

CUSTOMER SEGMENT



What incentives can we use for young, autonomous, free, and individualistic people to modify a simple behavior, without any potential direct individual benefit, in order to reach a collective advantage that might seem distant and blurry?

How to solve this « tragedy of the commons »?

OUR TARGET

- Age : between 15 and 24 years old.
- Location : France. Young woman / man who lives on his own and / or in a big city (she / he is less likely to recycle in this case compared to if she / he lived with his family or in the countryside).
- Education level : high-school or university student (undergraduate or graduate).
- Current situation : He /She is well aware of the negative and harmful environmental impacts of not recycling waste. In classes or through the media, she / he learns a lot of biodiversity and environmental issues. However, She / He finds it difficult to actively participate in this system since she / he lacks motivation, time, space, etc.: she/he does not consider it a priority compared to school work, social life, and other leisure activities.

VALUE PROPOSITION

- Common responses in the case of recycling : develop technical and infrastructural solutions.
- Our response : transform our beneficiaries (15-24 year olds) into active participants.
- Problem : recycling requires expertise, time, space, specific equipments...
- 15/24 year-olds are the first ones (generation-wise) to be confronted with environmental and more particularly recycling issues.
- So the problem is motivational rather than educational in the case of our customer segment.

FACTS (« *Observatoire du geste de tri* », June 20, 2014, IPSOS)

- **37%** of students and **36%** of high-school students sort their waste in France.
- **18%** of the 18/24 year-olds admit never separating glasses, plastic, and packages from household waste (national average: 13%).
- When sorting facilities are not well-perceived by the population or are of low-quality, there is a dampening effect on motivation.

To make this process more attractive to the young generation, we want to directly target their motivations rather than providing them with information that they already have / know, or improving the quality / accessibility of the waste-sorting system (many measure have already been adopted).

- How? by linking sorting to physical activity.
- Aim : to provide incentives in order to turn knowledge into action. Concretely, this means developing objects that can make the young generation both exercise and recycle at the same time.

WHY PHYSICAL ACTIVITY?

76% of the 15/18 year-olds are convinced that, in order to be successful in life, « it is better to be beautiful » (IPSOS survey for the Pfizer Foundation, June 2016).

52% of young men want to shape their body and to improve their muscle tone.

Increasing obsession with their image / physical appearance.



CUSTOMERS

Both private and public entities would agree to finance our advertising campaign

PRIVATE COMPANIES

- Developing a sustainable development approach or demonstrating their involvement in biodiversity issues can be a way to enhance their corporate identity and increase their reputation.
- Ex: Decathlon, GoSport.

PUBLIC ACTORS

- Many are already working towards environmental goals.
- Ex: Paris City Hall and its Climate Energy Plan, whose goal is to have « zero non-utilized waste » by 2050 (implies recycling 100% of the waste).
- It needs the active participation of all citizens.
- Other partners mentioned in the « key partners » part.

CUSTOMERS RELATIONSHIPS



- Design an advertising campaign that is as creative and amusing as possible in order to efficiently catch our target customers' attention.
- Humour and self-derision have a lot of impact on 15/24 year-olds.
- Play on connivance : campaign designed for and by the youth. We are well-suited to bring forward recycling as we experience the same difficulties on a daily basis.
- This campaign is for us, the young generation.
- Goal : create an advertising campaign that will go viral and produce long-term changes because of its large impact on the target population.

PROPOSITION

- A communication campaign with matching videos and posters based on the promotion of imaginary devices "to make recycling sexy" - commercial campaign to promote **fake products**.
- Ultimate purpose : "recycling is sexy" should become a reference just like "eat 5 fruits & veggies a day", a reflexe communicate our message quickly & efficiently.

DESIRED EFFECT OF THE CAMPAIGN

- Encourage recycling to promote an optimal recycling cycle in urban areas sensibelize young generation.
- General amelioration of urban environment.

