

workinghead coordinates largest partner campaign for waste separation

"Germany recycles. You too?": Largest nationwide waste separation campaign begins

Munich, 3rd June 2024 – Today marks the start of the largest campaign to date to raise awareness about correct waste separation: "Germany recycles. You too?" The campaign was initiated by "Waste separation works", an initiative of the dual systems. The conception and implementation of the project is the responsibility of the consultancy workinghead, which supported the entire project from the initial idea to the operational realisation. The campaign is under the patronage of Federal Environment Minister Steffi Lemke.

During the time of the campaign from 3rd to 16th June 2024, regional waste advice centres and waste disposal companies in more than 200 municipalities will work together with the "Waste separation works" initiative to educate people across Germany about correct waste separation. The "Germany recycles. You too?" campaign covers a catchment area of around 40 million inhabitants. The network is supported by other partners from the food retail sector. Specifically, these are Netto Marken-Discount, EDEKA and Netto Deutschland with a total of around 10,000 stores.

Dr Alexandra Ranzinger, Managing Director of workinghead, explains: "The 'Germany recycles. You too?' campaign is at the heart of the dual systems' new dialogue strategy, which we developed together with our clients in mid-2023 and have been successfully implementing ever since. As part of the dialogue, we have positioned our TRENN-BÄR-mascot, which provides training in municipalities, schools and daycare centres, implemented online educational games and much more, which enables direct exchange with end consumers. The campaign 'Germany recycles. You too?' was the biggest challenge in view of the many interfaces: ten dual systems as clients, over 200 municipalities and disposal areas and a total of 35 cooperation partners and service providers. We have already designed and operationally realised many projects, but this project exceeded everything in terms of complexity. It requires attention to detail and processes."

workinghead realised everything from the concept to the process and budgeting, including the acquisition of partners from local authorities and the retail sector. "'Germany recycles. You too?' is a joint commitment by dual systems, local authorities, the waste management industry and retailers to promote a more sustainable circular economy for packaging – a project close to our hearts," says Ranzinger.

At the centre of the "Germany recycles. You too?" campaign, oversized three metres high XXL packagings can be seen in public spaces and in the car parks of many retailers. They are intended to draw people's attention to the campaign and the important issue of waste separation. For the partners of "Germany recycles. You too?", a comprehensive campaign concept has been developed. The dual systems provide the regional waste advice centres and retail partners with campaign elements such as drummer crews, TRENN-BÄR-mascots with a quiz wheel and information material free of charge. A nationwide PR, advertising and social media campaign, which is supported by influencers, ensures the necessary dissemination of the campaign on all channels.

"The coordination effort for 'Germany recycles. You too?' is enormous – at the same time, the success of the campaign depends to a large extent on mashing gear wheels. workinghead is doing a great job here and you can feel the passion with which Dr Alexandra Ranzinger and her colleagues are involved in this project," says Axel Subklew, spokesperson for the "Waste separation works" initiative. "With 'Germany recycles. You too?', the dual systems are setting standards in dialogue communication, and workinghead has played a very large part in this."

Further information on the campaign and an interactive map of the participating municipalities can be found at www.deutschland-trennt.de.

Contact:

Dr Alexandra Ranzinger, Managing Director
Phone: +49 89 30 70 94 40
Mail: alexandra.ranzinger@workinghead.de
www.workinghead.de