



SWANSEA IN THE LOOP INSTALLATION DESIGN BRIEF

DESIGN AN EYE-CATCHING, BOLD INSTALLATION TO
SHOWCASE A RECYCLING-ON-THE-GO CAMPAIGN IN THE
STREETS OF SWANSEA CITY CENTRE.

THIS IS A GREAT OPPORTUNITY FOR A LOCAL ARTIST TO TAKE
PART IN A HIGH-PROFILE BEHAVIOUR CHANGE CAMPAIGN AND
MAKE A LASTING IMPACT IN YOUR CITY

CAMPAIGN	Swansea In The Loop / Ailgylchu Yn Abertawe
BRAND	Hubbub
CONTACTS	Alice Rebondy - alicer@hubbub.org.uk Ellie Chapman – ellie@hubbub.org.uk
BUDGET	Up to £8,000
DEADLINE FOR FIRST SKETCHES	July 5th, 2019
DEADLINE FOR PROPOSAL	July 12th, 2019
CAMPAIGN LAUNCH	Sept 10 th , 2019

THE CAMPAIGN

- Hubbub, in partnership with Swansea City Council, The Environment Centre and Keep Wales Tidy, are launching Swansea In The Loop / Ailgylchu yn Abertawe, a recycling on-the-go campaign in Swansea City centre, scheduled to take place from September this year to Jan 2020.
- The campaign started from the observation that although Wales is the 2nd best household waste recycler in the world, fewer people recycle when away from home, whereas people increasingly eat and drink on the move and dispose of drinks containers and food packaging outside the home.
- The ambition for the campaign is to:
 - Raise awareness of the need to recycle on-the-go packaging
 - Inform the public and employees in Swansea City Centre of which on-the-go items can be recycled
 - Create a network of recycling points throughout the city centre
 - Leave a lasting legacy of successful on-the-go recycling culture in Swansea
 - Inform future policy approaches – expanding to other Welsh cities

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- Metal cans, plastic bottles and glass bottles will be collected and recycled, with a combination of new and refreshed bin infrastructure in the BID area, the Quadrant shopping centre, the bus station, Swansea university, and top employers (TBC).
 - See Appendix to learn more about #LeedsByExample, a campaign which we'll build on and learn from to develop the campaign in Swansea.

WHAT WE WANT

One/some visually engaging art installation/s for the campaign to convey our key messages and help achieve our ambition.

We want you to be as creative as possible and think outside the box! Some options could be:

- A one-off installation (i.e. a container showing the quantity of food and drinks packaging binned in the city centre every 3 days). The advantage is being visual and eye-catching, a good conversation-starter and a focal point for the launch event.
- Practical pieces (i.e. street furniture made from recycled content). This has the advantage of being part of the legacy for the campaign, clearly showing the value of recycled materials and uses of recycled content for positive impact on the city.
- A combination of both, on a smaller scale

REQUIREMENTS

- **Visual and eye-catching** installation; a **conversation-starter**
- **Strong focal point** for the campaign launch with clear messaging (for media interviews, etc.). Must photograph well.

Must take into consideration:

- **Location:** it is likely it will be placed outdoors in high-footfall areas (e.g. Oxford Street/Castle Square) but do suggest any other locations. We can liaise with the council for permissions.
- It should be either:
 - **Robust, secure and protected against vandalism.** For example, the cubes we have used (see appendix) have been left in the town centre's overnight as semi-permanent sculptures.
 - **Or, easily movable, easy to take apart:** For example, the 'pledge tree' (see example). As well as ensuring the installation can get through doors, making something that is easy to move means it is more likely to be reused.
- **Translation:** every text/word to be translated into Welsh and English – therefore, the more visual, the better. Vinyl messaging can be displayed outside/around.
- **Sustainability:** for example, recycling/reusing existing materials
- A way for information to be displayed on it/around it



IDEAS/ADVICE

- Show what recycling can be made into, used for, the value of 'waste'. To be most effective, this needs to be simple and tangible.
- Offer local statistics helps to engage people on recycling and change behaviour
- The public respond to playfulness, bold messaging and interventions that visualise the issue and make recycling fun. See Appendix for an example of a past intervention
- Find something that gets people sharing content, spreading the message further. Some info on what makes people share content in [this article](#).

