



**CLEAN COASTS PROJECT/NUH DUTTY UP JAMAICA PHASE V
COMMUNICATIONS PLAN
DECEMBER 2019 – MARCH 2020**

Submitted to the Tourism Enhancement Fund



Prepared by the Jamaica Environment Trust



Contents

1	Introduction, Overview and Context	3
2	Implementing and Funding Organizations	4
3	CCP Phase IV Communications Overview	5
3.1	Advertising Spend Phase IV	6
3.2	Challenges	6
3.3	2019 NDUJ External Evaluation	7
3.4	JET's recommendations at the end of Phase IV	8
4	CCP Phase V Communication Framework	9
4.1	Overall Goal	9
4.2	Objectives	9
4.3	Key Messages	10
4.4	Campaign Theme	10
4.5	Audiences	10
4.5.1	Selected based on overarching project objectives	11
4.5.2	Campaign Partners	11
5	CCP Phase V Communications Strategies	12
5.1	Broad Strategies & Tactics	12
5.2	Special Communications Projects	16
5.3	Barriers to Success	19
6	Roles/Responsibilities	19
6.1	Jamaica Environment Trust	19
6.2	Tourism Enhancement Fund/ Ministry of Tourism	19
7	Budget	20
8	Evaluation	21
	Appendix 1: NDUJ Outdoor Advertising Portfolio	22
	Appendix 2: Television Viewership and Radio Listenership – NDUJ External Evaluation 2019 vs All Media Survey 2016	24
	Appendix 3: Social Media Statistics for Jamaica	27

1 Introduction, Overview and Context

Jamaica continues to face significant solid waste management challenges, resulting in a highly visible failure to properly store, collect and treat all kinds of solid waste, particularly municipal garbage. According to a 2018 World Bank Study entitled *What a Waste: An updated look at the future of solid waste management*¹ “Poorly managed waste is contaminating the world’s oceans, clogging drains and causing flooding, transmitting diseases, increasing respiratory problems from burning, harming animals that consume waste unknowingly, and affecting economic development, such as through tourism.”²

The Jamaica Environment Trust (JET) launched the Clean Coasts Project (CCP) in 2014, with funding from the Tourism Enhancement Fund (TEF). Earlier periods of the project were:

- Phase I: August 2014 – July 2015
- Phase II: August 2015 – August 2016
- Phase III: February 2017 – January 2018 (traditional advertising until May 2018)
- Phase IV: September 2018 – September 2019

The main elements of CCP have been:

- A high-profile public education campaign, called Nuh Dutty Up Jamaica (NDUJ), which launched in February 2015 and seeks to build awareness of the impact of poor solid waste disposal practices on public health, marine life and Jamaica’s tourism product using traditional and new media. The most recent phase of the NDUJ campaign ended in September 2019.
- A targeted CCP/NDUJ Programme in three model communities (Trench Town in Kingston, Lakes Pen in St Catherine and Nine Miles in St Ann), including provision of garbage bins which ended in March 2018.
- School-based solid waste education with a CCP project theme – an annual research day and awards ceremony with exhibits of student research and performances in 2015, 2016 and 2017.
- Biannual underwater cleanups at four resort area sites, between 2014 and 2017
- A Debris Containment Boom (DCB) at the mouth of the South Gully in Montego Bay to capture solid waste which was deployed in 2015. The DCB project also included scoping other potential DCB sites in Jamaica and ended in January 2018.
- A year-long schedule of NDUJ islandwide cleanups led by a network of community groups, NGOs and the private sector which started in 2017 and has continued up until this year.
- Partnerships with companies, civil society groups and schools to disseminate the NDUJ message and implement practical waste management strategies
- Support for International Coastal Cleanup Day each September

¹ <http://www.worldbank.org/en/news/immersive-story/2018/09/20/what-a-waste-an-updated-look-into-the-future-of-solid-waste-management>

² Sameh Wahba, World Bank Director for Urban and Territorial Development, Disaster Risk Management and Resilience

In September 2018, the Government of Jamaica (GOJ) announced phased restrictions on the distribution of certain types of single-use plastic packaging in Jamaica – drinking straws, plastic shopping bags measuring less than 24” x 24”, Styrofoam food and drink containers – and a Deposit Refund Scheme (DRS) for PET plastic beverage bottles. In January 2019, the ban on single-use plastic packaging (shopping bags, straws and imported Styrofoam food and drink containers) came into effect. In January 2020 the ban is scheduled to extend to locally manufactured Styrofoam food and drink containers. The DRS for plastic bottles is also expected to be launched in 2020.

Nuh Dutty Up Jamaica is an important vehicle for educating Jamaicans on the new strategies to tackle single-use plastic pollution and for building support and changing practices. For example, during CCP Phase IV, the aim of three of the NDUJ public service announcements (PSAs)/video blogs (vlogs) produced by JET aimed at raising awareness of the ban and the impact of single use plastics on public health and the environment.

Nuh Dutty Up Jamaica has become synonymous with solid waste management education in Jamaica and has been widely successful in raising awareness of Jamaica’s solid waste management crisis (see section 3.3). In May 2019 TEF confirmed funding of J\$25 million for a fifth phase of CCP which will see the Nuh Dutty Up Jamaica campaign continue until March 2020.

The Communications Plan for CCP Phase V for the period December 2019 to March 2020 is outlined in this document. The plan is informed by a recent external evaluation of the NDUJ campaign which was completed in September 2019, as well as the CCP Phase IV End of Project Report.

2 Implementing and Funding Organizations

The Jamaica Environment Trust (JET) is the implementing organization for CCP and NDUJ. JET is a 28-year-old non-profit, non-governmental organization (NGO) which seeks to protect Jamaica’s natural resources through environmental education and advocacy.

