

**MINUTES OF THE MPMA PUBLIC RELATIONS COMMITTEE MEETING
HELD ONLINE ON 30th SEPTEMBER 2020**

PRESENT:	Carlo Di Terlizzi	Tata Steel
	Jessica Friend Bartlett	Twelve PR
	Nicola Jones	Tata Steel
	Corrina Korrubel	Crown Aerosols & Promotional Pckg
	Chris Saunders	Roberts Metal Packaging
	Graham Smith	Twelve PR
	Andrew Veriod	Trivium
	Stuart Wilkinson	William Say & Co
	Robert Fell	MPMA
	Debbie Clements	MPMA

Nicola Jones in the Chair.

1840. APOLOGIES FOR ABSENCE

Actions

Sarah D'Amato, Crown Aerosols & Promotional Packaging, Andrew Davies, Trivium.

1841. ACCEPTANCE OF MPMA COMPETITION COMPLIANCE PROGRAMME

Restrictions were noted and all present verbally confirmed their acceptance of the programme.

1842. MINUTES OF THE MEETING HELD ON 8 JULY 2020

Approved with no amendments.

Proposed: Nicola Jones
Seconded: Jessica Friend Bartlett

1843. STUDENT STARPACK AWARDS 2021

MPMA Sponsors Brief :

To design and develop a metal gift pack for either a single bottle or 2 or 3 bottles of any size or shape or a mixed gift pack of a bottle of gin with related items

- Competition launched 21st September
- 6 Briefs in total
- Alupro also sponsor this year
- MPMA Social Media Campaign to encourage entries
- New tutorial videos to be prepared

MPMA

1844. UK PACKAGING AWARDS 2020

Actions

- Virtual judging 4th September
 - Metals judging panel Debbie, Nick, Matt Waine (Premier Foods), Scott Birtwistle (Pusteria), Tim Mortimer (Mondelez), Rodney Steel (BCMPA)
- Shortlist announced 14th September
- MPMA shortlist video & photography scheduled but not all packs received
- MPMA social media campaign
- No Awards Dinner
- New roving Awards – reduced cost of £1900
 - Each day over 4 weeks, PN will visit winners premises and present award
 - Promote “Winners Live” events on-line by giving clues as to where they are and who they could be visiting
 - Full coverage in December issue with sponsors comment column & usual full page advert

1845. MPMA/WLT REUSEABLE BOTTLES



- Now available in WLT on-line shop [Link here](#)
- Delivery boxes supplied FOC by McLaren Packaging
- MPMA Press Release & Social Media Coverage
- MPMA stock (70) being sent to influencers
- Bottle will feature in WLT's digital newsletter being distributed 1st October 2020. Circulation 15,000
- WLT have now confirmed they will send a bottle to each of their patrons
- The Canmaker magazine who are organising a beach clean intend to give a bottle to each of their volunteers – 100 bottles requested

1846. WEBSITE

Last 3 months use:

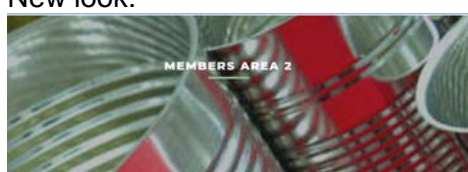
Month	July	August	September
Page Views	2698	1694	2153
Users	1029	652	618
Top 4 pages by page view	<ol style="list-style-type: none"> 1. Find a supplier – 407 2. Eco-shaming blog – 299 3. How cans are made – 118 4. Members area - 113 	<ol style="list-style-type: none"> 1. Find a supplier – 257 2. Lockdown highlights love of cans – 121 3. How cans are made – 83 4. Contact us - 79 	<ol style="list-style-type: none"> 1. Find a supplier – 343 2. How cans are made – 192 3. WLT bottle release – 107 4. Members list - 95
Members area views	113	39	41
Members area unique page views	68	25	26

Benchmark

Channel	Linkedin followers	Facebook followers	Instagram followers	Twitter followers
MPMA	3231	2715	n/a	1388
Annual Target	3500	2500	n/a	2000
Canned Food UK	N/A	9435	2759	3688
Annual target	N/A	10000	3000	6000
MPE	2575	527	N/A	634
Packaging Federation	N/A	N/A	N/A	N/A
British Glass	5511	N/A	N/A	1865
The Can Makers	6468	N/A	N/A	1085
Friends of Glass UK	N/A	128,000	476	4489
British Plastic Federation	10,141	852	N/A	11300
Love Canned Food	N/A	329	9182	n/a
Cans 4 Life	N/A	47000	N/A	N/A

Update to Members' Area

New look:



Work is underway to make the Members area more appealing, accessible and useable and hold more information. The Committee liked the look of the new layout.

