

COMMUNICATION STRATEGY FOR MELCOM SUPERMARKET'S NEW POLICY TO REMOVE PLASTIC PACKAGING

GROUP ONE
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OUTLINE

Introduction

Task/Objective

Communication strategies

Procedure

Challenges/Experiences/Summary

References



INTRODUCTION

- ❖ **Plastic waste pollution is one of the leading global environment concerns and a worrying issue in Ghana today.**
 - ❖ **The bulk proportion of plastic waste is generated through plastic bags, packages, straws, plates, etc.**



INTRODUCTION CONT'D

- ❖ Melcom is a privately owned supermarket chain established in 1989, consist of 39 shops spread all over Ghana, and substantial online retail.
- ❖ As part of their social responsibility they intend to remove all plastic from its own-brand food packaging by 2023.
- ❖ Their sustainability team has taken the initiative in producing a wide-reaching communications plan
 - ❖ To educate their customers about alternatives to plastic and encourage behaviour change in purchasing and recycling.

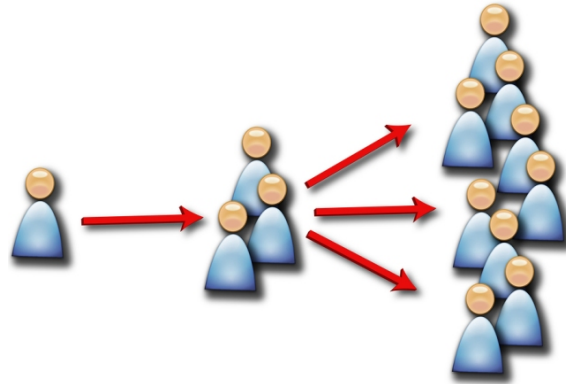
TASK/OBJECTIVE

- ❖ Identify communication channels and optimum styles of messages to inform and engage Melcom supermarket customers in behavior change associated with the company's removal of plastic packaging.
 - ❖ Identify communication channels and optimum styles of messages to inform and engage Melcom customers in the behavior change in purchasing and recycling;
 - ❖ Ways to replace or remove the plastic packaging in all Melcom outlets.

COMMUNICATION STRATEGY

TARGET AUDIENCE/ STAKEHOLDER	KEY MESSAGE(S)	COMMUNICATION METHODS	RESPONSIBILITY	TIME FRAME
Melcom staff	Company's policy on plastic removal	Workshops, e-mail,	Melcom Management	By end of November 2018
Packaging suppliers	Company's policy on plastic removal	Letters, E-mail, meetings	MD, Melcom management	By end of October 2018
State Agencies (EPA, FDA, GSA)	Company's policy on plastic removal; Approval for use of alternative packaging	Letters, E-mail, meetings	MD, Management	By end of October 2018
Online customers	Carrier bags no longer come in plastics	Website, facebook, whatsapp, twitter, instagram,	Melcom IT staff	Run till December 2020
Melcom loyal customers	Alternative material for packaging; Re-use & re-cycle of packaging	SMS, E-mail, company newsletter	Melcom IT staff	By end of December 2018
Other customers	Sensitization on impacts of plastics on the environment; Re-use & re-cycle of packaging	Fliers, radio & TV adverts	Management/ media	Run till December 2020
General public	Sensitization on impacts of plastics on the environment; Re-use & re-cycle of packaging	Bill boards, radio & TV adverts	Management/ media	Run till December 2020

