management.pdf) * [Guide for investigative questioning](https://pacwasteplus.org/resources/a-guide-for-developing-an-investigative-questioning-process/) | | |

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| 1. Engagement Evaluation | Monitoring and evaluating the effectiveness of education and awareness activities can assist to ensure the intended outcome is achieved and, if not, it can help understand which elements could be modified. ARFDs are long term schemes, so understanding what education and awareness activities worked well (and not so well) will help to modify future education and awareness activities. The evaluation process can feed into continuous improvement actions.Further guidance is provided in the PacWaste Plus [Developing Monitoring and Evaluation Plans: A Guide for Project Design](https://www.sprep.org/sites/default/files/documents/publications/developing-monitoring-evaluation-plans-guide.pdf)  Activity Evaluation Template   |  |  |  |  | | --- | --- | --- | --- | | **Evaluation Questions** | **Comments** | **Timing** | **Who is Responsible** | | Are we effectively reaching and engaging our target audiences? |  |  |  | | Are our target audiences retaining and repeating our messages? |  |  |  | | Is our messaging producing the desired outcomes? |  |  |  | | Are we repurposing content effectively for different audiences and channels? |  |  |  | | How and when will a follow up be done? |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |
| Notes for Follow-up / Further Research / Discussions: | |