ANTIGUA | BARBUDA | SAINT LUCIA | BARBADOS

KEEPING THE COUNTRY LOVELY

A campaign to support green waste recycling, oil filter recycling and future circular economy activities.

Document 1 of 2

COMMUNICATION STRATEGY & IMPLEMENTATION PLAN

Resources & Waste Advisory Group

About this document

This document is one of two provided (along with a file containing the assets required to implement the campaign described here).

- The **Communication Strategy and Implementation Plan** (this document) provides the reasoning behind the campaign, describing its intentions and scope along with the processes for implementation.

- The **Communications and Brand Manual** (the second document) provides rules and guidance on the application of the visual aspects of the campaign which must be adhered to all times.

Accompanying these documents is a folder containing the assets needed to implement the campaign. These include logos, artwork templates and other related imagery. Also contained within this folder are some photographs that can be used within the campaign. These photographs have been sourced from a third-party stock image library with all rights to publish secured.

Please note that some of the files provided can only be accessed if you use Adobe CC software and should only be opened by competent graphic design professionals.

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Definition of terminology

The following are terms commonly used in communications and are provided for wider reference, not just in relation to the contents of this and related documents.

Above the line (AtL)	Advertising including Outdoor media, newspapers, TV and Radio.
Adobe CC	Adobe Creative Cloud. The industry standard package of software used for the creation of all visual and audio communications.
Artwork	The creation of files that are produced in accordance to the design to the point at which they can be handed to a printer.
Author's alterations	Changes to the artwork requested by the client following initial approval.
Below the line (BtL)	Advertising typically comprising leaflets, posters and other channels of communication that does not require the purchase of media space.
Beta test	Online testing of functionality of website and apps prior to migration to a publicly accessible server address
CMYK	Cyan, Magenta, Yellow, Black; colours used in litho printing
Concepts	A rough visualisation of what a particular piece of published material will look like.
Copy	The written content of a published item.
Design	A more advanced and completed type of concept showing the fonts and images that will be used.
Digital printing	A printing process suitable for short run items applying ink directly to the paper or medium.
Graphic design	The process of visual communication and problem-solving through the use of typography, photography and illustration.
Litho printing	Standard printing process for medium and high-run items using metal plates to transfer ink to the paper. Also sometimes called 'Offset'
Media channel	A specific means to promote a message. i.e. Billboards, TV, websites are all media channels
Social Media	Online peer-to-peer platforms. i.e. Facebook, Twitter, etc.
Storyboard	A sequence of drawings, typically with some directions and dialogue, representing the shots planned for a film or television production.
Wireframe	A diagram showing the hierarchy and interconnections between sections and pages of a website or App.

Contents

Introduction

This document describes the communication campaigns to support three pilot material segregation and recovery projects:

- Antigua (Green Waste)
- Saint Lucia (Green Waste)
- Barbados (Oil Filters)

The purpose of pilot projects is to test theory in a real-world context to minimise the risks – financial, political and reputational - of rolling out nationally only to find that the idea doesn't work or works to a lesser extent than anticipated. One of the greatest risks associated with any waste system that requires materials to be separated at source is public participation. One can spend millions of Dollars on the most advanced technology, you can find use and / or markets for the separated materials and set in place the policies to support the transition, but all this is wasted if people fail to place the required materials in the right locations. Communication is the tool we use to reduce or even remove that risk.

Public communications (which comprises education, awareness and engagement) has been recognised across the world as a critical success factor in supporting waste sector reform. Waste is a humanities subject; a basic consequence of life that every person produces. It therefore stands to reason that as the waste landscape undergoes positive transition, the people who will benefit from this also need to undergo transition in terms of their support, participation and contribution to the funding of these changes, things that can only be achieved through communicating with them and stimulating sustained behaviour change.

Behaviour change is the central driving objective of this project. Behaviour change describes the shift in actions of mass populations towards a required goal with those revised actions retained in perpetuity. The processes of stimulating behaviour change comprise a blend of physical infrastructure, economics, sociology and communications and it is the latter two that the campaigns described here pertain to.