CHANNELS



TV

- TV is too expensive plus not an efficient media to reach targeted population (young people get information from their mobile devices more than they tend to watch TV)

SOCIAL MEDIAS AS AN ALTERNATIVE

- Facebook (doesn't have to be in add format, could be posted on pages of group involved with the recycling issue and prompt users to share in order to become viral)

- Instagram & Youtube : ask influencers as the 62 french youtubers #onestprêts using Youtube ex current campaign by French youtubers #onestprêts (Norman, Natoo, McFly & Carlito) have them communicate about our campaign to reach their audience which corresponds exactly to the segment of population we are targeting (young, connected)

DISPLAY PANELS IN AREAS HIGHLY FREQUENTED BY YOUNGSTERS

- Nears unis, popular going out places (CROUS restaurants, park, bars & night club?), student residences, libraries (Pompidou, BNF)

KEY ACTIVITY



Our project is to develop an advertising campaign aimed at raising awareness among 15-24 years olds about selective sorting. Due to the relatively young age of the target audience and the theme addressed, we must limit ourselves to a certain type of very specific partners who can help us promote our advertising campaign.

We started from the premise that an environmentally friendly advertising campaign could be of interest to both private and public sectors actors.

THE PRIVATE CORPORATE SECTOR has been committed to ecology for several years, either through greenwashing policies or real biodiversity policies, as demonstrated by Coca-Cola's «In Action» plan for a «zero waste, less sugar and more inclusion» objective. As the general public is now aware of ecological issues, it is in the interest of companies to demonstrate their involvement in biodiversity issues. In fact, a partnership with a green advertising campaign would strengthen their credibility in the fight to save our planet. In addition, since our advertising campaign seeks to combine the practice of sport with selective sorting, we consider it logical to seek a partnership with companies that market products related to sports practice. So, we targeted groups like : **Decathlon and Go Sport**. These are groups that have a real communication on their sustainable development approach: Go Sport for example during 2015 spent €391,000 to the financing of recycling operations for waste, packaging and end-of-life products resulting from its activity.

INTERNET INFLUENCERS : strong influence over young people, they could be a relay on social networks and the Internet among the young one. Sciences Po influencers such as "**Hugo Décrypte**" (+250K subscribers on YouTube) or "**MY BETTER SELF**" (+208K subscribers on Instagram).

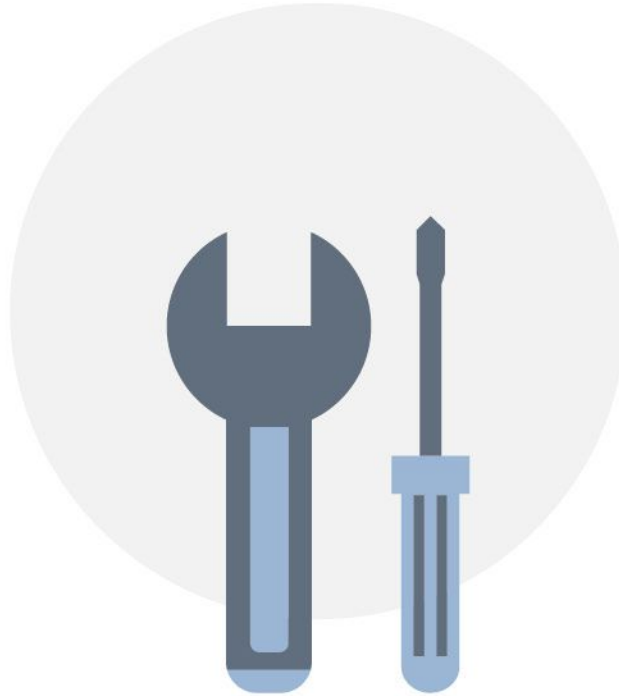
Several associations that have made ecology their main focus could allow us to spread our message in a more massive and targeted way : **WWF, GREENPEACE, France Nature Environnement, the Actors of Sustainable Paris, REFFED**.

Since we were conveying a message of physical well-being combined with an awareness of selective sorting, we also decided to target sports halls such as **Neoness**.

The public sector is also very involved in green issues. The 2015 Paris Climate Change Conference is proof that the fight against global warming has become a major issue and that public policies will now move towards preserving the planet. In Paris in particular, which will be at the heart of our advertising campaign, pedestrianisation policies (riverside lanes, Champs-Élysées car-free day) or direct pollution control (alternating traffic), public authorities show a real interest in the fight against global warming. Thus, we started to contact several public actors : **the Paris City Hall**, the Environment and Energy Management Agency (**ADEME**), the Paris Climate Agency (**APC**).

By targeting different actors, both public and private, we are trying to comb as widely as possible in order to reach a population that is very familiar with ecological issues but paradoxically quite behind on initiatives such as selective sorting.

