

## Category- Battery Champion

**Summary of LauraLynn** LauraLynn, Ireland’s Children’s Hospice is the only children’s hospice in the Republic of Ireland, providing palliative care to children with life-limiting conditions and their families from the point of diagnosis to end of life and throughout bereavement. Our holistic approach to care enables us to support the whole family, allowing patients to be children and parents to be parents rather than full-time carers. Care can be availed of in the hospice, at hospital, in the community, or in the family home, depending on the child and family’s preference. All our care is free for families and children can be referred from anywhere in Ireland. We provide short break stays; home support; family support; end-of-life care and bereavement support.



### Initiatives to Increase Take Back of Waste Batteries for Recycling



**1. The LauraLynn Promotional Campaign** We have promoted the Battery Recycling Campaign in communications with our donors, shared the Campaign promotional materials and distributed battery collection boxes. The boxes, promotional posters, and a very large recycling bin continue to be displayed in locations very visible to visitors and the public in our facilities and at events on and offsite. We use Social Media & our Website to promote the campaign and include it in our “Ways to Help

LauraLynn”. There are key milestones in the campaign that we have shared through newsletters and ezines – eg the incredible record breaking 812 tonnes of waste batteries collected by WEEE Ireland in 2016!

Stories like the ‘Bosco visits LauraLynn’ conveys the impact that the support of WEEE Ireland makes to the everyday lives of children and families, while reminding our donors of the “Win Win” result of helping the environment and helping sick children. This particular story, was in our April 2017 ezine to our database of approx 11,000 subscribers.



#### Bosco visits LauraLynn

The LauraLynn boys and girls had a fantastic day out when the one and only Bosco came for an exclusive performance. Bosco is an old friend of LauraLynn and recently helped WEEE Ireland announce the results of their enormously successful battery recycling campaign! Each battery YOU help them recycle goes into a donation fund for LauraLynn. In 2016, 812 tonnes of waste batteries (32 million AA batteries) were collected resulting a donation of €50,000!

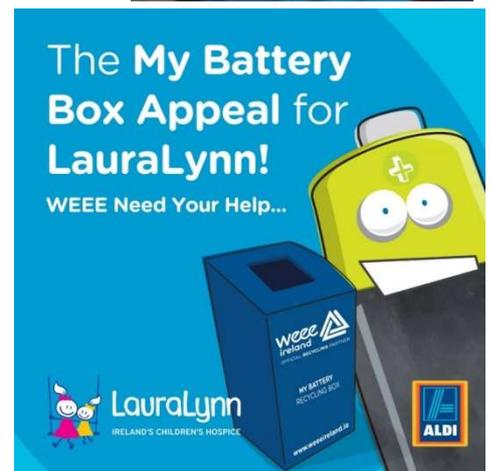
Recycle with Bosco

We have an **ongoing promotional campaign with our Corporate Supporters** in which the Campaign materials are included in our Corporate Packs, Proposals, and all verbal and digital presentations for corporates, and it has been strongly welcomed. Ensuring they have large blue boxes in their offices and smaller ones for staff to take home, is often the first action they undertake in a partnership with us. And even when the ultimate decision is to partner with a different charity, staff members are happy to do the battery recycling, given the benefit to LauraLynn. We coordinate with WEEE Ireland to handle collections/box delivery.

**2. Every Moment Matters, Every Battery Counts Campaign** For this campaign the LauraLynn patron, Miriam O’Callaghan kindly gave her time in the **“Every Moment Matters, Every Battery Counts”** video. This campaign was seeded out on social media platforms and via online advertising. LauraLynn brought together key supporters, children and staff with Bosco to make this video, urging people to recycle their waste batteries to help raise vital funds. Video link: <https://www.youtube.com/watch?v=pfj1SrQNIps>



**3. “My Battery Box Appeal for LauraLynn” Campaign** This campaign was launched at Christmas time to ask people to return waste batteries to their local Aldi. We chose this time for the campaign to help Ireland reach the 45% EU target of waste battery recycling and in turn LauraLynn would receive the target donation of €285,000 since 2011.



Working with WEEE Ireland and Aldi gave the campaign great exposure to a huge audience around Ireland. Together the 3 brands held the hearts, heads and hands of householders all around Ireland. And the people responded! This was the final call for waste battery recycling before the target deadline – which ultimately, Ireland exceeded.

**4. LauraLynn support of the WEEE Pledge Schools Programme** We also partnered on the waste battery recycling programme through the WEEE Pledge programme and the story has captured the attention of 2000+ schools in WEEE Ireland territory. We have participated in the direct marketing and supply of information to the schools. We forward any direct queries to WEEE Ireland who process the requests through their logistics operation.