COMMUNICATION CHANNELS



ALTERNATIVE PACKAGING MATERIALS



The Team



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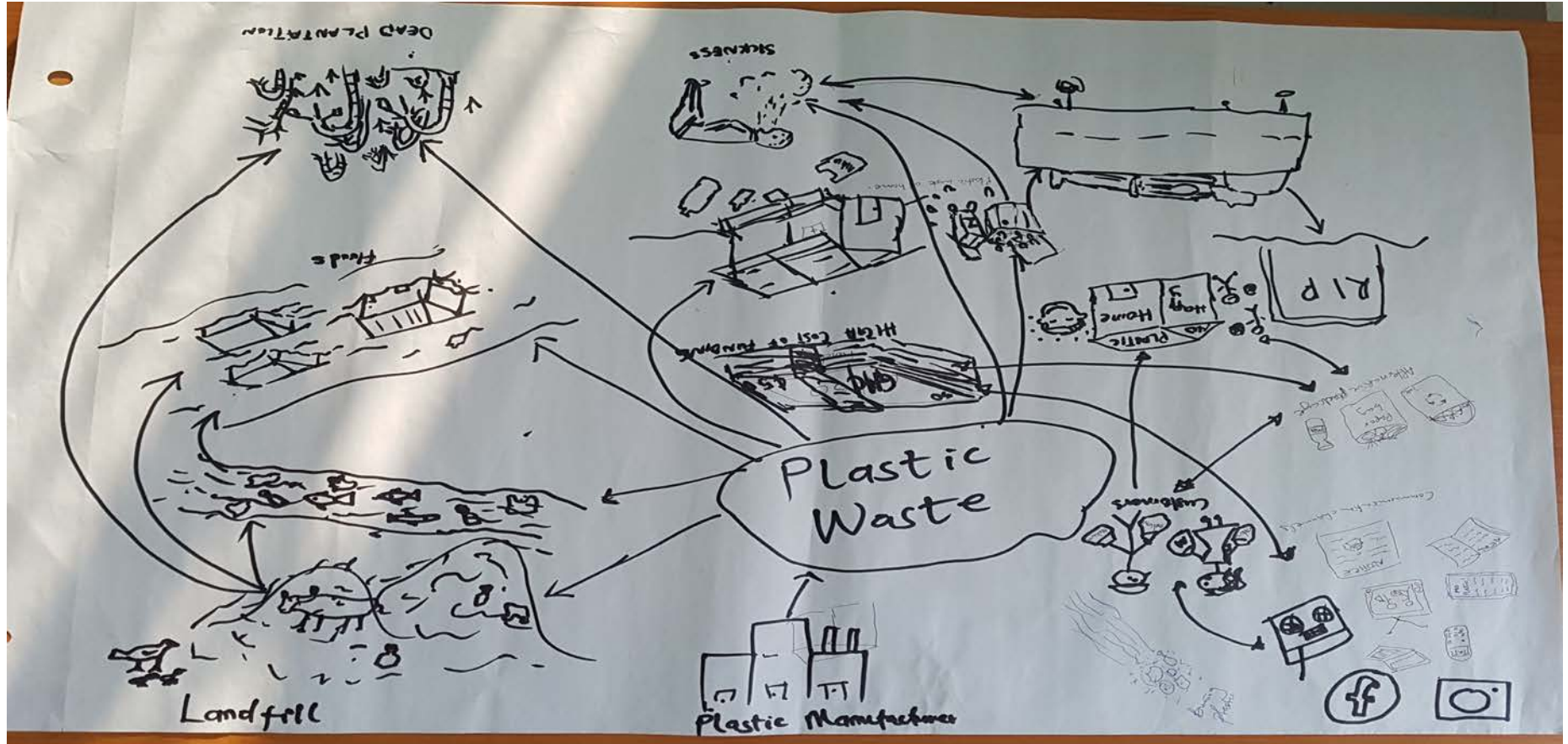