There will be a considerable amount of work to populate the new area and existing content will need to be moved to correct places. DC & JF-B will get training for this.

1847. SOCIAL MEDIA & MEDIA RELATIONS

Blogs



LCAs - persuasive argument or a sea of contradictions?

Published on July 17, 2020
 Robert Felt
 Director and Chief Executive at Metal Packaging Manufacturers Association 13 articles [Following](#)

As the old saying goes "There are three kinds of lies: lies, damned lies, and statistics". It's not totally clear who first coined the phrase, but it first seems to have appeared in 1893 and has been used ever since to describe, amongst other things, the use of statistics to bolster weak, and even questionable arguments.

A curious way to start a blog you might think, but bear with me.

Over the last few years and months I've seen LCAs used to praise and damn every facet of packaging format pretty much in equal measure. They all use persuasive arguments and clever calculations, and all claim to be the final word in LCA accuracy. The problem of course is while they all profess to be correct, they often contradict each other, sometimes in spectacular fashion.



Lockdown highlights the nation's love of cans

Published on July 29, 2020
 Robert Felt
 Director and Chief Executive at Metal Packaging Manufacturers Association 13 articles [Following](#)

Latest Kantar figures reveal impact of lockdown on supermarket canned food sales

When lockdown first appeared on the horizon back in March this year, the MPMA and Canned Food UK phones started to ring, and ring, and ring.

We were inundated with calls from journalists. From Radio 4 and The Times, to Bloomberg and the tabloids, all wanting to know why cans were flying off the supermarket shelves? "Why were people hoarding cans? What was it about cans that makes people turn to them in times of crisis?" What were the most popular canned food products? And where could they go for recipes using canned food?

Well the answers were simple enough.



22 August is this year's Earth Overshoot Day #movethedate

Published on August 21, 2020
 Robert Felt
 Director and Chief Executive at Metal Packaging Manufacturers Association 13 articles [Following](#)

What is Earth overshoot Day?

Earth Overshoot Day marks the day each year when humanity has already consumed a full year's worth of the planet's resources. This year, the date falls on 22nd August, three weeks later than previous years, reflecting the impact of the coronavirus pandemic, but sadly still some five months premature.

Calculated by the Global Footprint Network, an international research organisation that works towards reducing climate change, the date is determined by dividing the amount of ecological resources Earth is able to generate in a year (its biocapacity), by the demand for resources that year (humanity's ecological footprint), and multiplying it by 365.

LCAs blog picked up and reproduced as an article in Circular.

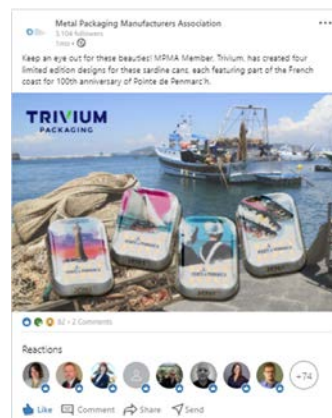
Media Relations

Most popular posts to date:



Facebook – Eco-shaming poll
 10,903 people reached,
 794 engagements

LinkedIn – Trivium new product,
 3023 impressions,
 88 engagements



Top Tweet earned 836 impressions

#CannyFact Did you know that if a metal paint can is empty it can go in the metal skip at the recycling centre?
 #MetalRecyclesForever
pic.twitter.com/BkkU4zFAuo

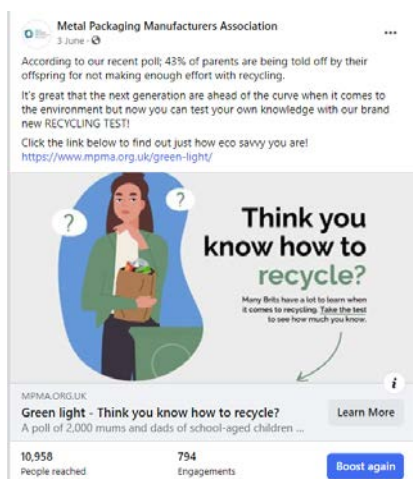
Twitter – Recycling video, 893 impressions, 8 engagements