Behaviour change is not a single step process, rather a linear process that goes through three key stages:
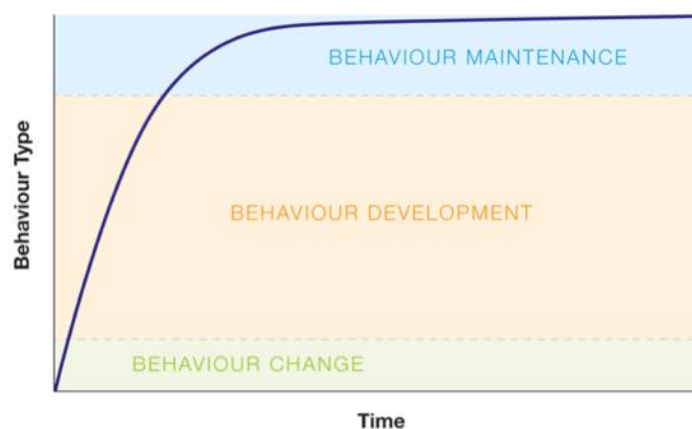
1. BEHAVIOUR CHANGE: The initial shift of behaviour
2. BEHAVIOUR DEVELOPMENT: Evolving that behaviour towards the required levels
3. BEHAVIOUR MAINTENANCE: Maintaining those levels permanently

The projects these campaigns will support are pilots so it is appropriate to consider that the approach set out here will apply to Behaviour Change, stimulating sufficient recordable action to determine society's propensity to participate. However, the campaigns have been developed in anticipation of success and a wider regional or national roll-out later. If that is the case, then it is important that when a wider campaign is launched, it does so in anticipation of the physical infrastructure and service improvements becoming available to support the transition into the behaviour development phase. If this is not done, the impact of the campaign will be suppressed.

Having established the behaviour positioning the campaign should adopt, a strategic model must be applied to direct the messaging and approach. Many model options exist and for these campaigns, it is recommended to use that known as 'AIDA':

Awareness: Building awareness of the key issues amongst the target audiences
Interest: Using that heighted awareness to generate interest in the primary topics
Desire: Stimulating the desire to act according to requirement
Action: Supporting the facilitation of enabling people to act (infrastructure and services)

Although there are three separate campaigns, we can apply commonality in the way these campaigns are created. This is achieved through the application of strategy; a Communication Strategy.

The definition of strategy is surprisingly loose and subject to great variability in its meaning. The Chartered Institute of Marketing states that "strategy is the destination; tactics are the means with which that destination will be reached". But, is that not an objective? If so, what then, is a 'strategic objective'; a 'strategic strategy'? Type 'strategy' into an online Thesaurus and you find 33 alternative words to mean the same thing so no wonder it's a concept that is not as widely understood as we might expect. However, rather than get concerned with defining strategy in its absolute sense, it's better to look at how it's applied to the context of behaviour change communications for waste management. To achieve this, we apply a framework to set out the strategic components that need to apply as shown in the table below:

The issue	The issues that prevail, the context and reasoning behind the need for communications; the justification of what you are looking to do.
Strategic aim	What is it that the communications needs to do, described in the broadest sense?
Communication objectives	Applying the 'SMART' principles (Specific, Measurable, Realistic and Timed), what are the things that the communications should achieve and how.

Expected outcomes	When a campaign has ended, what outcomes you expect to see. The tangible, measurable results – not just how many leaflets were printed or page views.		
Audience	**Take-away messages**	**Evidence**	**Feed-back mechanisms**
Who do you want to target and reach – and why?	What are the headline messages you want the audience to retain when exposed to the communications?	What evidence exists to justify the approach being taken	How are you monitoring and measuring campaign and communication performance?

