

EVERY DROP COUNTS

2023

Vénusz
Az étel lelke



Background

Vénusz aims to raise awareness about the importance of properly collecting and recycling used edible oil. Used cooking oil is a valuable resource that, when recycled, can be transformed into various products such as biofuels, soaps, and lubricants. Unfortunately, the majority of used household oil is improperly disposed of, leading to environmental pollution and wasted potential.



Used oil should not be thrown away

- 1. Environmental Impact:** When used oil is dumped or poured down drains, it can contaminate water sources and soil, causing harm to aquatic life, plants, and ecosystems. Recycling used oil helps to reduce pollution and protect the environment.
- 2. Resource Conservation:** Recycling used oil conserves valuable resources by reusing it instead of extracting and refining new oil. It also reduces the need for fossil fuels and promotes a more sustainable and circular economy.
- 3. Energy Efficiency:** The recycling process for used oil requires less energy compared to refining new oil. By recycling used oil, we can minimize energy consumption and contribute to energy efficiency.

Tension

Recent research revealed that while **70% of respondents claimed to collect and drop off their used oil at collection points, only 7% of purchased oil actually ends up being recycled.**

This presents a pressing issue that needs to be addressed.

There is a disconnect between people's intention to recycle used oil and the actual practice of doing so. The tension lies in the **large gap between the perceived and actual rate of recycling**, highlighting the need for an effective campaign to bridge this gap.



Challenge



There are several barriers that need to be addressed:

- 1. Clumsy and Complicated Activity:** The process of collecting used oil can be perceived as messy, stinky, and complicated. These perceptions act as a significant barrier to participation.
- 2. Lack of Routine:** Many individuals are unsure about where and when to take their used oil for recycling.
- 3. "I only use a little":** the misconception that wrong disposal of small amounts of oil does not harm the environment

Target group



The target group for the campaign is **everyone who cooks**.

Preferably those living in housing estates and residential areas and who are already aware of the importance of recycling but may not be actively practicing it when it comes to used cooking oil.

Older target group: This group may face obstacles such as lack of information and transportation barriers.

Younger target group: This group may have different cooking habits, with deep-frying being less common due to new trends and alternative cooking methods like air fryers.

Besides the beneficial effect of collecting used oil it is important to communicate that collection points for used oil are easily accessible throughout the country, especially in these well covered urban areas. The campaign should highlight the convenience and proximity of collection points to encourage active participation in recycling used oil.

Message

Every drop counts.

The core message of the campaign is "Every drop counts." This highlights the importance of each individual's contribution to properly collecting and recycling used oil, and also it highlights the importance of properly disposing of any used oil, even if it is from occasional frying or cooking.



Tone and style

The campaign should aim to create a positive and engaging narrative around the importance of collecting and recycling used oil.



Task

Develop a captivating brand story and create a PR campaign that transforms recycling used oil into a cultural conversation driving attitude change.

The objective is to generate widespread PR and social coverage, emphasizing the importance of the cause. Craft a compelling PR idea and engaging content to raise awareness. Let's make recycling used oil a talk-value, creating lasting impact and promoting environmental responsibility!



Important notes and no goes

Use of incentives, discounts, or coupons: The campaign should focus on promoting the importance of recycling used oil without mainly relying on financial incentives or discounts to encourage participation. If such idea occurs and submitted in the project, then we would request to elaborate thoroughly.

While container production is feasible, it should not be relied upon as the sole solution. Acknowledging this limitation, the campaign should prioritize creative ideas that foster attitude change and promote responsible disposal of used oil.



More information on used cooking oil collection here:
<https://biofilter.hu/hasznalt-sutozsiradek-begyujtes>