The Tourism Enhancement Fund (TEF) is the main donor CCP and the sole funding agency for Phase V. TEF is an agency of the Ministry of Tourism. Its mandate includes encouraging better management of environmental resources and the sustainable development of the tourism sector. TEF was the sole funding agency for CCP Phases I and II, and cofounder of CCP with the Wisynco Group for CCP Phases III and IV.

3 CCP Phase IV Communications Overview

The main communications activities and achievements for CCP/NDUJ Phase IV (November 2018 – September 2019) were:

- Nuh Dutty Up Christmas
 - 'Bring a Bag a Bokkle' - at Mall Plaza with an outside broadcast on ZIP103FM – members of the public were invited to redeem NDUJ reusable shopping bags in exchange for bags of plastic bottles
 - Relaunch of the “Twelve Days of Nuh Dutty Up Jamaica” Christmas social media campaign
 - Christmas remix of the NDUJ jingle with lyric video posted on social media
- Ambassadors selected as spokespersons for NDUJ sub-campaigns and special communication projects
 - Rushane Campbell (@RushCam) – Nuh Dutty Up Di Road carnival campaign and the NDUJ Road Trip
 - Patria-Kaye Aarons – *Composting with Patria* PSA series
 - Sevana – *Plastic Pollution? Plastic Solution!* PSA
- NDUJ Adopt-A-Bin – 292 55-gallon plastic drums donated by AGChem were donated to schools, churches, NDUJ model communities, publicly accessible beaches and other public spaces.
- NDUJ Cleanup Network launched in March 2019 - 21 groups were provided with kits to stage cleanups throughout the year.
- NDUJ Road Trip – August 2019 – a partnership with MegaMart and Wisynco ECO – promotional events hosted by RushCam in Mandeville, Portmore and Montego Bay to raise awareness of the plastic ban
- Four (4) new PSAs produced
 - Scandal Bag Ban – February 2019
 - Nuh Dutty Up Di Road – April 2019
 - Composting with Patria – June 2019
 - Plastic pollution? Plastic solution! – July 2019
- Three (3) new video blogs produced
 - Skip the Straw
 - Nuh Dutty Up Di Road Carnival Vlog – 2 episodes
- Nuh Dutty Up Di Road – April 2019 – a partnership with three Jamaican carnival bands and CarniCycle (Trinidad) – promoting carnival costume recycling and reducing the use of single-use plastic; NDUJ branded clean up team also followed the parade.
- Paid traditional media advertising – Radio: 626 spots; Television: 157 spots; Cinema: 45 spots.
 - NDUJ Model Community documentary “From Nine Miles to Trench Town: How three Jamaican communities joined Nuh Dutty Up Jamaica” aired on TVJ on Labour Day and re-broadcast in June.
- Paid social media to boost visibility of NDUJ content on Facebook and Instagram

- NDUJ branded promotional items – ChicoBags® and other reusable shopping bags; reusable bottles; Nuh Dutty Up Di Road reusable cups, stainless steel straws, and stickers for cars, garbage bins and notebooks.
- NDUJ promotional assets – pull-up banner, branded tablecloth
- Outdoor advertising contracts renewed – 16 bus shelters with bins, 20 lollipops, three directional signs, one billboard and one tri-media super-board, a large NDUJ logo installed on the arch of the Half Way Tree Transport Centre, and complimentary placement of NDUJ animated advertising on four videoboards in Kingston
- At the end of CCP Phase IV in September 2019, NDUJ’s social media following was:
 - *Facebook:* 18,866 followers
 - *Twitter:* 686 followers
 - *Instagram:* 4,777 followers
 - *YouTube:* 1,470 subscribers

3.1 Advertising Spend Phase IV

Media	Total Spend (J\$)	Placements
Television	5,189,758.75	157 spots
Radio	2,029,359.59	626 spots
Cinema	994,550.00	45 spots
Outdoor	4,990,600.00	49 signs
Print & Online	117,301.48	39 boosted posts
Total	\$13,321,569.73	

3.2 Challenges

Generally:

- Nuh Dutty Up Jamaica (NDUJ) messaging loses momentum during periods of hiatus due to funding uncertainty between project phases. There was a three-month hiatus between Phase I and Phase II, a seven-month hiatus between Phase II and Phase III, and a six month hiatus between Phase III and IV.
- Tangible support from National Solid Waste Management Authority (NSWMA) remains elusive. The need for improvements in garbage collection services and infrastructure islandwide is persistently identified as critical to the success of the project.
- Weak enforcement and inadequate public education of the ban on single-use plastic by the implementing government agency - National Environment and Planning Agency (NEPA)
- Media houses do not extend meaningful discounts for advertising placements – they continue to recommend seeking sponsorship or donations of advertising spots from Corporate Jamaica, which JET has been unsuccessful in securing

Additionally, in Phase IV:

- Identifying and gaining unanimous agreement among all funders/stakeholders on NDUJ ambassadors prevented JET from engaging highly influential and popular personalities
- Production delays caused by inadequate responses to RFPs, lag times for approvals and effecting requested edits, and scheduling conflicts resulted in later than planned release of PSAs
- Loss of funding for administrative support from Wisynco to cover staff costs associated with project delivery in September 2019.