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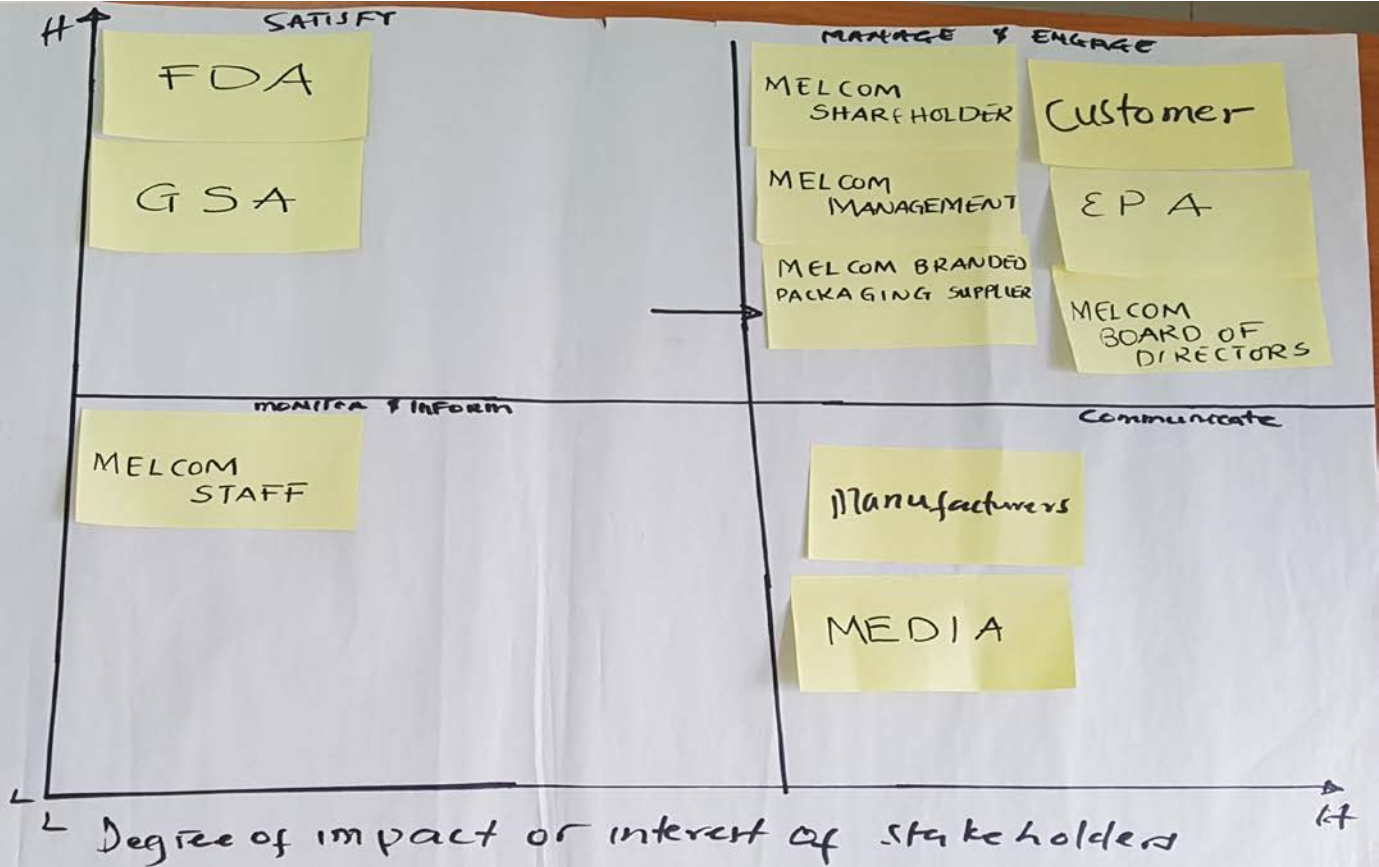
SYSTEM MAPPING AND RICH PICTURE



STAKEHOLDER ANALYSIS

24/7/18 G1

Influence & power of Stakeholders



BATWOVE TOOL

Beneficiaries	General public, EPA, Melcom, Environment
Actors	Melcom staff, media, melcom management
Transformation	Change customer preference on the use of plastic packaging (P) through sensitisation on the impact of plastic on the environment (Q), to reduce plastic waste (R)
Worldview	Environmental pollution
Owners	Melcom (shareholder, management, board of directors,etc)
Victims	Plastic manufacturing companies, competitors
Environment constraints	Capacity to change behaviour, cost of change, time

BATWOVE TOOL

Beneficiaries	General public, melcom, customers
Actors	Melcom staff, media, melcom management
Transformation	To inform and engage customers (P) through identifying and optimizing communication channels (Q), to change customer's behaviour associated with plastic packaging.
Worldview	Communication channels
Owners	Melcom
Victims	Competitors, plastic manufacturers, retailers of plastic packaging materials
Environment constraints	Language barrier, illiteracy level

Radical

Core

Peripheral

Complete removal of all plastic packages from all *Melcom* outlet in a week

High disturbance
High risk

Replacing all Melcom branded products with paper or biodegradable packaging

Moderate disturbance
Lowish risk

Removal of all plastics packages from all *Melcom* outlet by the end of the year 2018

