

Swap for Good

Marketing Guide – for eco-friendly fame!



Marketing Guide – 3 steps to eco-friendly fame!

Reducing single-use plastic isn't just good for our bushland, beaches, wildlife and waterways; it's good for people - your customers - and good for your business.

Playing your part in reducing the amount of waste in landfill, litter on our streets, and ultimately our oceans, is a good business decision for our living world and your triple bottom line.

We're stoked that you're ready to make the switch to plastic-free alternatives and we're here to help make that journey a success story.

Congratulations for joining the Swap for Good network and being part of the movement to swap out single-use plastics on the Northern Beaches.





Step 1: On-site communications

Just like any good news story, we need to advertise your sustainability awesomeness to the world, starting with locals and visitors to your venue!

Effective communication in a positive and uplifting tone, both within your business team and your customers, is essential for all parties to embrace this change.

Internally:

Your staff are key players in not only making sure your change is a success, but that it is communicated effectively.

Host a morning tea, staff drinks or let your staff know at the next team meeting what you're planning. Upfront, face-to-face communications are key to launching the change. Make sure to emphasise the why and how behind the move, so it's easy for everyone to understand and take action.

Put up posters in your back-of-house areas to remind and inspire staff to make new habits and commit to the movement away from single-use plastics.

Your staff will be the ones explaining to customers or conversing with suppliers about why you no longer have single-use plastics items on offer, so it is essential they connect to the reason why. If your staff care, chances are they'll inspire your customers to care too!

If you can, reward your staff and integrate the message by organising a corporate clean-up volunteer day. Connect with the local groups (see Step 3) to find out more about how you can organise a clean-up.

Externally:

Use our posters in your window and front counter so customers can see what's happening without the need for a conversation.

Check out the Behaviour Change Guide for tips on how to communicate with your customers.

Step 2: Share your news on social media

Sharing your fantastic change on social media is the easiest way to let your customers know what you're doing.

It also helps inspire other businesses and encourages them to follow you. Moving away from single-use plastics is a social norm, and as more and more businesses announce that they're choosing alternatives to single-use plastics the more normal (and cool) this becomes.

Creative image ideas

A picture is worth a thousand words so here are some ideas for images and content that clicks. You can also download some free social tiles from our website. Focusing on the positive aspects of the change you're making is empowering and inspiring. These image ideas are great for engagement:

- Your team using your new reusable and/or sustainable options.
- Customers with BYO containers or reusable items (always seek permission before taking a photo).
- A photo of your venue with our posters and/or certificate on the wall.
- Photos of your favourite local beach or natural environment that showcase what you are protecting.



Social share text ideas

At a loss for words when it comes to communicating your change?

Use some of the captions below as starting points to spread the word!



Plastic straws:

We are proud to announce we have ditched plastic straws! Australians use more than two billion straws every year, and many of these items end up in our beautiful oceans. To help protect the Northern Beaches and beyond, we've decided to only offer wheat/paper straws on request. Cocktails taste so much sweeter when you know they're not harming our oceans! @beachescouncil. #SwapForGood #BYO-eautiful

Plastic water bottles:

In a bid to protect our beautiful Northern Beaches from plastic pollution, we don't offer plastic water bottles for sale at our venue. Instead, we will happily fill your reusable bottle up or give you an icy glass of tap water for free. We can all play our part to protect our oceans and help end plastic pollution! @beachescouncil. #SwapForGood #BYO-eautiful

Sustainable containers and cutlery:

We're proud to offer a suite of sustainable alternatives for packaging your takeaway meals. Takeaway food packaging makes up more than a third of litter counted across Australia. So, we've started a 'Bowl Library' and switched to sustainable packaging, which you can compost at home or place in the red-lidded general waste bin. We're changing the way we eat to help protect our BYO-eautiful Northern Beaches. @beachescouncil #SwapForGood #BYO-eautiful

Discounts for BYO coffee cups:

Did you know that takeaway coffee cups have a plastic lining, so they can't be recycled? Aussies use more than 100,000 every hour, and they're all ending up in landfill or worse - our oceans. We're proud to be part of the @responsiblecafes and @beachescouncil Swap for Good movement, and offer our customers who BYO coffee cup a discount. Don't be a mug, choose to reuse and help us protect our BYO-eautiful Northern Beaches! #SwapForGood #BYO-eautiful





Discounts for BYO containers:

We love (insert your local beach or suburb) and we bet you do too! This is why we've joined @trashlesstakeaway and @beachescouncil Swap for Good program. BYO clean, reusable takeaway container to grab your meal to go and we'll not only happily fill it up, but we'll give you a discount! Doing good for our oceans never tasted so good. #SwapForGood #BYO-eautiful

Work those hashtags:

#SwapForGood #BYO-eautiful

We love seeing your posts and sharing them with our community, so remember to tag @beachescouncil on Facebook, Instagram and LinkedIn!

Here are some other hashtags that can help you connect with the BYO reusables, plastic free, ocean loving communities:

#SwapThisForThat #breakfreefromplastic
 #waronwasteau #oceanlovers
 #Take3forthesea #noexcuseforsingleuse
 #reduce #reducereuserecycle #chosetoreuse
 #BYOMug #plasticfree #zerowaste #ecofriendly
 #sustainability #marinelife #oceanconservation
 #environment #oceanfriendly



Step 3: Ways to help your story reach further

As much as we want you to 'shout it from the rooftop', there are more effective ways to connect with the communication network! Here's some inspiration.

- Be sure to let us know! We're building up case studies to help others on their journey, so get in touch so we can spread the word.
- Send an email to your customer database and let them know the why and how behind your move. You could even offer a special deal or host an event to celebrate the positive change you've made and encourage your customers to come in and see it for themselves!
- If you've gone above and beyond and decided to remove items like takeaway coffee cups from your operations, let the media know! Big and bold moves like this are attention grabbing and you're sure to hook some media interest. Try some local newspapers or contact us to help promote your story.
- If you have existing relationships with influencers or high-profile people in the community, ask them to swing by for a cuppa (in a reusable cup of course) or a plastic straw-free cocktail and share the news through their social networks. Take a photo of them and share on your feed and tag them! This would make a great story with your online networks.



- There are amazing organisations that can help spread the word for you and help connect you with solutions. Register your business with the groups below to help connect with customers looking for sustainable changes.

Boomerang Bags

Start a bag share library

boomerangbags.org

Cup Exchange

Start a mug library and go on their map

cupexchange.com.au

Clean Up Australia Day

Register to clean up Australia any day of the year

cleanup.org.au

Fair Food Forager

Be listed as a sustainable or ethical business

fairfoodforager.com.au

Green Caffein

Swap and Go coffee cup system

greencaffein.com.au

Huskee Swap

Swap and Go coffee cup system made with re-purposed coffee husks

huskee.co/swap

Northern Beaches Sustainability Business Network

Join the network to connect with other local businesses working towards sustainability

northernbeaches.nsw.gov.au

Responsible Cafes

For businesses that offer a discount for those that BYO coffee cup

responsiblecafes.org

ReturnR

Reusable takeaway packaging system

returnr.co

Surfrider Ocean Friendly

Businesses Program

For businesses who have eliminated more than one kind of single use plastic. Surfrider also organise staff beach clean activities.

surfrider.org.au/ocean_friendly

Sydney Water

Register on their map as proudly serving tap water

oursydneyourwater.com.au/tapcafes

Take 3 for the Sea

Organise a staff beach clean with this local group to inspire them to promote BYO reusables to customers.

take3.org

Taronga Zoo Litter Free Oceans

Grab their toolkit for businesses and sign up for networking events to meet valuable contacts in the reusables scene

taronga.org.au/litter-free-oceans

The Last Straw

For businesses that have given up plastic straws

laststraw.com.au

Trashless Takeaway

For businesses that offer a discount or allow customers to BYO takeaway container

trashlesstakeaway.com.au

Two Hands Project

Organise a staff beach clean with this local group to inspire them to promote BYO reusables to customers.

twohandsproject.org