Applying consideration to the above forces one to think more deeply and critically about the role communications play and avoids the common approach of simply producing or a leaflet or running a few adverts. It also establishes the means to measure communications and doing so enables future campaigns and activities to be developed and implemented on the basis of evidential insight. However, this is not the end of the strategic process. For communications to achieve their fullest potential, one has to consider the influencing factors that need to be considered prior to commencing. There are three principal factors that require attention; Political, Technical and Financial.

A. The Political Influence

The deployment of public communications to promote a waste related service has the unintended but unavoidable consequence of placing government institutions (national and local) in the public spotlight and as such, the level of public scrutiny they are placed under during this time is greatly heightened.

Because waste services are so ubiquitous, many people consider it to be the primary service provided by their municipality. Because of this perception, in the public's mind, the efficiency of their waste services are directly correlated to the performance of other, unrelated municipal services and ultimately reflects upon its management and political leaders. Ergo; a good, efficient waste service = a good and competent municipality lead by good and competent politicians. A poor waste service = a poor municipality led by poor politicians. This applies even if waste services are provided via sub-contracted commercial organisation. In people's minds, it's a government responsibility regardless of who's actually collecting the waste.

Despite popular opinion (and some evidence to the contrary), most politicians enter into public life because they genuinely believe that they can contribute towards the betterment of society but not all have the thick skins such a pursuit requires. Nor do they always have knowledge or experience of the services that they are appointed to represent. In some cases, they may privately (sometimes publicly) disagree with the policy direction of these functions.

Failure is an orphan. Success has many parents and in municipalities and government, the head of the family in this situation are almost always the politicians, despite often being a very absent parent during those formative years. All politicians crave success to the point where they will actively obstruct anything where a risk of failure exists.

Efforts need to be exerted to gain political support for what is being planned. This applies not just to politicians but all those individuals in the management chain up as high as is relevant. Whilst these individuals may have little influence in adding to the campaign's success, they can be exceptionally efficient at making it fail; intentionally or otherwise.

It's therefore important to gain the trust and support of political networks and management hierarchy before committing to a communication programme.

B. Technical

Public communications will always have consequences. Hopefully, these will be positive ones and to ensure that positive consequences are fully capitalised upon, it's essential to consider the technical capacity available to accommodate them. For example, if a campaign is promoting the use of litter bins – are there sufficient bins available, in good order and emptied frequently? If a campaign is promoting the use of a community composting facility, is the site accessible, open at convenient times and checks made to ensure capacity is available? If a campaign is promoting the use of reusable shopping bags, are those bags readily available, sufficient stock to meet demand and suitable for the intended purpose?

The key is to ensure that the services or actions a campaign or piece of communications is promoting exists and is fit for purpose. If it isn't then the communications must be delayed until it is.

C. Economic

Communications does not work when done on a shoestring. This doesn't mean that you need to apply vast sums to the process; simply that the budget has to be appropriate to the task. The most important thing to consider here is that money spent on communications should be considered an investment, not a cost, a return achieved through savings in disposal costs or increased revenue from recycling or operational efficiencies.

Sitting alongside the communications strategy is the 'Brand Strategy'. A brand is not simply a name or logo, but a managed process intended to influence the emotions a target audience has about a company, institution or project. It directly impacts an individual's decision on whether to engage with that brand and influences the subsequent support that this engagement can stimulate. It is the only means available to visually and strategically link otherwise separate and dis-jointed actions through the demonstration of commonality in terms of overarching objectives. A brand strategy consists of five components:

1. Brand **VISION** The single, driving beneficial outcome being sought.

2. Brand **MISSION** The processes used to deliver the brand vision.

3.   Brand **CHARACTER** How we want people feel about the brand.

4.   Brand **IDENTITY** The visual assets that will be used to convey the brand character and communicate the vision and mission.

5.   Brand **MANAGEMENT** The internal and external processes that will be used to ensure brand integration.

It is upon these considerations that the brand and communications strategy for each of the three campaigns has been created.

Key considerations

Each of the following sections relate to the three separate projects. They have been written with the intent that they be used by the respective Officers and Staff in each country responsible for the communication of their respective projects. It is recommended that this entire document be shared amongst all in order to demonstrate the commonality of approach regardless of the setting and context.

