

Communication initiative	Lead	04-Jan
Food waste page launch	LO + LD	
Social Media Food Waste Reduction (Twice Weekly)	VM+LO	
Composting page re-vamp and promotion	LO	
Social Media - Home Composting Tips (food waste focus, alternate weekly)	VM+LO	
Food waste Webinar	VM+LO	
GW Leaflet to all homes	LO	
GW Leaflet loaded to website	LO+LD	
Letter to sack customers with bespoke sign up information	LO	
GW webpage active	VM+LO	
Launch of 'How To' guide	SM	
Social media reminders (call to action)	VM+LO	
Social media reminders (sign up before early bird ends)	VM+LO	
Socail Media (Its not too late)	VM+LO	
IVR phone message reminder	CSC team	
Vehicle signage (GW sign up)	LO	
Vehicle signage (food waste reduction)	LO	
Count down to service starting social media	Comms +LO	
Bin sticker (oops you haven't signed up)	LO/JL	
Council tax envelope reminder	LO	
First day	(April fools ?)	
Plastic packaging every other week	LO+Comms	
Valentines day - Love your composter	VM+LO	
Pancake Day - use up food	VM+LO	
Food waste action week (Wrap campaign)	VM+LO	
Easter Promotion - packaging and portion sizes	VM+LO	
Compost awareness week - possible compost giveaway - Covid dependant	LO/JL	

11-Jan	18-Jan	25-Jan	01-Feb	08-Feb	15-Feb	22-Feb	01-Mar	08-Mar	15-Mar	22-Mar	29-Mar	05-Apr	12-Apr
Red													
Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
	Red		Red		Red		Red		Red		Red		Red
						Red							
		Red	Red	Red	Red								
		Red											
			Red										
			Red	Red	Red	Red							
					Red	Red	Red	Red					
									Red	Red	Red	Red	
			Red					Red					
			Red										
									Red	Red	Red		
													Red
								TBC					
												Red	
												Red	
				Red									
					Red								
							Red						
												Red	
							Red						

