

**Name of the work: Environmental campaign for children “Hunt for tealight cups”****Category:** 5.2. Strategic/corporate communication**Work submitted by:** OÜ Hamburg ja Partnerid, client Kuusakoski AS**Work performed by:** Kuusakoski AS and Hamburg ja Partnerid OÜ**Project team:** Mari-Liis Kallismaa (Kuusakoski), Teele Koppel, Indrek Raudjalg (H&P)**Aim of the project**

Kuusakoski AS is the largest scrap metal handler in Estonia. As a successful company Kuusakoski wanted to be positively distinguished from its competitors and thus organized an environmental campaign focused on school children. The aims of the campaign are:

- to raise awareness in connection with recycling and waste treatment among the younger school children;
- to promote sustainable and environmentally friendly behavior among the younger school children;
- to support the image of Kuusakoski as an environmentally friendly and responsible company.

**Project budget (includes both consultation fee and all the expenses): 5800 euros****Brief description of the chosen strategy**

Involvement is the best strategy when it comes to raising environmental awareness of children. Thus we have decided to organize a national competitive event for school children called “Hunt for tealight cups” in which children of the target group were able to participate on their own. In the process of the “Hunt for tealight cups” during Christmas season 2013/2014 children of 1<sup>st</sup>-6<sup>th</sup> grade had to collect as many empty cups of tealights as possible.

**Brief summary of the achievements**

The campaign was announced in November 2013 and its culmination was the award ceremony for the winners held in March 2014. Our communication activities were focused on the following:

- ✓ direct communication with schools – we have personally invited all Estonian schools to participate in the event and informed them about results of the campaign;
- ✓ traditional media – spreading information on necessity of recycling and waste treatment in the media / through the messages tailored for the target group. Special attention was paid to the local media;
- ✓ social media – continuous information flow on the campaign results on Kuusakoski Facebook page;
- ✓ final event – at the end of the campaign we organized an event at Kuusakoski Tallinn service station for the most successful schools and the press. We awarded the best participants and demonstrated how much tealight cups were collected during the event;



- ✓ PR messages – manufacture of raw material from scrap metal requires ca. 95% less energy than obtaining new aluminum from ore. Getting empty tealight cups for recycling is a notable contribution into preservation of nature. Our messages included examples of what can be produced from empty tealight cups – from soda cans to various plane parts;
- ✓ spokespersons with regard to PR activities were: Kuusakoski brand manager Mari-Liis Kallismaa, the chairman of the management board of Kuusakoski Kuldar Suits and (as an external spokesperson) the leader of The Night of Ancient Bonfires (Muinastulede Öö) Mairold Vaik.

### Overview of the project's results

- ✓ **The number of participant and the results exceeded every our expectation.** In three months 3,699 children from all over Estonia have gathered 766,255 tealight cups with the total weight exceeding one ton. 220 classes from 93 schools took part in the event.
- ✓ **Children were able to involve their families and local communities.** In the overall ranking the best result belongs to 4b form pupils of Kilingi-Nõmme High School, who gathered 15,840 cups with the total weight of 17 kilos. The second place award went to 2a form of Türi Basic School (14,950 cups) and the third place award to 6 form of Väike-Maarja High School (14,855 cups).
- ✓ **Significant media coverage and increased visibility for Kuusakoski.** The event has been covered in media ca. 70 times (on TV and radio, in national and regional newspapers, in online media). Regional newspapers from all Estonian counties published their stories about the event. **In all the coverage Kuusakoski was mentioned as the organizer of the event.**
- ✓ **Children are very interested in continuation of the project.** Due to the success of the campaign it was decided to continue the event in 2014. Available preliminary data shows that the number of participants is setting the new record.

### Evaluation of the project's cost efficiency

Efficiency of the project with the limited budget was very high.

### Evaluation of creativity and originality of the solution

It was the first campaign of such kind in Estonia. Success of the campaign was largely supported by timely RP actions and their connection with events and spokespersons external to the campaign. Success was also ensured by adaptation of information contained in press-releases to specifics of particular media and target group.

## Kuusakoski призывает учеников после Ночи древних огней собрать формы

rus.DELFI.ee 25. august 2014 12:06

В связи с начинающейся осенью кампанией по сбору форм от свечей "Охота за формами от свечей" предприятие Kuusakoski призывает учеников 1-6 классов собрать пустые формы от свечей, сжигаемых в Ночь древних огней. Больше всего форм от свечей можно будет найти 31 августа, на утро после Ночи древних огней в местах организации костров.

По словам бренд-менеджера AS Kuusakoski Май показывает, что в Ночь древних огней, к сожал много свечей и факелов, формы которых совер природе, ни на свалках. "Вторичное использо возможный способ экологичного обращения с с сжигаемых в Ночь древних огней. Для детей ж подготовиться к осенней "охоте": собрать оста по истечении кампании доставить их нам вмест собранными формами", — сказала Каллисмаа.



## PILTUUDIS: koolilapsed kogusid üle 7! teeküünlaümbrise (5)

Õhtuleht.ee, 18. veebruar 2014, 16:25



Koolilapsed kogusid kolme kuu vältel toimunud võistluse käigus üle Eesti kokku 766 255 tühjaks põlenud teeküünalde alumiiniumümbriist kogukaaluga üle 1 tonni. (Kuusakoski)

Koolilapsed kogusid kolme kuu vältel toimunud võistluse käigus üle Eesti kokku 766 255 tühjaks põlenud teeküünalde alumiiniumümbriist kogukaaluga üle 1 tonni.

Eesti suurima jäätmekäitleja Kuusakoski eestvedamisel toimunud võistluses "Küünlaümbriste jaht" saavutasid üldarvestuses parima tulemuse Kilingi-Nõmme Gümnaasiumi 4. b klassi

ERR.ee Uudised - Otsesed - TV&Raadio - Arhiv - Pood - Veel - News - Rus

menu VIDEO GALERIID UUDISED - EESTI LAUL - EUROVISION - R2 SOX

## Keskkonnasäästlik "Küünlaümbriste jaht" ületas tulemustega kõik ootused

17.03.2014 14:25  
Rubriik: Elu

Reedel auhinnati jäätmekäitleja Kuusakoski korraldatud alumiiniumist küünlaümbriste kogumisaatsiooni "Küünlaümbriste jaht" tublimaid osalejaid. Kolme kuu jooksul koguti kokku üle 750 000 küünlaümbrise kogukaaluga rohkem kui 1 tonn.

Peaauhinna, priipäisme KalevSpa Veekeskusesse pälvivad Kilingi-Nõmme Gümnaasiumi 4. b klass ja Oru Põhikooli 6. klass. Üldarvestusliku võitja Kilingi-Nõmme Gümnaasiumi õpilased kogusid kokku tervelt 15 840 küünlaümbrist ning kuni 15 õpilasega ehk väiksemate klasside arvestuse võitja Oru Põhikooli õpilaste lõpptulemuseks jäi 8197 küünlaümbrist, teatab Kuusakoski.



Kogutud küünlaümbrised (Foto: Pressimaterjalid)

11:05 VIDEO: riigikarim beebinaer, mida senti kinnud olem? (0) 11:01 Eesti Laulu telefonihääletust saadud summa arvutatakse Eurovison-projekt (1)