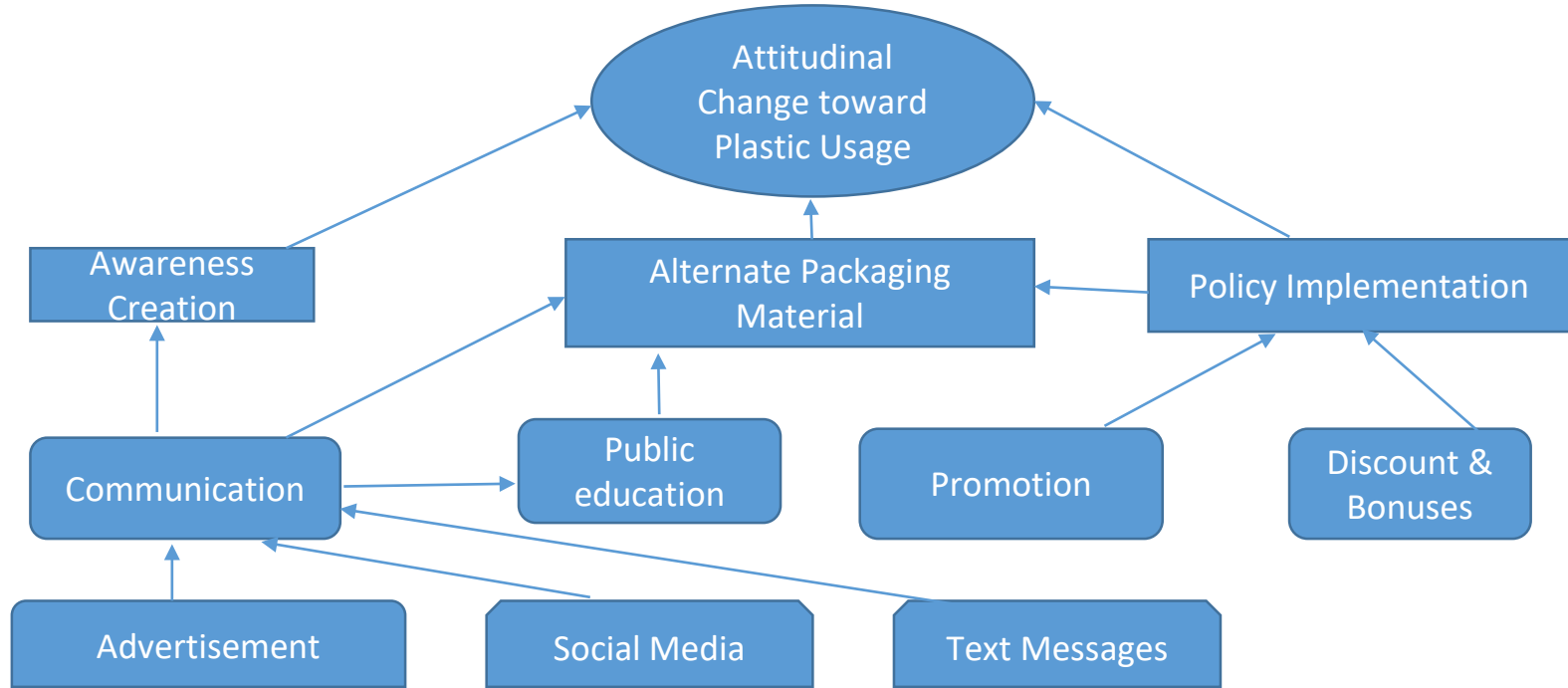
Moderate disturbance
Moderate risk

Offering discount (5%) to all Customers who bring along own packaging bags Eg. Jute bags, cane basket etc