KEY RESOURCES



VISIBILITY TOOLS

Impact the target audience (young adults). Two possible advertising channels, billboards and social networks.

- A campaign via social networks should not cost any money because we can ensure it by our own means (Facebook, Twitter, Instagram)
- Billboards : using the billboards network of our future partners, i.e. the Paris City Hall, Go Sport or Decathlon / Sciences Po offices
- Use our own network and contact famous influencer on Instagram or YouTube to ask them to be part of our project and touch directly their respective communities we asked to (names..)

VIDEO EDITING

We can use the recording equipment put at our disposal by Sciences Po, thus negating the costs of renting professional recording equipment. We can also use a free editing software for which one of the members of our group received a 20h formation as an art workshop

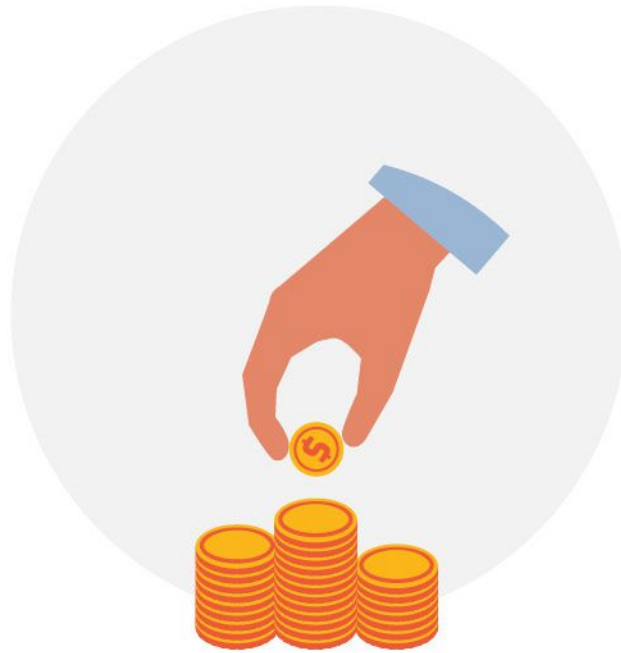
- Professional camera & spots lent by science po
- Actor : a student from Sciences Po, athletic enough to illustrate our message
- Editing software: Hit films, a free editing software for which one of the member of our group is proficient enough to provide an interesting cost to quality balance.

POSTERS

We decided to make our own posters.

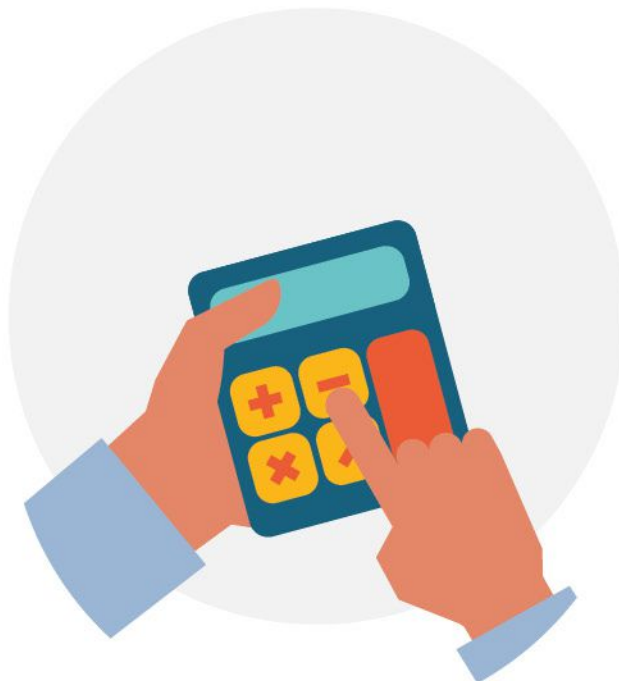
- Actor : one student from Sciences Po, athletic enough to get our message across
- Photo editing software.

COST STRUCTURE



No cost to rent the recording material and no cost except time in order to edit the film but a cost is to be expected in the advertising of billboards, cost that could be negated thanks to the support of our partners but it still has to be negotiated.

REVENUE STREAMS



Contact partners that could display spots & posters.
A kickstarter campaign could also provide some fundings if we rely on the multiple movements for ecological transitions.
Surely we could receive some fundings on a campaign to rise ecological awareness.

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