

**FREE
TO ENTER**

THE **CAN DO AWARDS**

Best Local Authority
Aerosol Recycling
Campaign

2011

BAMA

Prize sponsored by

EPICTM
MEDIA GROUP

Psssst!
**Are you spreading the word
about aerosol recycling?**

THE CAN DO AWARDS

Best Local Authority Aerosol Recycling Campaign 2011

The Challenge

For over 15 years, the British Aerosol Manufacturers' Association (BAMA) has led the way, first in helping to set up the infrastructure and then to promote and encourage the recycling of empty aerosols. Recycling of aerosols can make a valuable and significant contribution to recycling rates. BAMA is, for the third successive year, staging its Can Do Awards - the search for the best local authority recycling campaign that includes empty aerosols.

The campaign can be in any format, whether it's an online video, web-based initiative or printed promotional leaflet/flyer. Innovation and effectiveness, not necessarily high spend, are what it's all about. So whether your campaign cost £80 or £8000+ we'd like to hear about it. Entries will be judged on a number of criteria, but the judges will be particularly interested in how local authorities are encouraging their communities to include aerosols in their metal recycling.

Entries to be received by:

12 noon on Friday 2nd September 2011

Previous winners: Bradford Metropolitan District Council and Trafford Council



The Rationale

Some 76 percent of local authorities already recycle empty aerosols from households and we want to encourage the remaining 24 percent to follow suit. Each year, UK consumers use around 600 million aerosols, equivalent to about ten cans per person – in total this represents over 30,000 tonnes of reclaimable high grade metal that can be recycled. When recycled together with other steel or aluminium containers, empty aerosols make a valuable contribution to achieving both national and local authority recycling targets as well as meeting the compulsory reduction in landfill.

The Prize

BAMA will present an engraved trophy to the winning Local Authority team at the council's offices, inviting local media to attend. Our prize sponsor, Epic Media Group, will donate a changeable graphic advertising system to include one customised graphic, to the winner to be fitted on to their recycling vehicle. The frame system is made from lightweight aluminium that is guaranteed to outlast the life of the vehicle and the high quality graphic, which can be changed to advertise new messages, is guaranteed for 3 years. The value of this prize is in the region of £1200. Short-listed finalists will be presented with a framed certificate by BAMA with the local media invited to attend the presentation ceremony. Refreshments will be supplied by BAMA at these presentations.

Finalist judges include: Sue Rogers, Director of BAMA; Dave Fergus, Improvement East (Waste Information Network); and Kevin Murton, Epic Media Group.





CAN DO AWARDS ENTRY FORM

The entry must be accompanied by a completed entry form which may be photocopied. Entries may be emailed to: fionam@bama.co.uk or by mail to: 'Can Do Awards 2011' British Aerosol Manufacturers' Association, King's Buildings, Smith Square, London, SW1P 3JJ

Please send any sample printed materials (or scans/artwork for these) or details of video links with your completed entry form.

Full name of Local Authority _____

Contact 1: Name and Title: _____

Tel: _____ E-Mail: _____

Contact 2: Name and Title: _____

Tel: _____ E-Mail: _____

What is the size of your community (number of households and/or geographic reach)?

What was your budget for the campaign? _____

When did the campaign run (dates)? How has the campaign been promoted? _____

How have you measured progress to date? With what results? _____

Description of entry and why you think your local authority should win the awards (Maximum 300 words)

[Submit Form](#)

The Criteria for Entry

1. Entries will be judged on educational merit, creativity and reach of the campaign.
2. The campaign must have been active in January 2010 but could have been running before or since that time. The campaign may still be ongoing.
3. The judges will look to entrants to demonstrate a tangible means of measuring progress to date.
4. Entries should be made on the official entry form but that form may be photocopied. Entry is free of charge.
5. Entries must be received by post or e-mail by 12 noon on 2nd September 2011.
6. Winners and runners-up will be notified shortly after judging and will be requested to keep the results confidential until the prize-giving which will be held in the local authority's own area from w/c 24/10/11 in time for British Aerosol Recycling Week (7–13 November 2011).

Rules of entry

- The decision of the judges is final and no correspondence will be entered into.
- Entries will not be returned to local authorities unless specifically requested and arrangements made prior to entry.
- All entrants will, by entering, agree to be bound by the rules and to take part in publicity and allow details, images and data relating to their campaigns to be used by BAMA as examples of good practice.
- Details of the winner and runners-up will be posted on the BAMA website.

Can Do Awards 2011

BAMA,
Kings Buildings,
Smith Square,
London, SW1P 3JJ
Entry forms can be down-loaded from
the BAMA website: www.bama.co.uk



The winner's prize: a customized quick-change graphic at a value of £1,200 courtesy Epic Media Group.

About BAMA

The British Aerosol Manufacturers' Association (BAMA) represents the aerosol supply chain, from suppliers of components and ingredients to fillers and marketers. Recycling has been an important issue for the Association for many years – 89% of consumers use aerosols in the home and yet a survey carried out by WRAP in Summer 2008 found that 62% of respondents said that they did not recycle their aerosols. BAMA is interested in learning more about the varied methods local authorities are utilising in engaging their households to include aerosols in the recycling of other household waste.

BAMA provides help and support to all local authorities about recycling empty aerosols by providing free information and literature via its resource pack on its website. Materials can be downloaded and then customised for each local authority. The literature includes artwork for labels for recycling boxes as well as supporting text and illustrations for promotional literature and can-banks. Can-bank labels are also available free of charge from BAMA by emailing enquiries@bama.co.uk