3.3 2019 NDUJ External Evaluation³

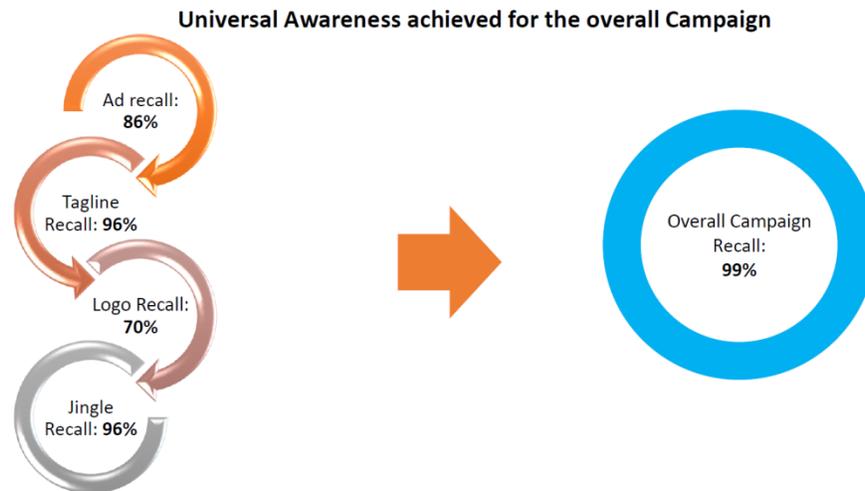
An external evaluation of NDUJ was conducted by Hope Caribbean Company Limited following Phase IV to evaluate the effectiveness of the NDUJ campaign over the four-year period. The results of this 2019 study were tracked against the results of their 2015 campaign evaluation, to determine the campaign's relevance, effectiveness and overall impact. The study sought to evaluate:

- The level of awareness of the NDUJ campaign and current communications
- The communication elements that have been most effective in conveying the key campaign message
- Whether NDUJ has had a positive impact on individuals' attitude and behaviour towards solid waste management

Via a two phased approach – quantitative and qualitative investigations – the study specifically measured:

- Level of awareness of the NDUJ campaign and existing communications
- Reach of the various communication tools
- Comprehension of the message
- Specific likes and dislikes
- Perception of the campaign (benefits and disadvantages)
- Change in attitude and behaviour as a result of the campaign

³ Source: Nuh Dutty Up Jamaica Campaign Evaluation Report 2019; Qualitative and Quantitative Phase, Hope Caribbean Company Limited, September 2019



Key findings:

- Universal awareness achieved for the campaign with 99% overall campaign recall
- Significant increase in spontaneous (unprompted) awareness from 57% in 2015 to 81% in 2019. The majority (65%) noted that they had recalled Nuh Dutty Up Jamaica from the ads on garbage disposal, an increase from previous the wave (33%)
- Almost universal awareness of the NDUJ jingle with prompted awareness at 96% in 2019, increasing from 68% in 2015.
- Animated PSAs had the highest recall of all the NDUJ productions. Specifically, recall of the PSA 1 (bottle from vendor to the sea) has grown to 53% in 2019 from 45% in 2015 followed by PSA 2 (flooding) with 44% recall in 2019 from 38% in 2015. The most recently introduced Composting PSA earned 39% recall.
- The campaign also experienced increased awareness of its tagline (96% in 2019 vs. 82% in 2015) and logo (70% in 2019 vs. 43% in 2015) over the period.
- In terms of rating campaign quality and effectiveness:
 - 71% rate the campaign overall as excellent/very good.
 - 79% rate the ads as a good fit to encourage Jamaicans to dispose of their garbage properly while 55% say the campaign is effective to encourage proper garbage disposal
 - 63% attribute the campaign to influencing them to think differently
 - 52% attribute the campaign to influencing a change in behaviour
- Television remains the main source of exposure increasing from 82% in 2015 to 90% in 2019.

3.4 JET’s recommendations at the end of Phase IV

1. The 2019 external evaluation of NDUJ confirmed that strategies and tactics employed by JET have been extremely effective and successful in spreading the NDUJ message. This success would be amplified with increased and consistent funding (without hiatus periods), improvements in solid waste infrastructure (garbage bins) and collection frequency, enforcement of anti-litter/anti-dumping laws and improvements in the legislation and regulations governing solid waste in Jamaica.

2. Campaign messaging should evolve from awareness to action oriented communications and persist in promoting alternative waste management strategies that individuals can adopt such as composting and reducing waste
 - a. Messaging to promote plastic recycling to be integrated once the deposit refund scheme for plastic bottles is in place.
3. Several gaps in the advertising programme have retarded the momentum of NDUJ. Changing knowledge, attitudes and practices which have built up over generations takes time and persistence. A long-term commitment of at least three additional years of funding which also covers the administrative costs of project delivery is needed from donors for a sustained advertising and public education programme for meaningful change is to be seen.
4. Improvement in garbage infrastructure is also a vital component of success.
5. Given the continued solid waste infrastructural and regulatory inadequacies, monitoring and evaluation of NDUJ can only assess the effectiveness of the **messaging** of the campaign and changes in awareness since the 2015 evaluation. There is unlikely to be behavioural change, unless there is improvement in the provision of garbage bins and frequency of collection, passing of the long awaited NWSMA regulations and enforcement of the laws related to solid waste in Jamaica.
6. Renew outdoor portfolio and renovate older shelters where possible.
7. Continue NDUJ cleanup network.

4 CCP Phase V Communication Framework

Due to the short period for campaign delivery (December 2019 – March 2020) and reduced project funding due to the withdrawal of Wisynco’s administrative support, NDUJ in CCP Phase V has been tailored to focus on increasing advertising placements for existing PSA productions, supported by four special communication projects.