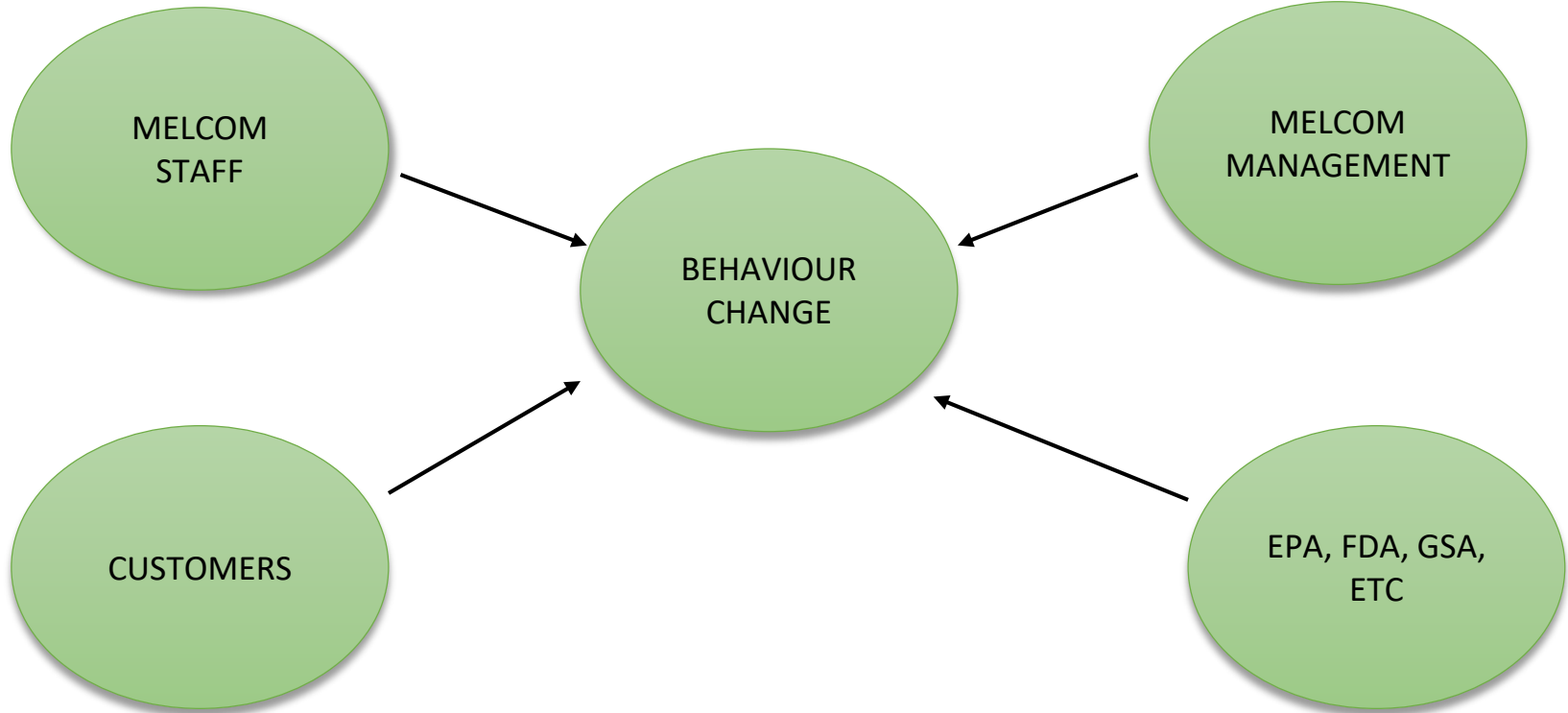
Low disturbance
Low risk

Incremental

OVERALL GOAL



CHANGE MAKERS



INDICATORS

OUTCOME	INDICATOR	POPULATION	THRESHOLD
Reduction in plastic waste	% of customer preference	Environment customer	<ul style="list-style-type: none">- Customer refusing plastic packaging- 50% of customers who come with their own bags

- ❖ Unavailability of information on Melcom branded products
- ❖ Individual differences made coming to a consensus on issues challenging; different world views
- ❖ The group comprised of individuals from different disciplines; food scientist, food processing engineer, agricultural economist, biochemist and community development expert
- ❖ Plastic packages are replaceable with other biomaterials
- ❖ Media is an effective way to communicate new policies to customers

REFERENCES

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- <https://www.melcomonline.com>
- <http://ymcairedell.org/index.php/employee-advocacy-next-generation-word-mouth-marketing/>
- <https://ieep.eu/news/understanding-the-role-of-plastic-packaging-in-the-food-system>