

**BIN****IT!****14-16****MEDIA****COMPETITION**

CREATE A BEHAVIOUR CHANGING ADVERT AND WIN €500 FOR YOUR SCHOOL!

Bin It! wants your students to create an advert that changes behaviours, and attitudes, towards littering, in young adults.

Although our award-winning roadshow has had to be postponed for another year, *Bin it!* in association with the Gum Litter Taskforce, is finding exciting ways to promote eco-learning in all schools.

Working as a team, or as an individual, students should create an advert that will inspire 14-18 year olds to change their attitudes and behaviours towards littering. They will need to submit what the advert looks like, where the advert would be seen and why they think it works. It can be a printed advert for a newspaper or bus stop, a TV advert, a social media advert or even a Tik Tok. As long as they think it is an advert that will capture the attention of someone their own age.

Littering is a habit. Once we do it a few times, without any immediate repercussions, we stop thinking about it and just do it. Everyone litters at some point, from dropping chewing gum to discarding a used facemask. *Bin It!* is committed to helping young people understand how important it is to change this behaviour. This competition does just that, with the potential of earning your school €500!

A school can submit as many entries as teachers want via email or post. Every entry must have a *Competition Entry Form* attached. The deadline for the competition is **8 April 2022**.

The winning team or student will receive a €500 Amazon voucher for their school and a €500 voucher for themselves. The two runners-up will receive a €250 Amazon voucher for the school and the same for themselves.

**€500**
amazon
Gift Card

One winner and two runner-ups will be chosen by our judging panel.

The deadline for entry is 8 April 2022.

Take a look at the *Competition Entry Form* for the brief, inspire your students and start them being creative! Good Luck!

**BIN****IT!****14-16**

COMPETITION BRIEF

The Brief

Eco-damage starts with litter. Everyone litters at some time, whether discarding a used facemask or dropping chewing gum, whether deliberate or accidental. And this is the start of a waste generation trail leading to waste disposal problems causing huge damage to your environment. Today's teenagers should become more aware of the damage caused by litter, that can be substantially reduced if littering behaviour is recognised and positive actions taken.

Objective

We would like you, individually or in teams, to harness your creativity to create an advertisement that will inspire young adults, between 14-18 years old, to think about their own littering behaviour and make positive changes.

You may choose a printed advert for a newspaper or magazine, or bus stop poster or billboard, a TV advert or a digital format for internet or a video for TikTok. Today's media landscape offers a wide range of differing opportunities so think about the best for you or your team to select and create an advertisement that will capture the attention of someone your own age and inspire them to change their behaviour.

Where are young adults most likely to pay attention to adverts? Consider the style and content that those adverts should be to really capture imaginations. Then come up with the winning formula!

Target audience

Focus your creative talents on engaging **14-18 year olds** with an anti-littering message.

Process

Choose one of the following forms of litter that you think is most important for an anti-littering advertisement aimed at the target age group:

- Confectionery wrappers
- Face masks
- Chewing gum

Think about the message of the advert. What are you trying to say to your audience? How can you say it in a way that will engage them? Start by thinking about where you see adverts the most and about the ones that capture your attention. Analyse why those ads win attention.

Decide where your advert should be seen to make it effective, it could be:

- At a bus stop, on a bus side
- On TV
- In a newspaper or magazine
- Internet site or social media channel
- Radio
- Flyers or other promotional devices

Get creating! Create your advert in all its glory. Tell us where you think it should be seen and why you have selected the chosen channel for it. If you decide to do a video-based entry or an animation and cannot create the film you can submit a storyboard instead.

Fill out your *Competition Entry Form*, attach your entry form and submit, to compete for €500 for you/your team and €500 for your school. Two runners-up prizes for teams and schools of €250 each will also be won.

Don't forget the deadline for entries is 8 April 2022.

Submitting your entry

Via email to binit@rapportgroup.com

Please try and keep the attachments under 10MB to guarantee arrival

Via post to:

Bin It! Competition c/o The Rapport Group Epic House
128 Fulwell Road
Teddington,
TW11 0RQ, UK



14-16

COMPETITION

ENTRY FORM

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

All entries must be submitted by 8 April 2022

You can send your entries via email to binit@rapportgroup.com (Please try and keep the attachments under 10MB to guarantee arrival) or you can post it to *Bin It! Competition* c/o The Rapport Group, Epic House, 128 Fulwell Road, Teddington, TW11 0RQ, UK

