



## **Local Authorities encouraged to show 'Can Do' approach to aerosol recycling**

### **Can Do Awards 2011 open for entries**

The British Aerosol Manufacturers' Association has announced the launch of its 'Can Do Awards 2011' in a bid to recognise and reward the best local authority recycling campaigns that include empty aerosols. The winning local authority will, for the first time, receive a prize worth £1200. This is the third successive year that the competition has run and the Can Do Awards form an important part of a long-running campaign initiated by BAMA to encourage and promote recycling of empty aerosols. Already 76 per cent of local authorities recycle empty aerosols at kerbside and of those that do, many report increased success due to their communications campaigns to householders. It is this communication and education process that the BAMA Can Do Awards recognises.

This year, the Awards are being run to coincide with National Recycling Week – 7th-14th November 2011 with the winner and runners-up being notified during that time. **Entries are invited from local authorities from now until the closing date for submissions at noon on the 2nd September 2011.**

For the first time in 2011, a coveted prize of a £1200 changeable graphic display system for a recycling vehicle is being donated to the winning authority by BAMA's prize sponsor, Epic Media Group. This will provide one customised graphic which will act as an advertisement on a vehicle. The system not only allows for banners to be changed very quickly to run with any current campaign but the quality of the graphic is guaranteed for three years ensuring vehicles always display a high quality image.

Sue Rogers, Director of BAMA, comments: "The Awards during the past two years have illustrated some of the fantastic work that Local Councils are undertaking in the communication of aerosol recycling to their householders. In previous years, the judges have been hugely impressed by the quality of the entries and the well thought-out marketing strategy behind some of the campaigns. Whether campaigns cost a mere £80 or £80,000 what we have noted is that it is the imagination of those working in the field combined with their own 'can do' attitude that wins through.

"We urge even more local authorities to enter the competition this year not least as a result of the fantastic prize available to the winner. We are grateful to Epic Media Group for their generous

donation of the prize. I am also grateful both to Kevin Murton of Epic Media Group and to Dave Fergus of Waste Information Network for agreeing to help judge the entries for 2011”.

Authorities who recycle empty aerosols but have not yet initiated an active communications programme can rely on advice and help from BAMA. “We offer posters and other display materials on our website,” explains Sue Rogers.

Research shows that many consumers are still not aware that they can recycle their empty aerosols with their other metal recyclables. In addition to the three-quarters of local authorities who are recycling, BAMA also wants to encourage the remaining councils to follow suit.

“The ‘Can Do Awards’ is a way of highlighting best practice in a really positive way as once an authority has opted to accept empty aerosols for recycling, success depends on communicating this to house-holders,” comments Rogers.

In addition to the main prize, the winner will receive an engraved trophy and the two runners-up will each receive a framed certificate. Presentations will be made in the local authorities’ own areas to ensure that local media can promote the success of their local councils to the full.

BAMA is also involved in additional activities to support aerosol recycling including as partners in the Aerofoil campaign. <http://www.aerofoil.org.uk/>

### **About the Can Do Awards**

- Campaign entries may be in any format, whether it’s an online video, web-based initiative or printed promotional leaflet or flyer.
- Entries will be judged on a number of criteria including; educational merit, creativity, reach and analysis.
- The campaign can be ongoing or completed. The only criterion is that it must have started on or since January 2010.
- Judges will be the Director of BAMA, Sue Rogers; Kevin Murton, Managing Director of Epic Media Group; and Dave Fergus, Programme Manager, Waste Organisation: Improvement East – part of Waste Information Network .
- **Entry forms for the Can Do Awards 2011 are downloadable from:**  
<http://www.bama.co.uk/can-do-awards/>

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### **NOTES TO EDITORS**

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