The campaigns and plans have been authored by Stephen Bates. Stephen is a Behaviour Change Communications expert having worked in the SWM internationally for close to 20 years in 24 countries predominately in low income and emerging economic regions. Before entering this sector, he worked as a creative in commercial advertising in his native UK.

Prior to reviewing the Campaign Plans, you are invited to consider the following:

Budget

At the time of writing, it is not known what level of budget is or will be available for the implementation of these campaigns. Given the geographical restrictions that relate to the pilot schemes, it is not anticipated that budget requirements will be high but still, services and media space will need to be paid for.

Communication budgets should always be treated as an investment on the basis that the outcomes a campaign delivers will result in direct or indirect economic gain. Direct gain may apply where separated materials become a marketable commodity and are sold on open markets, thus generating an income. Indirect costs may apply to operational efficiencies (fuel saving, for example). From this, it is possible to calculate what that economic gain may be and then calculate a meaningful investment to apply to the campaign that will achieve that gain. Whilst this is the correct approach to set a budget, we recognise that the reality often differs with budgets set more arbitrarily; a case of 'spend what you've got' rather than 'spend what you need'.

To help determine budgets regardless of the means of calculating what that budget is, for each campaign we have provided a list of things that will be needed and placed these in rank order according to how essential they are to the overall campaign.

Professional support

Marketing Communications (of which Behaviour Change Communications is a part of) is a specialised business function requiring a high level of technical insight as well as creative capacity. If these competencies do not exist within the human resources of your organisation, it is highly recommended that you appoint an advertising agency or marketing services company to help you with the campaign's implementation. They will have existing contacts amongst local media owners, networks of ancillary suppliers (such as printers) and due to the comparative volume if work they place throughout a year, would likely be better placed to negotiate better deals.

Capacity

To assist you with the management and implementation of your campaign, Stephen Bates will host an online Capacity Building event to discuss the approach, reasoning and further background information that will help with these and in the future on similar endeavours. This will be an online event, held over two hours.

Institutional visibility

You should note and adhere to the inclusion of institutional visibility icons and logos. This applies to government, donor funders and financing institutions.

CAMPAIGNS TO PROMOTE GREEN WASTE RECYCLING (COMPOSTING)

Antigua

The National Solid Waste Management Authority (NSWMA) (who fall under the Ministry of Health, Wellness and Environment) and the Ministry of Agriculture are introducing measures to significantly reduce the amount of green waste sent to the landfill for disposal. These measures comprise four drop-off zones (sites) for green waste where on-site composting will be done, the compost created being made available for sale or distribution to encourage home growing of food produce. Ahead of these, a pilot will be run to assess the impact and efficiency of such an approach.

Saint Lucia

Like Antigua, Saint Lucia is looking to increase the level of composting from green waste. The Saint Lucia Solid Waste Management Authority (SLSWMA) are establishing public drop-off containers for green waste at civic amenity sites. The composting operation will be conducted under a PPP arrangement with one or two private compost enterprises. For the initial year, the SLSWMA will purchase the compost for a fixed fee for a minimum volume as use as landfill cover material and to support the initial operations as well as conduct testing of compost. Thereafter, low-grade material will continue to be purchased by SLSWMA for cover material, but the composting facility can market the higher-grade compost and mulch to the open market.

A campaign is required for each country to raise awareness of the need for and ability to recycle green waste and encourage people to do so by taking their green waste to the drop off points. Because the projects in both countries are broadly similar, we can apply the same campaign for both but allowing scope to adjust the campaign according to the specifics for each location. This section sets out those campaigns; their strategy and the means of implementation.

The following parameters have been applied in developing the approach:

Target Audience and Reach

Domestic

Domestic targets will be those homes with yards and gardens. The primary target are those homes that exist within the catchment area of each drop-off site. For the purpose of this plan, we have assumed this to comprise around 2,000 homes on the basis of each generating 2kg of green waste per day. This sets the campaign target of achieving site usage by 40% to 50% of households.