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Team name: _____

Team member: _____ Age: _____

School name: _____

School address: _____

Teacher name: _____

Teacher telephone number: _____

Teacher email address: _____

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14-16

COMPETITION T&C

1. The Promoter: The Rapport Group Ltd, Epic House, 128 Fulwell Road, Teddington, TW11 0RQ, United Kingdom
2. Eligibility: This promotion is open to children aged between 13-16 at secondary schools or other educational institutions located in the Republic of Ireland.
Entries can only be submitted by a teacher representing a group of school children. Entries submitted by individuals or their parents/adult guardians cannot be considered for entry.
3. Promotional Period: Entries can be submitted from 09:00:00 on 11 January 2022 until 23:59:59 on 8 April 2022.
4. Entry Instructions: To enter, a group of children aged 14-16 (inclusive) at secondary school or other educational institution should create either a video or printed advert. The entry should then be sent, with a completed entry form, by their teacher to binit@rapportgroup.com or by post (together with the teacher's name/ email address and school's details) (in the case of a printed advert) to *Bin It! Competition*, The Rapport Group, Epic House, 128 Fulwell Road, Teddington, Middlesex TW11 0RQ, UK. It is the responsibility of the secondary school to ensure that it has the permission of all parents whose children feature in an entry video or printed advert before submitting an entry.
5. Selection Process: The entry selected by the panel of judges as showing the most creative and innovative way to collect and dispose of litter and most likely to encourage the age group to change their attitude to litter disposal, will be the first prize winner. The next two best entries will win runner-up prizes. Judging will take place within 14 days of the closing date. The school submitting the winning entry will be notified using contact details provided by the teacher with their entry within 5 days of judging and asked to confirm their details for delivery of the prize vouchers. In the event that the Promoter has not received a winning school's details within 5 days of notification, the Promoter reserves the right to award the prize to the school submitting the next best entry, with the originally selected winning school forfeiting their right to their prize.
6. There is no limit on the number of entries a school can submit, although only one entry can be submitted per group of school children.
7. Bulk entries, or entries submitted via agents, third parties or organised groups will not be accepted. An entry submitted by an individual school child or their parent/adult guardian will not be valid for entry and will be rejected.
8. To the fullest extent permitted by applicable law, the Promoter and its agents assume no responsibility and are not liable for any entry submitted without the school or nominated teacher's permission.
9. The Prizes: There is one first prize, consisting of €500 worth of Amazon vouchers to be shared equally between the children responsible for the winning entry. The winning school will also win €500 worth of Amazon vouchers. The two runner-up winners will both win €250 worth of Amazon vouchers (€250 to be shared between the winning team and €250 for their school).
10. Prize Redemption: Each winning school will be notified using the details provided when submitting their entry and will be asked to confirm details of the teacher who submitted the winning entry. The Amazon vouchers will be sent to the teacher, who will be responsible for sharing them equally between team members responsible for the winning entry. Amazon vouchers for the school will also be sent to the teacher.
11. Each prize is as stated, is not for exchange or resale and no other prize alternative is available. The Promoter reserves the right, at its sole discretion, to award alternative prizes of equal or greater value, should the advertised prizes become unavailable for any reason.
12. General: The Promoter is not responsible for any entries which fail to be received or are delayed for any technical or other reason whatsoever.
13. The winning schools' details (and name of teacher) will be retained for 30 days after the conclusion of the promotion to allow the Promoter to arrange for delivery of Amazon vouchers. A winning school can request for their contact details to be deleted before the expiry of this period by writing to *Bin It! Competition* Winners' Details Deletion, c/o The Rapport Group, Epic House, 128 Fulwell Road, Teddington, Middlesex TW11 0RQ, UK although the Promoter cannot be held responsible if such request means that it is unable to complete delivery of the Amazon vouchers to that winning school.
14. Except where a winning school has requested that their details are not shared, a winning school's details (school name and county) may be announced on Twitter or through other media channels, and also made available for a period of 30 days by sending a stamped addressed envelope to *Bin It! Competition* Winners' Details at the address set out in Condition 13 above between 8 April and 8 May 2022.
15. The prize-winning schools may be asked to take part in reasonable publicity in connection with the promotion with no recompense, including featuring on Twitter, during the 30-day period referenced in Condition 13 when their contact details will be held, except where they have requested for their details not to be publicised.
16. The Promoter reserves the right to verify all entries including but not limited to asking for confirmation from a winning school that permission was obtained from all parents of any children featured in the winning entry, and to refuse to award the prize or withdraw the prize entitlement and disqualify that entry where there are reasonable grounds to believe there has been a breach of these terms and conditions or any instructions forming part of the entry requirements or otherwise where a participant has gained unfair advantage in participating in the promotion or won using fraudulent means.
17. The Promoter is not responsible in the event that a winning school fails to receive their prize as a result of having provided inaccurate or incorrect contact details.
18. In the event of circumstances outside the reasonable control of the Promoter, or otherwise where fraud, abuse, and/or an error (human or computer) affects or could affect the proper operation of this promotion, the Promoter reserves the right to suspend the promotion or amend these terms and conditions, at any stage, with no liability to any entrants or third parties, but will always endeavour to minimise the effect to participants in order to avoid undue disappointment.
19. Entry into the promotion shall constitute a secondary school's acceptance of these terms and conditions and their agreement to be bound by them.
20. Any personal details provided by entrants (including teacher name and contact details) when participating in the promotion will be used for administrative purposes only and will be deleted once the prizes have been delivered to the winning schools. The winning schools' details will be held and subsequently deleted in accordance with Condition 13.