



# RHODE ISLAND RESOURCE RECOVERY TEXTILE EDUCATION PROGRAM LAUNCH

MAY 14, 2014



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# TEXTILES CAMPAIGN

## OVERVIEW

### TEXTILES EDUCATION SUMMARY

- Goal: Decrease volume of materials in Central Landfill
- Primary Strategy: Increase diversion of “unwanted” textiles to textile MRBs
- Primary Objective: Teach consumers how to dispose/donate textiles
- Primary Target: College-age and adult women, 18-49
- Tactics
  - M: Radio, online display and ppc combo @ 1 wk/mo and on holiday WEs
  - PR: Kick off event; photo op, press release, interviews, op ed, bylines
  - SM: Makeover platforms; Pinterest presence
  - Collateral: Sticker



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# BUSINESS GOALS

- Reduce the amount of material buried in the Central Landfill
  - Extend its lifespan
  - Reserve space for nonperishable waste
- Increase awareness of recycling and reuse options among Rhode Islanders
- Help municipalities reduce tipping fees through diversion



# PROGRAM STRATEGY

## TARGET TEXTILES

Increase the diversion of recyclable textiles to businesses and charities that successfully resell the materials, thus assisting the local recycling business community.



# COMMUNICATIONS GOALS

FOR NEW TEXTILE RECYCLING PROGRAM

- Increase awareness among adult women that most textiles should not be commingled with trash
- Inform target audience of the changed textiles recycling market and how to recycle/donate their unwanted textiles
- Position RIRR as a progressive agency that leads the development of collaborative recycling programs beneficial to the state's solid waste management goals



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# COMMUNICATIONS STRATEGIES

## EMPHASIZE OUTCOMES

- Persuade that recycling textiles is good for landfill life, local charities and businesses
- Explain that reduced municipal tipping fees benefit homeowners
- Educate on the afterlife of household textiles

## TEACH MECHANICS

- Re-teach the rules
- Barrage with visual information
- Draw correlation to e-waste and plastic film recycling programs that RIRR has designed and championed



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# MESSAGING

- Throwing textiles in the trash is wasteful
- Donated textiles can be in poor condition but as long as they are clean, dry and odorless, they are acceptable for recycling
- Donating wearable clothing, shoes and textiles helps people who can't afford to purchase these items at retail prices
- Donating worn, ripped, or stained clothing is NOT a burden to clothing collection organizations; it's a bonus
- Resource Recovery's has a proven track record for designing innovative recycling programs that are successful and popular
- RIRR collaborates with stakeholders to create recycling options for materials that are not commonly recycled



# AUDIENCES

## DONORS & POTENTIAL DONORS

- R.I. Women
- 18-49 (college age and adult)
- Responsible for 80% of textile purchases.
- Average monthly spend on clothing is \$121 per person.
- Routinely replace clothing, purses, shoes, etc. for self and occupants of household.
- Presumed to assume most responsibility for laundry and thinning of wardrobe.

## RI MEDIA, EARNED

- Ch. 6, 10, 12 & Fox TV
- Rich Salit, Providence Journal
- Community newspapers
- Online news sources (e.g., GoLocal, EcoRI)
- News and community radio programming
- Ellen Lieberman, RI Monthly

## THE 8 RECYCLERS

- Planet Aid
- Goodwill
- Salvation Army
- Kiducation
- Recycling Associates
- Big Brothers/Big Sisters
- Mint Green Planet
- St. Vincent de Paul



# TACTICS

## RESEARCH

- Issues Survey
  - Establish baseline understanding of textile recycling
  - Telephone survey of 400 Rhode Islanders
- Evaluate conversations on textile recycling in social networks
  - Quick pulse, Baseline
- Test creative expression for the textile campaign with stakeholder recyclers



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# TACTICS

EARNED MEDIA

## CREATE MEDIA RELATIONS TOOLS

- Press release
- Fact sheet
- Targeted media list
- Spokesperson training for 8 partners, if desired
- Op ed
- Bylined articles



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# TACTICS

EARNED MEDIA



## KICK OFF EVENT

- Weekend before Labor Day
- Held at Warwick Mall parking lot, highway side
- Locate collection bins from each partner with org reps manning tables; provide opportunity for the public to interact with the org
- Collect donated textiles, divide equally among the 8.
- Raffle 1 grand prize, 2 runners up – gift certificates to the Warwick Mall for “back to school” shopping
- Raffle stub to list key messaging and thank you.
- Create path to bins with clothesline containing images of the before/after products, printed on recycled/reused outdoor billboard vinyl and held up with clothespins (e.g., lone sock to pillow stuffing)
- Start collection with recognition of the 8 partners and ask RI’s Teacher of the Year to make the ceremonial first donation.