Non-domestic

This comprises those companies and institutions within the same catchment area as defined above that generate and / or have need for the disposal of green waste. This includes (but is not limited to) grounds maintenance and facility management companies, street sweeping companies, cleaning companies, hotels and others operating within the hospitality sector. Those within these organisations targeted will be the primary decision makers, business owners and senior management.

Institutional

Provision is also made to accommodate the reaching of institutional audiences within government departments with the purpose of conveying intentions and outcomes.

Duration.

We have determined an initial four-month campaign will afford sufficient time for the campaign to gain traction and sufficient recognition to evoke a positive and measurable response. This can be extended subject to budget availability and operational conditions.

The Communication Strategy

The issue	Green waste sent directly to landfill is expensive and poses a number of operational problems and risks. It initially takes up landfill capacity but over time reduces in volume making it difficult to cover over landfills due to the changing surface that decomposition causes. It can cause fires, emits harmful GHGs and wastes what could otherwise be a valuable resource.
Strategic aim	The National Solid Waste Management Authority (NSWMA) in Antigua and The Saint Lucia Solid Waste Management Authority (SLSWMA) are increasing the opportunity and capacity to recycle more green waste. Composting of this waste will be done at these sites and the compost produced sold and / or distributed for free as a soil enhancer to encourage home growing of food produce. The aim is to support these initiatives by encouraging greater recycling of green waste by the generators of that waste.
Communication objectives	Within **one month** from launch, all homes, business and institutions within the catchment area should be aware that the facilities exist, why they exist, know where they are and how to use them. Within **two months** from launch at least 40% of homes in the catchment area should have taken green waste to a facility **at least once**.
Expected outcomes	By the end of the four-month campaign period, between **240 tonnes and 360 tonnes** of green waste will have been dropped off at each site with **at least half** of those who produce green waste in the catchment area having used a site.

Audience	Take-away messages	Evidence	Feed-back mechanisms
All producers of green waste; domestic and commercial.	**IMPACT:** Dumped green waste causes serious environmental and economic harm. **SOLUTION:** Composting eliminates this and creates a useful material that is renewed perpetually. **ACTION**: Bring your green waste to the drop-off site	Approach draws from experience and evidence of similar communication initiatives that have been successful in changing behaviours and leading to tangible, beneficial outcomes.	Tonnage of Green Waste delivered to landfill site. Tonnage of green waste delivered to drop-off sites. Volume of compost sold or distributed.

The Communication Campaign

The table below shows the tactical implementation of the campaign and the broad scheduling that should apply.

Objective	Activity	When
AWARENESS Raising awareness of the new facility, its context, reason and purpose.	**PR:** Press releases sent to local news media channels along with invitation to attend press launch at the facility.	PR starts a week before launch.
	SIGNAGE: High impact signage carrying the campaign branding to be erected at the facility in a prominent position, able to be seen by passers-by.	Prior to launch
	LAUNCH EVENT: Local and national press and dignitaries to attend opening ceremony. If space permits, local business and community leaders should also be invited. If space is limited, a second event should be held later the same day. A supply of green waste should be available, and the launch is marked by a VIP switching on the shredder. Attendees are provided a ceremonial gift comprising a small plant pot (ideally sourced from local manufacturers and made from recycled material), a small bag of compost (made during earlier technical trials) and a seed for an edible plant, herb, chilli, vegetable, etc.).	A week after initial PR