4.1 Overall Goal

Increased public awareness regarding solid waste management in Jamaica, including better waste disposal practices by individuals and institutions

4.2 Objectives

- i. To build general public awareness on the impacts of littering on the marine environment and public health
- ii. To encourage personal responsibility and behavioural change with regards to how individuals handle waste
- iii. To establish and foster meaningful partnerships with stakeholders that have a marked interest in improving solid waste management at the national level

4.3 Key Messages

- i. Poor waste disposal habits/practices affect all Jamaicans by:
 - increasing the spread of disease vectors (flies, rats, mosquitoes)
 - causing threats to human life and property due to flooding caused by blocked drains and gullies
 - negatively impacting the livelihoods of those who work in tourism and fishing causing damage to the marine environment (fish, turtles, other organisms, mangroves, coral reefs) which reduces resilience to climate change
 - aesthetic impacts for residents
 - compromising Jamaica's attractiveness as a tourist destination, affecting economic health
 - ii. Promoting personal responsibility for a clean Jamaica – extending the concept of home to include public spaces “Love where yu live”
 - iii. Strategies for proper waste management – reduce, reuse, recycle, compost, bag it & bin it.
 - iv. Need for proper waste disposal practices despite limited infrastructure and services, e.g. keep your garbage until you find a bin; don't burn garbage or throw it in gullies, reduce waste when shopping, compost, advocate for improvements in collection, take your garbage to somewhere that receives collection.
 - v. Most of the garbage on Jamaica's beaches and coastline come from land-based sources
 - vi. Single-use plastic packaging poses a problem for Jamaica's underfunded solid waste management system.
 - Comply with GOJ regulations banning the distribution of single-use plastic items – shopping bags, straws, Styrofoam food and beverage containers
 - Reduce your use of single-use plastic
- Consumers:
- Take your own bag when shopping
 - Carry reusable straws and utensils
 - Carry a reusable container when buying boxed lunch
- Restaurant and cook shop owners:
- Accept patrons' reusable containers for takeout meals
 - Use biodegradable packaging for takeout meals

4.4 Campaign Theme

Nuh Dutty Up Jamaica

4.5 Audiences

While the message of the Clean Coast Project/ Nuh Dutty Up Jamaica is relevant to all Jamaicans, some specific audiences will be targeted during this campaign.

4.5.1 Selected based on overarching project objectives

Demographics:

- Adults, employed, low to middle income;
- Older children (12-18 years);
- Users of social media;

Geographic areas of focus:

- Kingston Metropolitan Area
- Montego Bay

Special Interest groups:

- Holiday shoppers – Christmas, Valentines Day
- Schools and Community Groups

4.5.2 Campaign Partners

- Government Ministries (Ministry of Tourism, Ministry of Local Government & Community Development, Ministry of Economic Growth and Job Creation)
- Government Agencies (National Environment and Planning Agency, Jamaica Tourist Board, National Solid Waste Management Authority, Tourism Enhancement Fund, Tourism Product Development Company, Jamaica Urban Transit Company)
- Local Government Authorities (Municipal Corporations) for solid waste infrastructure placement and outdoor advertising permits/licenses
- Corporate Jamaica with a specific focus on tourism interests and food and beverage manufacturers/distributors
- Entertainment industry with a specific focus on promoters of outdoor events and venues, and local celebrities/social media personalities
- Local media houses and outdoor advertising companies to increase campaign visibility
- Civil society – NGOs, CBOs

5 CCP Phase V Communications Strategies

5.1 Broad Strategies & Tactics

The communications strategies and tactics for Phase V of the Nuh Dutty Up Jamaica (NDUJ) campaign are detailed below. Some of the communication strategies employed in earlier phases will continue to be used to disseminate key messages and efforts to expand the reach of the communications will continue to be pursued through partnerships with government, private sector and media stakeholders.

Strategy	Tactics	Actions	Timeline
<p>Continue Nuh Dutty Up Jamaica messaging using traditional and digital media (<i>radio, television, cinema, print, outdoor, online ads, social media ads</i>)</p>	<p>a. Use of radio, television, and cinema to disseminate NDUJ messages</p>	<ul style="list-style-type: none"> • Develop schedules for existing NDUJ audio and video assets using media habits derived from NDUJ external evaluation and all media survey (see appendix 2): <ul style="list-style-type: none"> ○ Television and cinema placements for video PSAs (animated PSA series, You and Yuh Garbage Crew, Businesses! Know where your waste goes!, NDUJ Road Code, NDUJ Jingle, Model Community Documentary, Composting with Patria, Plastic Pollution! Plastic Solution) targeting shows with high listenership & viewership (<i>TVJ & CVM - Smile Jamaica; CVM at Sunrise, Lunch time Soap Operas in CVM School's Challenge Quiz, Junior Challenge Quiz, Prime Time News and Prime Time on TV;</i> 	<p><i>December 2019</i></p>

		<ul style="list-style-type: none"> ○ Radio placements for audio PSAs –IRIE, RJR, Mello, Zip103, Love, (see ● Paid interviews or sponsored series on television and radio –e.g. TVJ’s Smile Jamaica; RJR’s Sunny Side Up with Paula Ann and Francois ● Leverage awareness days during the campaign period – specifically Christmas and Valentines Day 	<p><i>Ongoing</i></p> <p><i>December 2019; February 2020</i></p>
	<p>b. Partner with Media Houses and groups to:</p> <ul style="list-style-type: none"> ● Continue to seek reduced rates or additional advertisement spots through adding the media brand to the advertisements ● Pitch and secure spots in news magazine features to support advertising (e.g. Television - Smile Jamaica, All Angles; Radio - Beyond the Headlines, Nationwide News, Morning Agenda) ● Identify and secure opportunities for unpaid interview spots for NDUJ events as part of the partnership with stakeholders. ● Encourage unpaid media coverage through timely dissemination of briefing documents, press releases and feature stories. 	<ul style="list-style-type: none"> ● Contact and continually brief producers of targeted radio and television shows ● Produce briefing documents and press releases for all new NDUJ products and events 	<p><i>Ongoing</i></p> <p><i>Ongoing, as needed</i></p>