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# TACTICS

EARNED MEDIA

## KICK OFF MEDIA RELATIONS

- Pre-launch Sunday Journal story about new textile program, scope of problem, spirit of collaboration, effect on landfill
  - Rich Salit
  - Interviews with RIRR, The 8, SMART
  - Textile/fiber remanufacturer industry professionals
- Rhode Show, Fox
  - Day one – Interview with RIRR on the how to and basics; lots of visual examples
  - Day two – Reps from the 8 to discuss value to them
- TV – 6, 10 and 12
  - Early morning news and weekend news interview segments with female anchors
  - Pitch to share with affiliates



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# TACTICS

EARNED MEDIA

## KICK OFF MEDIA RELATIONS

- Providence Business News
  - Business side of recycling industry, exports
  - Interviews with RIRR, The 8, SMART
  - Textile/fiber remanufacturer industry professionals
  - What to do this weekend e-newsletter
- RI Monthly
  - Weekly e-newsletter
  - Pitch longer story about the 8 and why they need wearable as well as damaged textiles; value to landfill
- Radio
  - Long NPR segment with Ambar Espinoza; pitch to share with NPR affiliate stations
  - Bill George interview for B101, Coast 93.3 and 94 HJY
  - Art Berlutti, WADK
  - Gene Valicenti, WHJJ; Tara Granahan, WPRO
  - Amanda Leonardo, Cat Country & Kim Zandy, 92PRO-FM



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# TACTICS

EARNED MEDIA

## KICK OFF MEDIA RELATIONS

- Newspaper
  - Alexis Magner, ProJo Fashion editor
  - Sarah and Krystal's ProJo columns
  - Op Ed for all newspapers
  - Post-event Letter to Editor thanking participants
- All media
  - Send to events and calendar editors
  - Post on websites where allowed to self-post



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# TACTICS

## SOCIAL MEDIA

### INTEGRATE SOCIAL MEDIA

- Design changes/8 bins, less-than-perfect items
  - FB cover image
  - Twitter background
- Kick-off promotion
  - Publicize event, call for donations
  - Grand Prize teaser
  - Date, location, post-publicity images, results
- Sustained effort
  - Education of what to/not to donate
  - Post donation travel of the items
  - Answer questions



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# TACTICS

## SOCIAL MEDIA

### AMPLIFY SOCIAL MEDIA

- Promoted Content
  - Facebook boosted posts: Extend reach of textile education to RI users not associated with the page
  - Promoted tweets: Increase chances of RT and @mentions by promoting textile education tweets in RI among users that follow Feeds with a similar mission to RIRRC
- Expansion to Pinterest (DID NOT IMPLEMENT)
  - Establish RIRRC Pinterest Business Page, driven by textile education activity
  - Create pinboards with insightful tips and facts about textiles, their future use, and the organizations that support textile reuse and recycling
  - Link applicable content back to the textile education website or RIRRC website to drive traffic and discovery



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# TACTICS

PAID MEDIA

## REACHING WOMEN

- Radio: terrestrial and internet

- Stations considered:



- Online display & boosted social:

- Sites considered:



- 1 wk/mo and on holiday weekends
- Launch the week prior to Labor Day



# TACTICS

COLLATERAL

## PARTICIPATING STICKER

- Used on all bins
- Unifies 8 partners into 1 program
- Overcomes distracting language on bins
- Distributed and affixed to bins by partners

**PLEASE BAG ALL  
CLEAN, DRY, ODORLESS TEXTILES.**

TORN? STAINED? TOWELS? SHEETS?  
**THEY BELONG HERE.**

FIND OUT WHY:  
[RItextiles.org](http://RItextiles.org)



# BUDGET

FY14-FY15 ALL IN

## ACCOUNT SERVICE ESTIMATE

- Approximately 50 hours for June, 5 hours/month through June 2015
- Approximately \$15,400/13 months

## MEDIA ESTIMATE

- Approximately \$20,000 per week/7 months through June 30, 2015
- Actual: \$65,000 all in

## SOCIAL MEDIA ESTIMATE

- Approximately 5 hours/month
- Approximately \$8,400/year

## RESEARCH

- \$23,590



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# BUDGET

FY14-FY15 ALL IN

## CREATIVE AND PRODUCTION SERVICES

- Finals of What Not to Do, including online banners \$3,122.25
- Radio (:60, :30, live reads) \$9,363.00
- Landing page \$8,000
- Photography \$3,500
- Props
- Sticker \$3,326

## KICK-OFF EVENT

- Raffle tickets creative and production (5K) \$10,000
- Prizes \$1,000
- Clothesline display TBD



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# EVENT



# CONTACT

Sarah Kite-Reeves  
Rhode Island Resource Recovery Corporation  
65 Shun Pike, Johnston, RI 02919  
401-942-1460 ext. 112  
[sarahk@rirrc.org](mailto:sarahk@rirrc.org)  
[www.rirrc.org](http://www.rirrc.org)  
[www.RITextiles.org](http://www.RITextiles.org)



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