

Excellence Awards - 2024 Entry
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Entry ID: 15414

Third Party Authorization

Are you entering on behalf of, or in association with, any third party?: No

Basic Information

Category: 11. Environmental Campaign

Entry Information

Entrant company name (To be used in all awards materials/ presentation): Forster Communications

Entry title:

Envision Racing Recover-E Campaign

Entry Text:

Brief, objectives and budget

Envision Racing, the current FE World Champions exists for one simple purpose; inspiring generations to take action to tackle climate change.

According to WHO, annual electronic waste production is on track to reach a whopping 75 million tonnes by 2030. For Envision, the Formula E race team that race to make electric mobility and renewable energy a global reality, we ran their Recover-E campaign to help change this.

The campaign set out to put a metaphorical flag on top of the world's actual piles of growing e-waste that said, "This is not ok, but together we can fix it". The youth audience for Formula E and racing is critical, but they're also set to be the biggest generators of e-waste.

Recover-E's key objectives were to:

- Raise awareness of the increasingly urgent issue of e-waste, and inspire change
- Engage younger audiences and help them to reuse and recycle their electronic devices
- Call on the electronics industry to drive circularity

Budget

The project cost around £145,000 in total. The approximate breakdown is:

- £100,000 for the build stage
- £25,000 for R&D
- £15,000 for amendments, repairs, initial photography and filming costs
- £5,000 for miscellaneous costs like transport

Via Envision, we worked with partners like actor and UN ambassador Aidan Gallagher and artist Liam 'Lazerian' Hopkins who conceived, designed and built the car in partnership with the team all without charge. The content and assets created are still used in comms today. The campaign was cost-effective on multiple levels.

The idea, research and planning

What connects that old phone with the cracked screen at the back of your cupboard, a world-first racing car, and one of the fastest-growing environmental issues of our time? The answer is Recover-E, a campaign to increase awareness of the impact of electronic waste and inspire people to help fix it.

Along with acclaimed artist and designer Liam Hopkins, Envision created the Recover-E car, the world's first, drivable Formula E car made entirely out of electronic waste like vapes, cables and phones.

To show people that electronic waste is not actually waste, but contains valuable materials that need to be reused, we linked Envision up with Material Focus – an organisation on a mission to stop electricals being hoarded and thrown away. We facilitated regular calls with Envision, Music Magpie and Liam Hopkins to ensure we were all aligned on the planning, timelines, and build process.

Strategy, creativity and innovation

The strategy for Recover-E was essentially to make people look and think twice. Create an element of surprise. Build a car out of electronic waste materials. Drive it into public awareness and invite the media to wave the checkered flag that starts the race towards change. Envision created global partnerships to support Recover-E. It collaborated with Cartoon Network EMEA, Warner Bros, CBBC's flagship show Blue Peter, and Material Focus.

There's only one Recover-E car. There's also only one influential Liam Hopkins. And there's only one Recover-E. The campaign uniquely fused sport, technology, sustainability, and design. It embraced the art of doing something completely different, to get the public to also do something different when it comes to how we deal with e-waste.

Delivery/implementation of tactics

Over 100 phones and a heap of other electric products were upcycled to create a driveable, full-sized replica of a Gen3 Formula E car. It was revealed by Aidan Gallagher on the racetrack at ExCeL in London on the eve of the capital's e-prix race. And it then appeared centre stage in the blue zone at COP 28.

As well as the astonishing car, we wanted to directly engage younger generations. The Recover-E campaign also involved a global competition – Waste to Race – that invited

young people to build their own mini racing cars from e-waste and included a microsite with branded mini car build kit and tutorials. It also included an engagement programme to inspire and educate school children, and partnerships with key organisations and media outlets.

The campaign was exclusively launched on BBC's prime time show, The One Show, and featured on national and international mainstream news and prime time shows like Top Gear, BBC Sport and ITV.

Measurement, evaluation and impact

Generated awareness

- Directly reached an audience of over 10,000 young people in community groups and schools across the country to raise awareness of the Race to Waste competition, which received over 1,000 entries.
- Reached over 1 billion people through 102 pieces of editorial coverage.
- Drove a 381% increase in traffic to the microsite.
- Garnered 6.9 million views, 15 million impressions and an engagement figure of 680,000 on social media. Example post here.
- Secured significant reuse of campaign content by influential third parties including the World Economic Forum.
- Created original content including two hero films and ten bespoke content pieces.
- Ignited discussion on e-waste and circularity solutions between over 500 high profile industry opinion formers and policy makers at the RACC Live event.
- Showcased Recover-E car at COP 28 and discussions are ongoing with other global policy events and entities including the UK's Royal Mint.

Created change

- 50,000 people made pledges through the Envision Racing Sustainable Chain initiative to cut their e-waste. This resulted in mangrove trees being planted.
- The campaign showed the public that sport can be a force for good and promote sustainability.
- Envision encouraged competition in terms of sustainability within the sporting community and motivated other teams to act.
- Helped raise awareness in the media of single-use vapes, which are now being banned in the UK.
- Used sports as a leading force to show the power of collaboration and convene leaders from tech, science, design and business.

Supporting Information

Additional supporting information (images, artwork, clippings and other media):

Provided

Campaign image (if entering individual/team awards, upload headshot/team photo here):

Provided

Company logo:

Provided

Please write a 30 word entry summary in the third person:

Recover-E was about raising awareness of the increasingly urgent issue of e-waste, and inspiring change. It was a groundbreaking global campaign that build a Formula E car out of e-waste.