	<p>c. Increase advertisements on television and radio</p> <ul style="list-style-type: none"> Increased paid television placements for NDUJ PSAs 10 or 15 sec time signals on radio, including solid waste management tips 	<ul style="list-style-type: none"> Develop television placement schedule for all PSAs – targeting to specific market segments; for example: “Business Know where your waste goes” – placement ahead of TVJ Prime Time News Business Day Monthly contracts for time signals – on radio – RJR, Mello FM, IRIE, ZIP FM, Nationwide FM 	<p><i>Beginning January 2020</i></p>
	<p>e. Outdoor advertising</p> <ul style="list-style-type: none"> Renew existing outdoor advertising portfolio Refurbish billboards/bus shelters/signage where necessary Production of two to three new bus shelters with bins and 10 new lollipop signs 	<ul style="list-style-type: none"> Renewal of existing outdoor advertising products and refurbishment of those that expire during the campaign period Order and execution of new outdoor advertising 	<p><i>Execute renewals as they arise</i></p> <p><i>December 2019 – February 2020</i></p>
<p>Supplement use of traditional media with social media campaigns, posts and advertising</p>	<p>a. Maintain active NDUJ social media presence</p> <ul style="list-style-type: none"> Solicit messaging on TEF social media networks re: CCP/NDUJ partnership Use live posts and short videos for social media to promote events Social media push campaigns targeting specific groups and communities Engage / increase followers through boosted posts and paid advertisements 	<ul style="list-style-type: none"> Increase sponsored advertisements on social media using habits derived from NDUJ external evaluation and StatCounter GlobalStats (see appendix 3): Weekly posts on Facebook and Instagram and responses to questions by followers – <i>increase the frequency of posts – especially on Instagram, using Instagram stories and IGTV; create engagement by asking for comments on posts</i> Boost online presence during the week of promotions, events and project activities through increased postings, 	<p><i>Social media post focus:</i></p> <p><i>December 2019 – Nuh Dutty Up Christmas;</i></p> <p><i>January 2020 – Plastic Pollution! Plastic Solution! Say No to Styrofoam VLOG;</i></p> <p><i>February 2020 – Love Where Yu Live; February to March 2020 – Nuh Dutty Up Di Road</i></p> <p><i>Ongoing</i></p>

		advertisements and pictures of issues or from events.	
Continue use of NDUJ branding to promote campaign	a. Produce Nuh Dutty Up Jamaica branded promotional items	<ul style="list-style-type: none"> • Production of NDUJ branded promotional items for distribution at NDUJ events and to direct requests <ul style="list-style-type: none"> - T-shirts - Chico bags - Reusable shopping bags - Reusable bottles - Reusable straws - Car stickers - Notebook stickers - Bin stickers - Reusable Lunch Boxes - Reusable mesh produce bags • Distribution of promotional items events, where JET promotional team can interact with participants • Distribution of promotional items in response to requests to JET made by CBOs and schools 	<i>Inventory in hand for distribution in February 2020</i>
	b. Use of Nuh Dutty Up Jamaica logo by other groups, companies or organizations	<ul style="list-style-type: none"> • Renew user license agreements from Phase IV 	<i>Ongoing</i>

5.2 Special Communications Projects

Broad communication strategies will be supplemented by special communication projects and mini campaigns, as outlined below.

Description	Key Message(s)	Target Audience	Communications Strategy	Timeline
Nuh Dutty Up Christmas 2019				
<ul style="list-style-type: none"> • NDUJ Jingle Christmas remix, with solid waste tips embedded • Nuh Dutty Up Christmas graphics and tips for social media 	<ul style="list-style-type: none"> • 12 days of Nuh Dutty Up Christmas • Good solid waste management practices during the holiday season 	<ul style="list-style-type: none"> • General public, students • NDUJ followers 	<ul style="list-style-type: none"> • New graphics to promote campaign on social media • Social media roll-out; Christmas tips boosted • Jingle remix on the radio • Press release/advertorial • Generate paid and unpaid opportunities to share the tips – e.g. interviews on radio and television 	<i>December 2019</i>
Nuh Dutty Up Jamaica Cleanup Network – Love Where Yu Live				
<ul style="list-style-type: none"> • Production of NDUJ cleanup kits for 30 community based organizations and NGOs (including NDUJ branded items) • Kits to be distributed to groups as gifts to Jamaican communities around Valentines Day 2020 	<ul style="list-style-type: none"> • <i>Love Where Yu Live</i> • Cleanups are a hands-on way to participate in NDUJ • Once is not enough - recycle • Cleanups educate volunteers about solid waste and its impacts • It's not just about cleaning up, it's about not duttying up Jamaica in the first place 	<ul style="list-style-type: none"> • 30 community based organizations and NGOs • General public, students, NDUJ followers 	<ul style="list-style-type: none"> • Recruitment of partners via social media • Press Release/feature story announcing applications and telling the story of successes and data collected in previous years • NDUJ Cleanup Network branded T-shirts and reusable bottles for coordinators and volunteers • Monitor media coverage • Promotion of cleanups on social media 	<i>January - February 2019</i>

