

Project Brief

Title: Digital Evolution in Waste Management: The Shift to Digital Waste Transfer Notes

Client: Grundon Waste Management

Objective: To promote Grundon Waste Management's transition to digital waste transfer notes, highlighting the environmental benefits and increased efficiency this digital solution offers. The campaign aims to increase adoption rates among current customers and attract new clients interested in innovative, environmentally-friendly waste management solutions.

Target Audience: Existing and potential Grundon customers, particularly those who value technological innovation and environmental sustainability in their service providers.

Approach: The campaign will utilize an informative and persuasive approach, employing a blend of educational content, testimonials, and data-driven success stories to illustrate the advantages of switching to digital waste transfer notes. The approach will be designed to make the subject matter accessible and compelling, thereby encouraging more customers to go digital.

Audience: General - Knowledgeable

Formality: Neutral - Formal

Domain: Website Content

Intent: Inform

Tone of Voice: Authoritative, persuasive, and approachable.

Target Audience:

Grundon's existing and potential new customers, especially those who are environmentally conscious and seek to streamline their waste management processes.

<https://www.grundon.com/have-you-made-the-switch-to-digital-waste-transfer-notes/>

Digital Annual Waste Transfer Notes

22/12/22

Have you made the switch to Digital Waste Transfer Notes?

Waste management shouldn't involve wasting paper.

All customers are legally required to give us an accurate description of what they put in their bins by completing a waste transfer note. Avoid the hassle of posting and start going paperless! This new, online form is completed identically to the paper version and is emailed directly to you.

Your digital waste transfer notes are easily accessed on **Grundon's Customer Portal** and offer numerous **advantages for efficiency** and **lowering overall energy consumption**.

Digital waste transfer notes help reduce paper waste, grant added security, saves postage, and allows for easy online tracking!

Since 2020, over 50% of Grundon's customers have opted for the new system's speediness and simplicity. In November, 1967 waste transfer notes were recorded, and 1073 of them were produced electronically!

Toni Robinson, Head of Compliance, is encouraging all customers to make use of this innovation as part of Grundon's commitment to putting the environment first.

A small change in your reporting can make a big change for the environment.

For further information, please contact us at wtn@grundon.com.