

Home Composting - Communication Plan

Spring 2025

1. Introduction

Home composting recycles organic materials, such as garden waste and fruit and veg peel, which are commonly included in household waste. It can be used as a soil improver or as mulch. Composting can be done in an open pit, in a shaded part of a garden or in a compost bin which can be bought from a DIY store, garden centre, online, or made at home.

The benefits of home composting include reducing food waste, creating more space in wheelie bins, and enriching soil for gardening and growing.

2. Key messages

The focus of the messaging will be centred around the importance of using the correct materials for home composting, how it's done, and why it's important.

- Benefits:
 - Home composting helps get the most out of the food and garden waste you produce at home, providing free fertiliser for your garden and plant pots.
 - Composting enriches soil, which is great for gardening and growing food at home.
 - Enriched soil is good for pollinators.
 - Using home composting to grow food at home reduces the carbon footprint created by shop-bought food
 - Home composting reduces the waste in your brown bin, creating more space for waste that can't be easily composted.

- Tips:
 - Composting can be done in an open pit, in a shaded part of a garden or in a home composter bin which can be bought from a DIY store or made at home.
 - Create air pockets
 - Drainage is important.
 - Layering material
 - Importance of turning
 - How to use compost – see Zero Waste Scotland video – [Easy guide to composting | Zero Waste Scotland](#)
 - Leaf Mould
 - Wormeries

- Home composting is most successful when using a mix of “green” and “brown” materials which include:
 - Green materials
 - Grass cuttings.
 - Plant prunings.
 - Young weeds (that have not seeded).
 - Dead flowerheads.
 - Raw fruit and veg peelings.
 - Coffee grounds and tea bags.

- Houseplants and cut flowers.
- Brown materials
 - Dry leaves.
 - Wood chips and twigs.
 - Cardboard.
 - Shredded paper.
 - Straw/hay.
 - Herbivorous pet bedding (from rabbits, hamsters, guinea pigs etc).
- Items which can't be used in home composting include:
 - Meat, fish and all cooked food.
 - Bread.
 - Cheese.
 - Oil and fat.
 - Cat litter and dog poo.
 - Nappies.
 - Coal ash.
 - Weeds with seeds.
 - Diseased plants.

3. Communication channels

- Social media
 - Corporate Facebook, X, Instagram and LinkedIn
- Private landlord newsletter
- Shmu (Station House Media Unit) newsletters
- Dedicated page on ACC website
- Pop-up banner

4. Target audience

The following target audiences have been identified:

- Gardeners and growers
- Brown bin users
- Community gardening groups
- Aberdeen City Schools

5. Communication timeline

Activity	Lead Officer	Date
Social media campaign	Mark Yule	March 2025
Article submitted to Newsbite	Mark Yule	March 2025
Article submitted for Landlord Newsletter	Mark Yule	March 2025
Article submitted to SHMU	Mark Yule	March 2025
Web page updated	Mark Yule	February 2025
Social media messaging around Food Waste Action Week	Mark Yule	17-23 March 2025
Social media messaging around International Compost Awareness Week	Mark Yule	4-10 May 2025

6. Cost implications

The majority of communication activities will be delivered with no direct cost using existing social media and web channels, media releases and article submissions to publications. Costs for advertising will be met from existing Waste & Recycling Service communications budget.

7. Evaluation and analysis

A data analysis report will be produced by the Communications and Marketing service following completion of the social media and advertising campaigns, to report on the reach, impressions, and engagement of the messaging. This will incorporate data from our social media management tool, Orlo, to inform future communications.