Description	Key Message(s)	Target Audience	Communications Strategy	Timeline
<ul style="list-style-type: none"> • NDUJ cleanups ongoing throughout 2020 with a focus on Labour Day (May 23, 2020) 	<ul style="list-style-type: none"> • Cleanup dates and locations • Join an NDUJ cleanup in your community or stage your own cleanup 			
Nuh Dutty Up Jamaica – Single-Use Plastic Ban				
<ul style="list-style-type: none"> • Sensitizing Jamaicans to the restrictions on manufacture and distribution of Styrofoam • Encouraging the use of alternatives for restaurant and cook shop owners and consumers • Reinforce messaging related to ban on single-use plastic bags and straws 	<ul style="list-style-type: none"> • All Styrofoam food and beverage containers, whether imported or locally produced, are banned effective January 1, 2020 • The negative impact of Styrofoam carelessly discarded on the environment and public health • Say NO to Styrofoam • <i>Bring yu box</i> • When shopping, select produce not packaged in Styrofoam – use reusable mesh bags for groceries • Plastic grocery bags with dimensions measuring less than 24" x 24" (commonly referred to as scandal bags/ t-shirt bags/lada bags) (both imported and locally manufactured) are were 	<ul style="list-style-type: none"> • Shoppers, purchasers of takeout meals; restaurant and cook shop owners • General public, students, NDUJ followers 	<ul style="list-style-type: none"> • Partner with two popular lunch spots in Kingston and Montego Bay to host Styrofoam Ban Road Trip events. Customers will be provided with NDUJ branded reusable lunch containers and other reusable items. • Distribution of reusable lunch containers to at least three to five other popular lunch spots to be used as giveaways for customers. • Content creation including photography, graphics and video blog captured during Styrofoam Ban Road Trip events 	<i>January to February 2020</i>

5.3 Barriers to Success

There are several factors which have been identified in previous phases of CCP which will likely continue to limit the project's successful achievement of the aforementioned objectives:

- Shortened execution period.
- Improper garbage disposal practices are part of the cultural norms of many Jamaicans.
- Limited enforcement of anti-litter/anti-dumping laws.
- Lack of proper waste management infrastructure including at approved waste disposal sites.
- Irregular to non-existent garbage collection, insufficient bins and limited sorting or recycling of solid waste.
- Limited appreciation for the natural environment, unless the community or household is directly and negatively impacted
- Limited reinforcement of anti-litter messages delivered in schools by the wider society
- Loss of momentum due to funding uncertainties and delays

6 Roles/Responsibilities

6.1 Jamaica Environment Trust

- Create Communications Plan
- Liaise with key stakeholders
- Re-engage existing or engage new partners
- Coordinate creation, production and distribution of communications elements and associated events/project activities
- Create social media strategy
- Manage social media activity
- Prepare and distribute information to the press (releases, features, photos etc.)
- Arrange media interviews (paid and unpaid)
- Identify opportunities which can increase the campaign's visibility
- Report on planned activities and budget (January and March 2020)
- Provide content for communication activities
- Deliver presentations at scheduled engagements
- Participate in media interviews

6.2 Tourism Enhancement Fund/ Ministry of Tourism

- Approve Communications Plan
- Disburse funding for approved plan to JET
- Identify and provide spokesperson for events, interviews and presentations
- Identify areas of synergy with other projects and communicate to JET
- Assist with access to and liaise with key industry stakeholders

7 Budget

PROJECT COMPONENT	MODULE	LINE ITEM	DESCRIPTION	BUDGET
Nuh Dutty Up Jamaica Campaign	Advertising & Promotion	Consultancy	Communications plan development, campaign monitoring and evaluation	500,000.00
		Outdoor	Renewal of existing portfolio: directional signs, lollipops, branded bus shelters with bins, billboards; renovation of HWT Transport Centre installation; 2 - 3 new branded bus shelters with bins; 10 new lollipops	5,250,000.00
		Television	PSA placement - (prime time spots) @ J\$1,800,000 per month for four months (December 2019 to March 2020)	7,199,000.00
		Cinema	PSA Placements- @ \$250,000 per month for three months (December 2019 to February 2020)	750,000.00
		Radio	PSA placement - @ J\$675,000 per month for four months (December 2019 to March 2020)	2,700,000.00
		Social Media/Online	Boosting, website fees	400,000.00
		Promotional Items	T-shirts, cups/bottles, reusable bags, reusable lunch boxes, stickers (small and large)	2,000,000.00
		Promotional Events	NDUJ event(s) to promote campaign messages	1,500,000.00
		Sub-Total (Campaign)		
Nuh Dutty Up Jamaica Cleanup Network	Cleanup Kits	30 cleanup kits (including gloves, garbage bags, reusable bottles, t-shirts, stipend, handouts) to be distributed per year @ ~J\$60,000 each; Courier of kits to cleanup coordinators @ ~J\$13,000 each	2,200,000.00	
Sub-Total (Cleanup Network)				2,200,000.00
Sub-Total Direct Project Costs (Campaign + Cleanup Network)				22,499,000.00
Bank Charges		Fees associated with the transfer of project funds from TEF to JET	1,000.00	
Project Management Fee (10% of total project budget)		Rent, security, electricity, water, equipment & maintenance, insurance (property, health), accounting, audit, public relations), communications, stationary & supplies	2,500,000.00	
TOTAL				25,000,000.00

8 Evaluation

The NDUJ Communications Plan will be monitored internally by JET on a monthly basis. A final internal project evaluation report will be produced within one month of the end of the project.

