

# Wake Up Clean Up Bengaluru (WUCU) February 2013

A seven day Expo initiating a citywide dialogue on issues, technologies and solutions to handle our waste optimally

## Goals & Objectives

Need of the hour – to identify the true well-wishers of Bangalore – the media fraternity - & help them understand the enormity of the crisis the city is facing. To enable & equip them to play an active role in influencing each Bangalorean to take a positive step towards efficiently handling the enemy – GARBAGE.

## Strategy

A multi-pronged phase-wise approach to **educate** & hand hold media through the journey of waste management.

### Educate the mass educator

Open the expo with a 'Garbage Trail' introducing key media personnel and influencers to the problem of poor waste management and extending landfills. A first hand experience, the Garbage Trail also created a platform for initiating discussion/conversation amongst the key influencers and media.

#### Outcome

Media took the onus upon itself to publicize the event & call out to all stakeholders to be a part of the movement...

### Empower the educator with exhaustive information

Creating a wrap-up release at the end of each day highlighting key events, commitments and discussion. It worked as an effective medium of media communication, ensuring no key highlight for the day was missed.

#### Outcome

Now fully equipped with the first-hand experience and educative sessions, media takes on the role of an educator & plays an active role in the dissemination of information to the right stakeholders throughout the seven day event...

### Involve the educator in crucial dialogues

Engaging media in the daily "Power Nashta" session, enabling them to have a firsthand experience and direct dialogue with the eminent influencers from various walks of society along with BBMP and other partners of WUCU.

#### Outcome

Media puts the spotlight on all relevant stakeholders & brings in a ray of hope with positive reporting on the numerous possibilities discussed regarding the way forward...

## The Grand Results!

- High impact stories in Grade A publications & electronic channels & massive spill-over reporting (even after over two months)
- Consistent positive media reporting triggering relevant discussions among TG
- Total value of media evaluation – a whopping **Rs. 18,08,74,549**

₹ 17,70,73,344 (Print)

₹ 13,51,205 (TV)

₹ 24,50,000 (Online)

- Radical change in the tone of media reporting – from blaming the BBMP to creating an understanding about the citizens responsibilities



## The journey continues...

WUCU everywhere! Media takes its role as an educator very seriously & keeps an eagles eye out, on action taken by the various stakeholders, till date!