	ADVERTISING: Outdoor advertising using prominent billboard / bus shelter media should commence, starting as close to the launch day as possible and run for a period of no more than two weeks (see advertising materials for further information).	Two weeks from launch
	LEAFLET (Commercial Users): A leaflet explaining the facility to be distributed to all commercial users taking care to ensure the leaflet is delivered to appropriate decision makers (see advertising materials for further information).	Distribution starts and completes the week prior to launch.
INTEREST Building on the awareness generated, focusing now on the general public.	**DOOR TO DOOR:** Teams to visit homes in the catchment area to inform people of the facility and encourage them to use it. A leaflet explaining the detail to be provided to householders along with a reusable green waste bag for people to use to carry their green waste to the site.	Starting week of launch and running for six weeks or until all homes are canvassed achieving a 40% contact rate.
DESIRE Transitioning interest to one or desire to participate.	**ADVERTISING:** A second burst of advertising using outdoor media to prompt participation. (see advertising materials for further information).	Starting five weeks from launch and running for a further six weeks.
	SOCIAL MEDIA: Establish bespoke sites on the most popular platforms and populate with unique content at least twice a week throughout campaign duration. Seek to share content on other community platforms operating in the catchment area.	From launch to the end of the campaign.
ACTION Encouraging active use of the site.	**COMMUNITY ENGAGEMENT:** Talks arranged with local community interest groups. Topics covered should include what compositing is, how it's made, why it's needed and details of the new facility.	To be held in the second month from launch.
	AT SITE ENGAGEMENT: Staff (ideally drawn from the Door to Door team) to be located at the site to meet and greet people dropping of their green waste. They check that what they've brought is uncontaminated and that they are happy with the service and the ease of using the site.	Ad hoc but regularly throughout the campaign duration.
CAMPAIGN MEASUREMENT	It is critically important to assess how the campaign performed. The key metrics to be record are: • Tonnage of green waste brought to site (this should be recorded daily in order to identify peaks in relation to campaign activity). • Contamination levels (to determine if instructional content in the campaign was clear enough). • Assessment of Social Media (likes, followers, shares, etc).	Within a month of the campaign completion

	• Door to Door performance: Number of homes visited and contact rate. • Visibility: Obtain statistics from media owners about how many people would have seen the advertising	

Logos

Two brand identities have been created. One is the campaign brand. This will be applied to all communications with the name of country changed according to the region of use.

The second is used to promote and create visibility for the drop off site as well as the green waste container at the civic amenity site.

Adverts and Advertising

Adverts should be placed in high visibility areas within or as close to the catchment area as media availability allows. Billboards should be used to raise awareness as nobody will have the chance (or desire) to stop and read detailed information on a billboard. If bus shelters are used, then additional information can be provided as people will have the time to read it.

Local media consumption habits may dictate other media is appropriate – newspapers, for example. For Antigua, because the catchment area is likely to be geographically small, TV and Radio is unsuitable due to the large amount of waste these channels would suffer (wastage being people seeing or hearing an advert but are not amongst those the adverts are targeting). However, for Saint Lucia, given the wider geographic area to cover, broadcast media may be deemed appropriate subject to budget availability.

Your advertising agency will be able to advise on the best use and type of advertising media.

Leaflets

Two leaflets are to be produced; one for domestic users and one for commercial users. The format of these leaflet is DL, 6 pages (an A4 sheet folded twice along the shortest edge). Both leaflets will carry the same fundamental information but tailored to accommodate the precise details of both audiences.

The leaflet will explain the opening of the new sites and facilities, what they're used for and instructions on use (acceptable and unacceptable material, opening times, etc.). It will set out the reasons for them highlighting the negative consequences of green waste dumping and landfill disposal. Also, it can provide tips on composting at home and some advice on growing your own food.

Leaflets should be printed on FSC certified paper comprising 25% recycled pulp.

Door to Door

Direct engagement, when combined with other channels of communication, is the most effective means to stimulate behaviour change. To do this, you will need to recruit a team of volunteers or staff to carry out the door to door engagement.

Reusable bags

A golden rule of behaviour change is to make the desired behaviour the easiest option. One way to achieve this is to distribute hard-wearing, reusable sacks for people to use to carry their green waste to site in. These should carry the campaign branding with the campaign brand and wording printed prominently to dissuade people from using them for shopping or storage.

