Between April and June 2015, Planet Ark delivered the annual printer cartridge recycling promotional campaign through the ‘Cartridges 4 Planet Ark’ program, with a week of intense promotion from 27th April to 3rd May.

Media

1 Million+ audience
$134,718 media value

The campaign news angle this year focused on the emergence of the circular economy – how ‘Cartridges 4 Planet Ark’ is a great example of this emerging way of reusing and recycling our resources and how this will be more important in years to come.

Planet Ark’s media team also targeted regional and suburban print outlets, and radio, and provided specific cartridge returns for postcodes in those outlets’ distribution areas.

The team's efforts resulted in:
- 19 Newspaper items
- 31 Radio items (24 Interviews, 7 news items)
- 24 Online items
- 16 Television items (a story pitched by City of Sydney now they’ve implemented TonerPave, but using our language and featuring C4PA and interviews with Close the Loop in the vision)

Excluding online articles, the items reached a total audience of 1,013,472 (965,887*) and had a media value of $94,054 ($62,550*).

The television Community Service Announcement (CSA), featuring surfing champion Layne Beachley, was played 396 times (free-to-air and pay-TV) during the reporting period at a value of $40,664 and is continuing to play throughout the year. The radio CSA was played 359 times on major metro stations during the reporting period and is also set to continue.

Electronic Promotion

90,298 views

of the ‘Cartridges 4 Planet Ark’ website

The promotional efforts for the reporting period resulted in a 4% increase in views of the ‘Cartridges 4 Planet Ark’ website compared to last year:

Every page of the ‘Cartridges 4 Planet Ark’ website includes the Participating Manufacturers logos. These were clicked 2,163 times with the specific break down being: Brother 392; Canon 360; Epson 370; HP 394; Konica Minolta 307; Kyocera 340.
The ‘Cartridges 4 Planet Ark’ Schools Competition, supported by Officeworks and Close the Loop, ran from 27th April to 5th June. Schools were asked ‘Why is it important for your school to recycle printer cartridges?’ with our favourite answer winning the major prize of eWood garden beds to the value of $1,000 plus a $300 Bunnings gift voucher. The competition was promoted through all media channels and received:

- **3,002 views** of the competition webpage
- **195 eligible entries**
- **79 new schools** registered for a collection box during the competition period

The Top Five News articles on Planet Ark’s websites:

- **4,102 views**
  *The Circle of Life* (published 27/4/15, linked to first rotating home page banner)

- **3,630 views**
  28 Million Reasons To Be Proud (26/5/15)

- **3,002 views**
  Turning Toner to Tarmac in Sydney (25/5/15)

- **2,867 views**
  50 Rulers to the First 200 Schools (21/5/15)

- **894 views**
  From Toner to Tarmac (30/4/14)

**50,000+ contacts** received Planet Ark newsletters and email broadcasts with articles promoting ‘Cartridges 4 Planet Ark’ including parliamentarians, local councils and schools.

<table>
<thead>
<tr>
<th>Email broadcasts</th>
<th>Number of recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Divert Newsletter</td>
<td>2,500 school recipients</td>
</tr>
<tr>
<td></td>
<td>25,000 workplace recipients</td>
</tr>
<tr>
<td>Planet Ark News</td>
<td>10,000</td>
</tr>
<tr>
<td>Greenschools Newsletter</td>
<td>10,000 school recipients</td>
</tr>
<tr>
<td>GreenWorks Newsletter</td>
<td>1,400 sustainability leaders</td>
</tr>
<tr>
<td>Parliamentarians</td>
<td>800</td>
</tr>
<tr>
<td>Councils Contacts</td>
<td>600</td>
</tr>
<tr>
<td>Waste Educators Group</td>
<td>100</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>50,400</strong></td>
</tr>
</tbody>
</table>

The ‘Cartridges 4 Planet Ark’ homepage is updated regularly with new banners Belmore Care For Kindies, Mill Park Primary School, and the winner of the eWood Garden Beds, Kareela Public School.
Other Detected Promotions

- Queensland’s Minister for the Environment and Heritage Protection, Dr Steven Miles MP: social media
- Federal MP Joel Fitzgibbon: Local newspaper column and MP website
- City of Port Lincoln (SA): local newspaper feature and council website
- Junee Shire Council (NSW): council website news
- Murrindindi Shire Council (VIC): council website news

Social Media

**66,500 total Facebook/LinkedIn reach**

‘Cartridges 4 Planet Ark’ messages this year were promoted through ever-expanding social media channels with LinkedIn used for the first time:

- **42,553 unique users** were reached via Facebook posts, including three paid posts, compared to a reach of 19,721 last year
- **23,947 LinkedIn impressions** from 3 posts including one paid
- **6 tweets** were distributed via the Planet Ark account which had 33 retweets/favourites; **5 tweets** were distributed via a third party
- **4 Instagram posts** which had 42 likes

Information Services

Planet Ark’s RecyclingNearYou (RNY), BusinessRecycling (BR) and Hotline information services supported the campaign.

- **23,894 views** RNY Cartridges pages
- **461 views** Partner page on RNY
- **179 views** BR cartridges information page
- **100 BR searches** for cartridge recycling options
- **94 Recycling Hotline enquiries** about Cartridge recycling - 10 RNY, 84 BR
Cartridges 4 Planet Ark’ Campaign Results Summary

• CartridgesDirect – A guest blog by Planet Ark’s Recycling Programs Manager on cartridge recycling and the circular economy was published.

Impact on Cartridge Returns

In May and June 2015, there were 585,208 cartridges returned (or 216,485 kgs) through the program. Average monthly return figures for 2014-15 were 273,243 cartridges (or 102,372 kgs).

New Videos

For the first time, Planet Ark provided the participating manufacturers, retail collection partners and workplaces with sharable videos featuring our ambassador Layne Beachley.

Retailer Promotions

• Officeworks – Sponsorship of the ‘Cartridges 4 Planet Ark’ Schools Competition with internal staff communications. Planet Ark provided a special poster to promote the competition in-store.

• Australia Post – A certificate of thanks designed by Planet Ark was distributed to all outlets. On World Environment Day, a special display including ‘Cartridges 4 Planet Ark’ collections boxes, banners and posters, was created at Australia Post head offices in Sydney and Melbourne.

Resources and communications produced for retail partners

Participating Brands – Taking responsibility for our cartridges

All figures are based on an eight week campaign period from 27 April 2015 to 21 June 2015 (inclusive) = 56 days.

* Last year’s campaign figures