Evaluation	Frequency/ Timing
Advertising Placements - number of paid advertising placements	Monthly; Post campaign summary
Social media reach and engagement using social media management analytics software (e.g. Sprout Social, Hootsuite)	Monthly; Post campaign summary
Media Coverage - number of unpaid media impressions	Monthly; Post campaign summary
Community engagements and size of audience reached	Monthly review
Budgeted versus actual spend	January and March 2020
Internal Evaluation Report	April/May 2020

Jamaica Environment Trust
November 2019

Appendix 1: NDUJ Outdoor Advertising Portfolio

Product	Location	Contract Period	Annual Renewal 2019-2020 (J\$)
Sigtex			
1 tri-media super billboard	Trafalgar Road by Lord Nelson Way, Kingston	February 5, 2019 to February 4, 2020	450,000
Billboard (12' x 14')	Greenwood Main Road, St James	July 15, 2019 – July 14, 2020	280,000
16 bus shelters with bins	1. Port Antonio Main Road by Folly's Playfield	May 1, 2019 to April 30, 2020	360,000
	2. Santa Cruz Main Street by Craft Market (3 shelters)		
	3. Norman Manley Blvd by Waves Beach, Negril		
	4. Norman Manley Blvd by Cosmos, Negril		
	5. Howard Cooke Blvd, Montego Bay	June 01, 2019 to May 31, 2020	70,000
	6. Duke Street opposite the Electoral Office	July 12, 2019 to July 11, 2020	240,000
	7. Jose Marti round-a-bout, Spanish Town		
	8. Westgate Main Road, Montego Bay		
9. Old Road, Falmouth	August 3, 2019 to August 2, 2020	130,000	
10. Half Way Tree Road, Kingston			
11. Dacosta Drive, Ocho Rios	September 3, 2019 to September 2, 2020	-	
12. Naggo Head Bus Bay, Portmore (5 shelters)			
13. Trafalgar Road by Lord Nelson Way, Kingston (Lit shelter)	September 16, 2019 to September 15, 2020	250,000	
20 road sign lollipops	<p>Kingston: Birdsucker Lane/Barbican Road South Camp Road/Victoria Ave Molynes Road/Washington Blvd</p> <p>Other parishes: Main Street, Ocho Rios Dacosta Drive, Ocho Rios Market Street, Montego Bay Orange Street, Montego Bay Perth Road, Mandeville Negril Town Centre Main Street (Lucea Town Centre)</p>	April 18, 2019 to April 17, 2020	342,000

	Montego Bay: Harbour St/Barnett St Howard Cooke Blvd/Lower Bevin Ave Gloucester Ave/Howard Cooke Blvd Corinaldi Ave/Barnett St Falmouth: Tharp St Lower Parade St Duke St/Pitt St Market St Cornwall St Water Square	July 10, 2019 to July 9, 2020	360,000
3 directional signs	Harbour View round-a-bout, Kingston Main Street, Ocho Rios Negril round-a-bout	April 30, 2019 to April 29, 2020	110,000
1 videoboard	Barbican Road, Kingston	Complimentary	-
Roatary Bulletins	Greater Portmore Main Road & George Lee Blvd		-
iPrint			
3 videoboards	Waterloo Road, Kingston Hope Road, Kingston Constant Spring Road, Kingston	Complimentary	-
1 Arch Branding	Half-Way-Tree Transport Centre Arch, Eastwood Park Road, Kingston	September 25, 2018 to September 24, 2019	350,000
Total			2,942,000

Appendix 2: Television Viewership and Radio Listenership – NDUJ External Evaluation 2019 vs All Media Survey 2016

Television

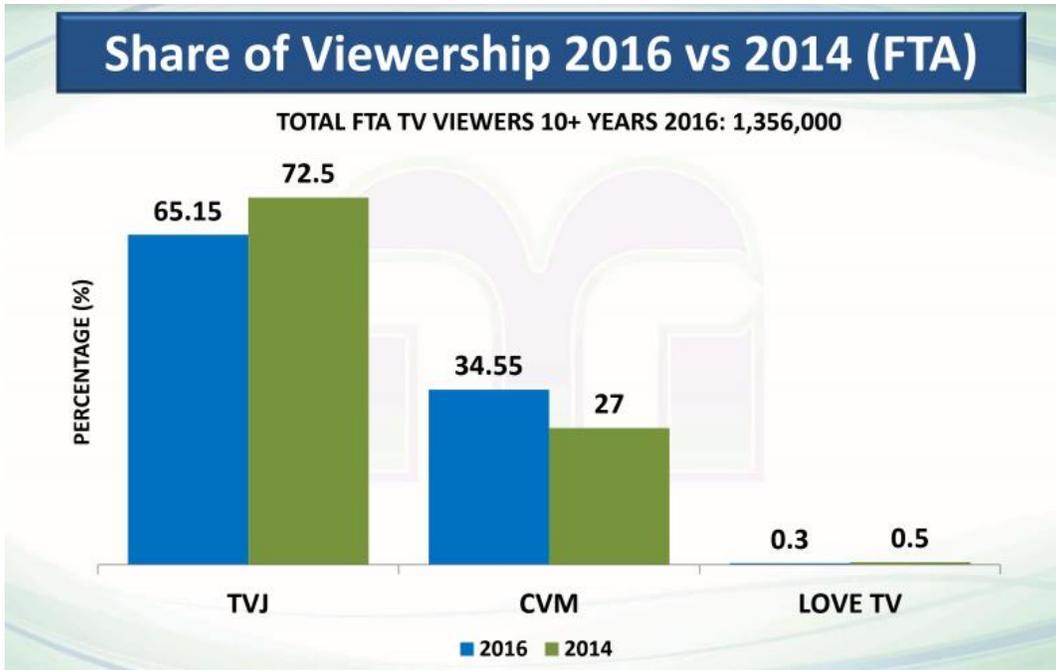
Chart 36: Time Local Station Watched Most Often

