

BIN

IT!

MEDIA

COMPETITION

14-16

CREATE A SOCIAL MEDIA CAMPAIGN PITCH TO BATTLE LITTERING

Using your students' knowledge of various social media channels, *Bin It!* wants them to come up with a plan for an online campaign to promote anti-littering that specifically targets your local areas. Teams of five students must create a pitch for a unique and persuasive campaign using any and all social media techniques that they believe will raise awareness about local issues or engage the community to help end littering.

Teams can enter for free and should be very clear on the thought process behind their campaigns, who they are targeting, which social media channels they would use and why, what the local issues are, and what the specific goal of the campaign is. Additionally, schools can submit as many entries as they want.

The winning team will receive a £500 Amazon voucher for the school and a £500 Amazon voucher for the team. Two runner-up entries will receive a £250 Amazon vouchers for the school and the same for the team.

A black rectangular graphic tilted slightly to the right. It features the word "amazon" in white lowercase letters with the orange arrow logo underneath. To the right of "amazon" is "£500" in orange. Below the "amazon" text is a larger orange arrow logo.

Teachers have free access to a number of lessons to provide support in the classroom and help students create the most effective entries. You can access these resources at www.biniteducation.com/resources. Download the resources to help your students now.

The winning entry will be selected by the judging panel as one that would have the most chance of combating litter issues in your local area.

The deadline for entry is Friday 24 May 2019.

Also enclosed with this letter is a brief for you to photocopy and provide to students, as well as an entry form for the competition.

For the full terms and conditions of the *Bin It! Media Competition* please visit the *Bin It!* website at www.biniteducation.com/resources.



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BRIEF

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Overview:

Bin It! is delivered across the UK and is designed to encourage young people to litter less.

The objectives of this competition are:

- Show how you would raise awareness about preventing littering locally
- Demonstrate knowledge of how a social media campaign would work
- Prove that you are skilled at research and team work

Objective:

You will research local issues relating to any and all forms of littering and work as a team to create a plan for a social media based campaign to help your community tackle these issues. These could range from local fly tipping or a high street that is heavily littered.

Target audiences:

The pitch should demonstrate that you know how to reach your target demographic of young people, 14-21 year olds.

Process:

Over the course of developing your pitch you will:

- Complete research on littering issues that affect your community
- Work as a team to select your topic
- Determine who the target audience will be
- Decide which social media channels you would use
- Create the pitch
- Complete the entry form and send your campaign in before the deadline

Your entry:

Your campaign plan can be presented in any format. This is a proposal, so it should not be overly long but should cover what the stages of your social media campaign would be and how you would achieve the changes you want to see in your community.

Each entry should identify a local littering issue, what social media channels should be used, who the target of the campaign is, what the goals are, how success would be measured and explanations for the choices made by your team.

Make sure your team attaches its entry form to the submission and that your teacher sends the entry to us before the **deadline of Friday 24 May 2019**.

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COMPETITION

ENTRY FORM

14-16

Students are invited to create a social media campaign plan that promotes anti-littering and the benefits to the local community.

Please make sure that each entry has a completed competition entry form and that it is attached to the entry.

All entries must be submitted by Friday 24 May 2019.

You can send your entry via email to projectsupport@rapportgroup.com (but it must be under 10MB) or you can post it to: The *Bin It! Media Competition*, c/o The Rapport Group, Epic House, 128 Fulwell Road, Teddington, TW11 0RQ.



Team name: _____

Team members: _____

School name: _____

School address: _____

Teacher name: _____

Teacher telephone number: _____

Teacher email address: _____

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**BIN****IT!****14-16****COMPETITION****T&C**

1. The *Bin It! Media Competition* is open to residents of the UK, aged 14-16 years, attending a school, being home-schooled or other educational institution with an address in the UK.
2. Closing date for receipt of all entries is Friday 24 May 2019.
3. Bulk entries may be submitted. Late, illegible, incomplete, defaced or corrupt entries or entries sent through agencies and third parties will not be accepted.
4. Entries can be submitted by email to projectsupport@reapportgroup.com (but must be under 10MB) or by post to The *Bin It! Media Competition*, The Rapport Group, Epic House, 128 Fulwell Road, Teddington, Middlesex, TW11 0RQ
5. No responsibility can be accepted for lost entries and proof of despatch will not be accepted as proof of receipt.
6. The winner will be contacted within 14 days of the closing date of submissions. Should the Promoter be unable to contact the winner or should the winner be unable to accept the prize, the Promoter reserves the right to award the prize to an alternative winner, awarded in accordance with these terms and conditions.
7. Prize is for one winning team to receive a £500 Amazon voucher to be divided between the team members. The school will also receive a £500 Amazon voucher. Two runner-up prizes are available of £250 Amazon vouchers to be divided between the team and £250 Amazon vouchers, one for each school.
8. Prize to be taken as stated. There is no alternative to the stated prize, in whole or in part.
9. Winner must agree to take part in photographic or other publicity if required.
10. For the name and address of the winner, send a self-addressed envelope to the promoter's address after the date of the competition closing date. Please ensure that you clearly specify the competition for which you require the result.
11. To the fullest extent permitted by law, the Promoter cannot accept responsibility for any claims arising from winners taking a prize or attending a venue, however they may arise.
12. Details of how to enter form part of the terms and conditions. It is a condition of entry that all rules are accepted as final and that the competitor agrees to abide by these rules. The decision of the judges is final and no correspondence will be entered into.
13. Entries must be submitted by post or email and entry is restricted to one per team but there is no limit to the number of entries a school can submit. Once submitted, entries cannot be amended in any way.
14. The winner will be selected by a panel of judges from all entries received by the closing date of the competition.
15. All entries must be received by midnight on Friday 24 May 2019.
16. Events may occur that render the awarding of the prize impossible due to reasons beyond the control of the Promoter and accordingly the Promoter may at its absolute discretion vary or amend the promotion and the entrant agrees that no liability shall attach to the Promoter as a result thereof.

Promoter:

The Rapport Group, Epic House, 128 Fulwell Road, Teddington, Middlesex, TW11 0RQ