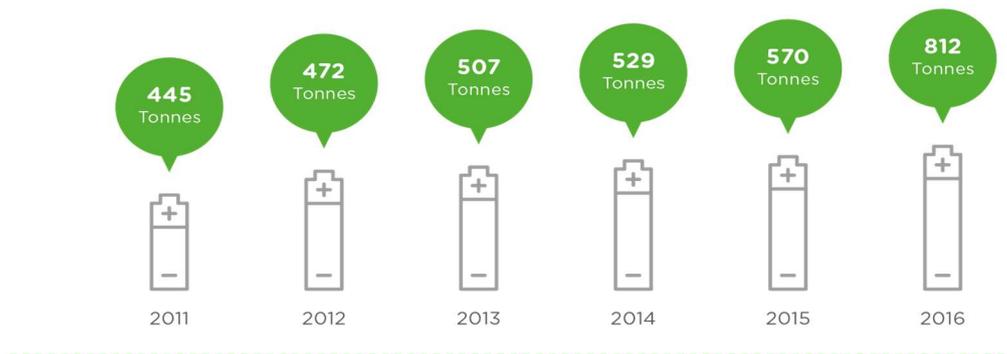
**5. Householder Call to Action** Another aspect of the campaign which has helped LauraLynn hugely, is the national and regional press, radio and TV coverage achieved through this waste battery recycling campaign. Being a Dublin based charity, but one that serves children and families throughout the country, LauraLynn desperately needs to raise more awareness beyond Dublin.



LauraLynn have taken part in the national and regional advertising campaigns with WEEE Ireland. Launched with a press call including LauraLynn, Bosco the campaign ambassador and WEEE Ireland, editors all around Ireland have loved this story – this call – this simple action that every person can take to help the environment and a charity. In 2016 alone, this campaign achieved an advertising value equivalent to €82,000 in press mentions celebrating waste battery recycling for LauraLynn - huge value to LauraLynn!

**Increased Recycling Volumes as a result of the initiative** It is evident from the below chart that since the partnership began in 2011 it has significantly helped WEEE Ireland increase their battery take back tonnage. Waste battery recycling via our partner brand WEEE Ireland has increase from 445 tonnes in 2011 to 812 tonnes in 2016. This demonstrates an 82% increase. As mentioned before this campaign achieved an advertising value equivalent to €82,000 in press mentions and showed a 300% increase on the AVE achieved in 2015.

WEEE Ireland Waste Portable Batteries Collected 2011 to 2016



**Involvement of staff, consumers and other stakeholders** Since 2011 LauraLynn has promoted waste battery recycling, in partnership with WEEE Ireland, and it has become one of our most successful partnerships. We encouraged our staff, our corporate and other supporters and the general public to recycle more batteries by telling them that by doing so they will be helping LauraLynn. Bosco, Ireland’s most famous red-head, came on board as an ambassador for LauraLynn, and in particular as the voice of the waste battery recycling campaign. Bosco has been the face of many photocalls, recorded radio adverts for the campaign, completed media interviews and performed live shows at many LauraLynn events much to the delight of the families!

A key to success in the campaign was the joining of 2 strong brands – LauraLynn Ireland’s Children Hospice and WEEE Ireland. Many of Ireland’s population have heard of LauraLynn, and are also aware of the blue battery recycling boxes visible in retail outlets. To discover they can help **BOTH** the hospice, **AND** the environment, by disposing of their batteries in a convenient, safe, cost-free way has given people such a boost of encouragement to do so. We have literally seen eyes light up when we tell them they can help the Hospice in this simple way. And we believe

this is because the messaging about helping the environment, while also helping very sick children goes straight to the hearts of children, parents, and the general public – campaign and messaging were an excellent fit.



We have a strong social media presence: 31,000 Facebook Followers; over 2,000 Instagram followers; and close to 10,000 Twitter followers. We encouraged this network to recycle their waste batteries through engaging posts and updates. We tailor the messaging to ensure the most engagement

from our followers. Posts like the below Facebook content that reached over 11,000 followers.

**Management of take-back waste before collection.** We have explained to our donors how to take part in the recycling scheme using the blue boxes and linked them in with WEEE Ireland for support.

**Demonstrate service to the community** Being a Battery Champion has served the community by informing, encouraging and providing a simple, convenient and free of charge way to dispose of batteries in an environmentally friendly way, while helping to provide a vital community service – Ireland’s ONLY Children’s Hospice. This campaign appealed to the hearts and minds of people all around Ireland. The benefits have been astounding - supporting a national charity to the tune of an incredible €285,000 since 2011 and national environmental cause assisting the state in exceeding our waste battery recycling target of 45%. Since the LauraLynn battery recycling campaign began in 2011, WEEE Ireland have diverted 3,335 tonnes of waste batteries recycled from landfill. This 3,335 tonnes of waste batteries have been sent for recycling where they are managed in an environmentally sound manner recovering metals for use again. Approximately 3,840 children in Ireland are living with a life-limiting condition, with close to 700 needing the specialised care provided by LauraLynn. Tragically, close to 350 children with a life-limiting illness die each year, most within their first year of life. Since opening in 2011, LauraLynn has cared for 300 children and their families. Children’s palliative care is a rollercoaster journey for families. The Battery Campaign has helped families to make the most of short and precious lives, celebrating and creating memories to last a life-time.

At LauraLynn **“Every Moment Matters and Every Battery Counts”**.