#DIDYOUKNOW

2 5

Eco-Shaming Campaign Update

- 23 pieces of coverage including The Sun, Daily Star, Mirror, Metro, Independent, Packaging News, Canmaker and CanTech Intl.
- Social media campaign continues: to date over 1000 impressions and 23 engagements organically
- The quiz was viewed 439 times, taken 110 times.
- Embedded on the Sun and linked to from the Mirror.
- The average dwell time was 1min 17seconds



Promoted Social Media targeting core target audiences – readers of key titles e.g. Packaging News/Grocer plus people with interest in sustainability

- 179 followers gained
- 340715 impressions
- 1327 link clicks
- 1364 social media engagements

1848. CANNED FOOD UK

New Recipes – Get Creative with Cans

- Eight new recipes developed by Emma Warner, former Waitrose food stylist.
- Campaign utilises new and unusual canned food ingredients including banana blossom and jack fruit.
- Recipes including pumpkin gnocchi, banana blossom tacos, jackfruit nachos, jackfruit jambalaya, banana blossom grain bowl, strawberry semi freddo and spiced cherry semi freddo.
- Photography and videos completed.
- Campaign to run late 2020/2021.

New Logo

Committee were shown a number of options and agreed upon a mix of two, to be re-worked and colour to be added.



Website Update

- Logo to be finalised and brand guidelines created
 - Wireframes (sitemap) for new website
 - Look & feel
 - New content created
 - Snag testing
 - Go live

Most Popular Social Media Posts

Top Tweet earned 57.8K impressions

Carrot Cake Drop Scones 🥕

Our exclusive new recipe from
@BootstrapCook 🍷

They have a delicious pancake like texture and can be eaten hot or cold; for breakfast or as a dessert or with no reason at all!

Get the recipe here
cannedfood.co.uk/recipe/carrot-...
pic.twitter.com/Uw4T69g9lw



↳ 4 ↳ 27 ♥ 110

Twitter - Jack Monroe Carrot Cake Drop Scones
57.8K impressions,
27 retweets,
4 shares,
110 likes

Facebook - Packaging Design Challenge,
11K people reached
544 engagements





Instagram - Jack Monroe lentil daal
1,384 people reached,
567 likes

Jack Monroe - Update

- All recipes shared by JM via Twitter (227.1K) or Instastories (115K).
- Promoted social campaign on Facebook, Instagram and Twitter targeting foodies with interest in healthy.
- Facebook: 26,587 impressions, 2405 engagements (including 709 new page likes)
- Instagram: 10,427 impressions, 1696 engagements
- Twitter: 30867, 350 engagements and 75 new followers
- Competition gained 175 entries, reached 3K people.
- Blogger competition – submit a photo of a canned food recipe to win a copy of JM book.
- April winner entry shared on social media - @Miammiamyum Chickpea Curry, received 496 likes on Instagram.

Tin Can Magic, by Jessica Elliott Dennison

It is being investigated if this author will share some recipes and perhaps provide some books as prizes. **Twelve**

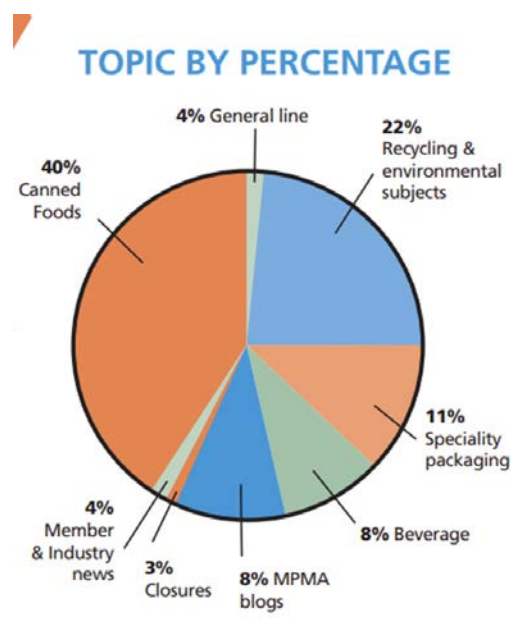
1849. 2021 PROGRAMME PROPOSALS

The Committee reviewed what has worked well this year and our communications objectives.