	Television Jamaica		CVM Television	
	2015 (n=276)	2019 (n=273)	2015 (n=88)	2019 (n=48)
Morning	17%	24%	9%	31%
Mid-morning	3%	4%	2%	6%
Afternoon	8%	8%	9%	19%
Late Afternoon	1%	5%	1%	2%
Evening	31%	30%	23%	31%
Night	47%	57%	57%	71%
No special Time/ Throughout the day	5%	11%	7%	2%
Other	1%	-	1%	-
No answer	1%	-	1%	-

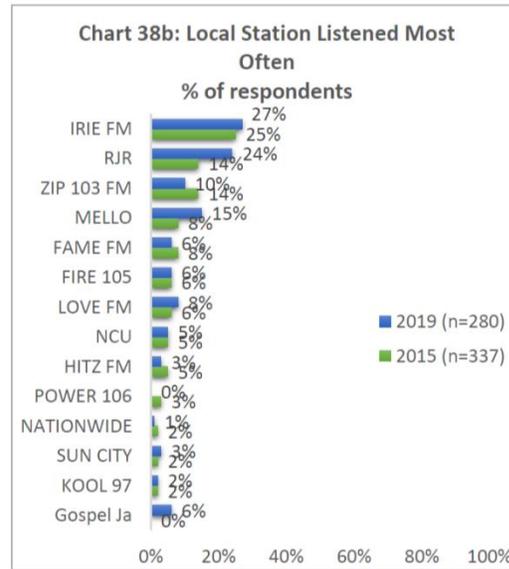
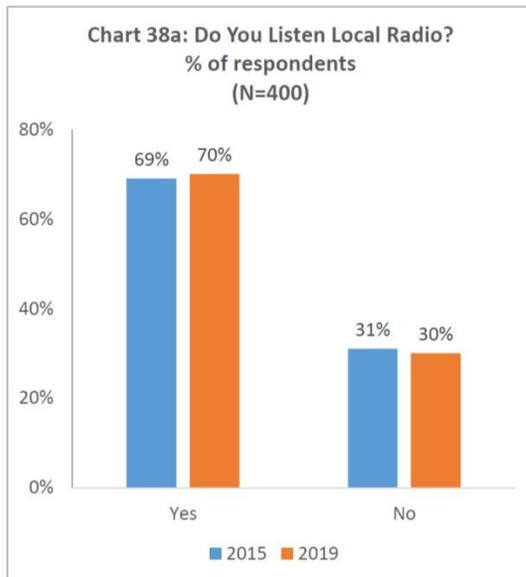
Chart 37: Program On Local Station Watched Most Often

	Television Jamaica		CVM Television	
	2015 (n=276)	2019 (n=273)	2015 (n=88)	2019 (n=48)
News	74%	73%	78%	70%
Smile Jamaica/ CVM at Sunrise*	11%	5%	1%	6%
Nothing special	3%	9%	3%	10%
Digicel Rising Stars	2%	7%	-	-
Series (eg. Suits, Teen Wolf)	1%	1%	2%	-
Movies	1%	1%	2%	2%
Soap Opera (eg. It seems beautiful, Strange Love and Generations)	3%	1%	14%	8%
JIS	1%	-	1%	-
Cartoons	1%	8%	-	2%
Sports	1%	2%	-	10%

* Program applicable to specific local station



Radio



Share of Listenership 2016

TOTAL RADIO LISTENERS 10+ YEARS 2016: 1,146,000



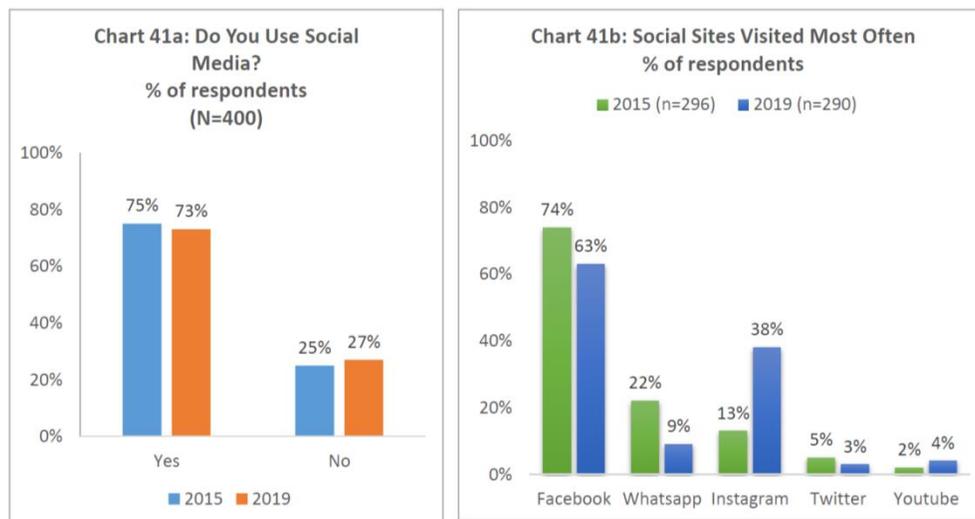
Appendix 3: Social Media Statistics for Jamaica



Source: <https://gs.statcounter.com/social-media-stats/all/jamaica>

Social Media Habits – from NDUJ External Evaluation September 2019

- While most people surveyed use Facebook, Instagram is recording the highest growth in usage and maintains its position of having the greatest frequency of daily visits.



	FACEBOOK		INSTAGRAM	
	2015 (n=218)	2019 (n=182)	2015 (n=37)	2019 (n=111)
Several times per day	62%	66%	87%	94%
Once per day	12%	11%	11%	13%
More than once per week	15%	8%	0%	4%
Once per week	4%	8%	0%	-
Every other week	1%	1%	0%	-
Once per month	2%	4%	0%	-
Less Often	5%	2%	3%	-
No answer	1%	-	0%	-