

Motivate London

From niche market to mass-appeal

Transform your activities to promote environmentally sustainable lifestyles.



London Sustainability Exchange

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Your brief.....

You start in January

The post is part-time grant funded

You have a fixed fortnight in June

You have a website

You have a logo

Your project is to hold two weeks of sustainable events in six months time.

You have a fixed project title – the snappy London Sustainability Weeks 2004.



S U S T A I N A B I L I T Y W E E K S

5 - 19 J u n e 2 0 0 4

Can you identify the biggest problems?

The S word – sustainability.

COMMUNITY COMMUNITIES

Why do we not value communities and what is it about sustainability that is so boring?

Both are worthy and are, generally speaking, “good news” stories.

The stories

- Are they exciting (sexy) ?
- Do you want to hear more about it ?
- Can you explain how this project reflects sustainability ?
- Would it convince you to change your lifestyle ?

Branding

Communications

Branding



S U S T A I N A B I L I T Y W E E K S

5 - 19 J u n e 2 0 0 4



Branding

This includes having a clear message.

Keep it simple

Communication

To engage people we urged them to get involved via a pledge scheme, committing themselves to a lifestyle change they could easily adopt.







Planning a Campaign

- Consider strategy
 - What's the message
 - How to deliver it
 - Which media to target
- Appoint a spokesperson
 - Agree on main goals, messages and image
 - Consider slogans, names and logos
 - Organise an event or situation to use as the focus for your campaign
- Contact the press
 - Give facts and figures
 - Build a relationship
 - Establish how to work best with your chosen journalist

Planning a Campaign (cont...)

- Hold your event
 - Be prepared for every possible eventuality
 - Keep facts and figures to hand
- Stay in touch
 - Be available to the press
 - Be reactive and proactive but sensitive to public attitudes
- Keep a database
 - Contacts are essential for good PR
- Plan carefully
 - Protect your image

Strong Branding

Keep channels of
communication open

Make it easy for your target
audience to engage with
you or your project