



INNO-WASTE

Banánzöld

Vénusz
Az étel lelke

BACKGROUND



AUDIENCE **EVERYONE WHO COOKS**

Preferably those who are open to the idea of the importance of recycling.



CHALLENGE **EDUCATION**

Teaching people the importance of disposing used cooking oil correctly.



PROBLEM **THROWING OIL AWAY**

The majority of used oil is not disposed properly.



GOALS **ATTITUDE CHANGE**

Changing the perspective on the task, generating conversation and awareness of the issue and the solution.

INSIGHT

Research shows that 70% of Hungarians selectively collect used oil, but only 7% of them recycle it properly. Dumping used oil into your toilet or sink drain can cause serious damages and even blockade the sewage system.

CONCEPT

The Inno-Waste campaign is encouraging individuals and businesses to take an active role in reducing waste and promoting sustainability by recycling their used cooking oil.

KEY MESSAGE - EVERY DROP COUNTS

Our aim is to highlight the importance of proper disposal of used cooking oil, while still promoting environmentally conscious and sustainable practices.

RESEARCH

PEOPLE OF THE STREETS

DO PEOPLE KNOW HOW TO DISPOSE PROPERLY?

We are creating video content with the people of the streets, asking them if they know how to dispose of used oil, generating conversation about the topic. These videos not only give us data, but can be also used as social media content.

ONLINE RESEARCH

COOKING OIL RECYCLING HABITS

As the first step we make a quick and reliable online questionnaire that will provide a detailed analysis of Hungarians' cooking oil recycling habits.

How many people know that cooking oil can be recycled?

What are our recycling options?

How can we dispose waste oil properly?

The results from our representative sample will be processed and sent to the press in 3 steps - 2 thematic releases and a paid branded release will be sent out.



ART EXHIBITION EVENT



INNO-WASTE: AN ART EXHIBITION ON THE IMPORTANCE OF PROPERLY DISPOSING USED COOKING OIL

STEP 0.: FIELDTRIP

A FIELDTRIP FOR THE HUNGARIAN FINALISTS OF THE WORD PRESS PHOTO EXHIBITION

Showing the true colors of our sewer system: we take five Hungarian photographers into the darkness of the deep canals laying underneath Budapest to take once in a lifetime images of the problems cooking oil can cause in our a blocked sewage drains.

The taken images will be shown at the exhibition.

STEP 1.: ATTENDEES

PHOTOGRAPHERS, JOURNALISTS, INFLUENCERS

For the opening event of our exhibition, we invite 20 journalists from the biggest media outlets of the country. Chosen influencers will attend the event generating social media coverage.

We also invite the 5 photographers of the fieldtrip, who will answer questions of the media about the experience they had.

Exhibition location: Q Contemporary, Andrásy street, Budapest

The exhibition will later be open to the public for 2 months.

ART EXHIBITION EVENT

INNO-WASTE: AN ART EXHIBITION ON THE IMPORTANCE OF PROPERLY DISPOSING USED COOKING OIL

STEP 2.: EXHIBITION

THE REALITIES OF THE FATBERG

At the exhibition beside the photos taken by the finalists, you will meet the biggest Fatberg discovered in Hungary.

The Fatberg will be the main attraction of the event. A small part of a clogged drain will be also displayed, hanging from the ceiling.

STEP 3.: OUTDOOR ACTIVITIES

TWO-SLIDES OF THE STORY

In collaboration with local artist, Attila Dóczy, we build two slides at the front of the exhibition building. One, representing a clean stream of water that goes through a drain, with calming water sounds and fairy lights. The other one will showcase a drain, while being a dark and bumpy ride downstairs. Visitors can try out both of these slides.

At night a mapping of the two slides will turn them into a vision of drains - one flowing with clean water and one clogged, brown and smelly.

Sunflowers will be painted on the sidewalk of Andrassy street with paint made from recycled cooking oil. Beside the sunflowers, results of the research will be shown.

LIMITED EDITION BOTTLES

A FANCY BOTTLE OF OIL

This limited edition Vénusz oil box contains 2 liters of cooking oil in a glass bottle that can be used for future recycling. It also has a lid that prevents leakage and closes safely. The limited edition Vénusz green box has a label that shows the proper way of recycling used oil.

SEEDING FOR THE ART EXHIBITION EVENT

Attendees of the art exhibition event are getting a seeding box as an invitation: filled with sunflowers, a soap made from recycled cooking oil and a limited edition Vénusz oil bottle.



PAID PARTNERSHIPS

INFLUENCERS

GÖRBE PALKÓ

Instagram reel collaboration with a Hungarian gastro content creator.

BANGÓ MARGIT

We start where it usually ends. A video showing the aftermath of cooking fried goods with the mother of frying everything.

MOMFLUENCERS

Reaching targeted audience, who are cooking on a daily basis - usually using cooking oil.

MEDIA

NOSALTY

Collaboration creating a branded article called 'Three steps to make your kitchen sustainable' and a Nosalty-type video showcasing how to filter and store used cooking oil. The video will be shared through SM platforms and used as a banner on media sites.

MA IS TANULTAM VALAMIT!

Creating a branded content on the Ma is tanultam valamit! Index site about the importance of recycling.



PRESS RELEASES

EARNED MEDIA REACH

Two press releases will be sent out during our campaign, producing organically earned media coverages in the representative media.

User generated content will also cover the exhibition with a hashtag #InnoWaste.



PRESS RELEASE I.

We will cover our research results with useful infographics about the Hungarian cooking-oil recycling habits.

PRESS RELEASE II.

The final press release will be about the opening of our exhibition, also sharing the video made in collaboration with Nosalty.

A photograph of a newspaper clipping on a wooden desk. The headline reads 'Press Release' in a large, bold, black serif font. Below the headline, there is a line of smaller text: 'tion +++ News +++ Information +++ News +++ Information +++ News'. A green star-shaped sticker is attached to the bottom left corner of the clipping. In the background, a yellow pencil and a green plate are visible on the desk.

Press Release

tion +++ News +++ Information +++ News +++ Information +++ News

REASONS OF BELIEVING IN THIS IDEA



A POSITIVE EXPERIENCE

With a different and unusual approach, connecting art and oil together.



RAISING AWARENESS

A country-wide coverage of showing people the importance of recycling cooking oil.



EDUCATION IS KEY

By raising awareness, we present opportunities and key solutions to those who are already interested in recycling.



BREAKING THE CYCLE

Changing people's habits, making the possibilities of a greener home reachable for all.

THANKS FOR WATCHING!