HOW DO WE WANT THE PUBLIC TO USE THE SPACE?

We are trying to raise awareness of the Swansea In The Loop campaign and encourage people to get involved by using the recycling bins across the city. When seeing the installation, the public should:

- Learn what's happening as part of Swansea In The Loop
- Think about how many plastic bottles could be recycled in this area by using the recycling bins available
- Support the campaign further by sharing a picture of the installation on social media

KEY CAMPAIGN MESSAGING AND CALL TO ACTION

- **The issue** - Every year in the UK we bin 3 billion plastic bottles, 9 billion drinks cans and 2.5 billion coffee cups.
- **Recycle on the go in Swansea** - Recycle your empty plastic bottles, cans and glass bottles when you're on-the-go in Swansea! Find a bin at a yellow bin.
- **Quality not quantity** - Putting wrong materials, food or liquids in recycling bins can mean the whole lot goes to waste. If in doubt, keep it out. The most common incorrect items found in Swansea's recycling are (visuals of the items crossed on recycling bins).
- **Value and the circular economy**: Your food and drink packaging is made of valuable materials which if recycled, can become something new. It's too good to waste, so put recycling in its right place.
- **Be proud of Swansea** - Let's make Swansea a city that is in the loop. Organisations from across the city have come together to make it easier for you to recycle on the go.
- **Be as good to recycle on the street as you are at home** - You have proven that you can recycle perfectly at home. So we know you can do it while out and about as well.

TARGET AUDIENCE

Anybody passing by in the streets of Swansea city centre, especially -

1. Local Swansea people

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2. Students and 18-25 YO
 3. General public (i.e. tourists, people having their lunch or consuming items on the go)

PROPOSAL

- Please send over a few initial ideas for the installation by **Friday 5th July 2019**.
- We will review them in partnership with the council and agree on the most suitable one (or two). Feel free to play around the brief and requirements (i.e. suggest static and sturdy installations ideas as well as some which are portable and easy to move).
- We will then feedback and decide on 1-2 ideas where we'd like to have a more detailed proposal by **Friday 12th July**.
- Your proposal should include: a **visual representation of the installation** (can be a drawing or graphic), **materials used, approximate dimensions and weight, rough timeline and cost**.
- We aim to sign off and approve this by Friday 19th July.
- Please take into consideration that the launch date is 10th September, and we ask that it be ready the week before, so it must be something that you think you can reasonably complete in this time.
- Feel free to contact us to discuss any queries, concerns or initial ideas as you see fit, our design team will give support and advice based on our previous installations.

KEY MILESTONES AND DEADLINES

- **Friday 5th July, 2019:** submission of initial ideas – please also send your portfolio
- **Friday 12th July 2019:** submitting a detailed proposal
- **Friday 19th July 2019:** Installation approval
- **Tuesday 3rd September:** Installation completed
- **Tuesday 10th September:** Campaign launch date

APPENDIX

CAMPAIGN BRANDING

#Swansea #InTheLoop #AilgylchuYnAbertawe
#LoveWales #CaruCymru (TBC)



SIGNAGE ON BINS



HUBBUB'S LOOK AND FEEL

- We're **honest** and **transparent**.
- We use **everyday language** that's clear and simple. No jargon.
- We're **conversational, friendly and human**; using we're and it's instead of 'we are' and 'it is'.
- We're **positive**. Some of the issues we talk about may be big and/or very serious, but we always highlight what's practical and what can tangibly be done.
- We like to **lighten the mood** within sustainability. We have a laugh and love a good pun - sustainability can be and should be fun.



Also a follow-up installation, the 'Pledge Tree, in a shopping centre – this installation could be taken down into pieces and moved around (though it was very heavy!)



Here's another example of an installation commissioned by Hubbub as part of the campaign 'For Fish's Sake' – this was left in the centre for a week or two as a semi-permanent structure