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Prioritisation

The plan is made on the basis of what is considered will deliver the greatest outcome. Whilst it is unlikely to cost an excessive amount, we do not know what this will be and may mean that some of the activity cannot be afforded. The table below sets out the priority of actions ranked according to need.

Rank	Item	Notes
Priority All these items must be done to achieve a meaningful result.	Leaflets	
	Launch event	Give-aways are optional
	Social media	
	Advertising	
	PR	
	Community engagement	
Ideal These items will add greatly to the outcomes achievable and provide more meaningful data as part of the pilot review.	Door-to-door engagement	The cost of door to door engagement can be reduced by restricting the number of homes targeted and recruiting volunteers rather than paid staff.
	At site engagement	
Optional These items will enhance the campaign and are highly recommended but not be overly detrimental should they be unaffordable.	Reusable bags	
	Site signage	

A CAMPAIGN FOR BARBADOS

Oil filters are extremely hazardous when dumped in landfill, leeching toxins and acting as a combustion risk from the residual oil they contain. To address this, the Sanitation Service Authority (SSA) and supported by the Environmental Protection Department are to implement a scheme that targets the diversion of oil filters initially from the SSA vehicle workshop and the Ministry of Transport and Works vehicle fleet workshops. If this proves successful it will roll out to private mechanic facilities.

Given the internal nature of this project, the campaign to encourage participation can be limited to information posters and training. However, the aim is to roll out to other garage and mechanic businesses later so we can use this initial activity to prepare materials to support that wider expansion.

The table below sets out the activities needed:

Target	Activity	Notes
INTERNAL This relates to the activities to support the initial trial within the SSA environment.	Brand identity	This has been produced and contained within the file of assets.
	Poster	An A2 size poster to be placed close to the point of the container and in other areas within the workshop areas.
	Training	Provided by EDP for garage mechanics to explain why the filters need to be recycled and how to use the container.
	PR	Representative from local news media invited to attend the installation of the facility and learn why it's needed and the future intentions.
EXTERNAL These activities are intended to amass content in preparation for a campaign supporting wider roll-out.	Photography and video	This should be done the moment the container is installed in the workshop. This will be the only time in its life when it will be clean and thus the ideal opportunity to capture imagery that can then be used in future communication activity.
	Monitoring	Careful monitoring of the numbers of filters recycled should be carried out. This will provide metrics that can be used to encourage participation

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			when the scheme is expanded by extrapolating these to demonstrate the positive outcomes that could be attained.

Logo

A brand identity for this campaign has been created and should be applied in all context relating to the theme.


Poster

A poster has been created to be used in workshops and close to the point at which the filters can be recycled.

Summary

The campaigns described here, if implemented correctly, will give the pilot schemes the best possible chance of success – and the ability to measure the influence the campaigns had on delivering that success.

Our recommendations follow international best-practice, adjusted for local context. The accompanying assets contain artwork and content that is intended to 'inspire' rather than be used verbatim. You should write content that applies directly to subject matter and you may find need to adjust some of the layout to accommodate this. The timing indicated for each campaign may also be adjusted to fit operational needs.
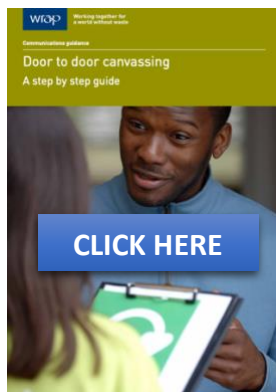
Door to Door Engagement

The campaign includes provision for door to door engagement. This is an effective means of communication but needs to be done well and carries certain complexities and risks that need to be considered. To help you, you may find it useful to read through the guide shown to the left (click the image and a new web browser window will open – URL is below should this not work). Although this was written for use in the United Kingdom, many of the practices and procedures apply anywhere and the guide is considered the best approach to take regardless of location.

In case the link doesn't work, copy and paste the following URL into your browser:
https://www.wrap.org.uk/sites/files/wrap/2013%2005%2021%20Door%20Canvassing%20Revision%20v2%20FINAL.pdf