Strategy

- Celebrating sustainability and innovation across each member sector (general line, specialty packaging, canned foods, closures):
 - *Champion's Champion* – The best of 'Best in Metal', celebrating 25 years of innovation
 - *101 uses* - second life uses for speciality packaging
 - *Crowning glory* – bottle top recycling, how this can make significant impact on reaching 100% recycling rate
 - *Sweet memories* – the hunt for the oldest can
- 'Do it with Cans' to support general line products and reach DIY, home makers and craft consumers
- Proactive social media with monthly blogs covering key messages and emerging issues
- Ongoing support for media relations, newsletter, Packaging Awards, Student Starpack and CFUK

Social media review by topic:



Do it with Cans (working title)

Members, not just the PR Committee are keen for this project to go ahead. Any **All** other ideas for title should be sent in.

- Logo & branding
- Website creating & hosting
- Blog content from expert
- Flatlay images & illustrative graphics
- 3 x Pinterest posts per week

Champion's Champion

- Celebrate 25 years of Best in Metal
- MPMA PR committee members select favourite innovations from UK Packaging Awards
- Online gallery of the best of best in metal
- Online vote by MPMA followers for winner
- Accompanying press release
- Commission special trophy
- Award presentation photograph

101 Uses

- New sweet brands launched in speciality packaging format in 2020
- Many never get thrown away
- Blog post with 101 ways to re-use your empty sweet tin post Xmas
- Ask users to send in photos
- Blog illustrated with infographic of top ten ways
- Topic pitch to consumer titles covering second-life / household waste reduction
- Reuse speciality packaging research

Sweet Memories

- The hunt for the UK's oldest tin still treasured is on!
- Through social media appeal to followers to share oldest tin and what memories it brings
- Do you have an ancient Oxo tin which was used by Gran to store gravy and now belongs to you?
- Release & blog featuring the oldest tins
- Highlights metal packaging decoration and second life use

Crowning Glory

Actions

- Contradictory information online regarding bottle tops is rife
- Recycle Coach suggests that due to size, that drinkers should collect bottle caps in an aluminium or steel can, then crimp the can shut so that it can be sorted in a MRF
- What should happen?
- Do they get recycled in pubs, bars and restaurants?
- Each one adds up to have a significant impact on recycling rates
- Statistics on bottle top recycling gained through survey pub & café owners
- Results launch release - 'X million bottle tops recycled a year...'
- Release provides finite answer on how to recycle
- Commission artwork (could be auctioned with proceeds donated to charity)
- Timelapse of artwork shared on social media through Facebook stories
- Launch competition to create bottle top artwork - shared on social media
- Could tie in with Great British Spring Clean (March/April)
- Work with Alupro/Metal Matters

Monthly blog & social media

Monthly content plan including significant dates:

- Recycle Week 2021
- Green Europe
- World Oceans Day
- World Food Day
- Stop Food Waste Day
- Great British Spring Clean

'Mini' social media campaigns to support significant dates and blog posts

Bespoke imagery for use across channels

UK Packaging Awards

- 2020 cancelled awards ceremony, however editorial coverage still guaranteed
- Under 'normal conditions' provides good exposure – judging, event, online, print
- Highlights best in metal packaging – across all sectors
- Provides ongoing social media content
- Innovation
- Specific sector focus
- Review post 2020 Awards

Student Starpack

- Good social media reach. This year award held online.
- Excellent winning entry
- Limited PR opportunities
- Visual support for packaging industry (IoM3)
- Committed for 2021

These activities will be proposed to the MPMA Council at their meeting in late November and depending on the allocation for PR from the main budget these activities would have to be adapted to fit the funds available. However there may be unspent 2020 budget that could be used to start Do it with Cans.

MPMA

Canned Food UK

- Get creative with cans continues in 2021
- New website
- New logo and updated social media pages

- Eight new recipes, with accompanying videos and photography
- Monthly competitions

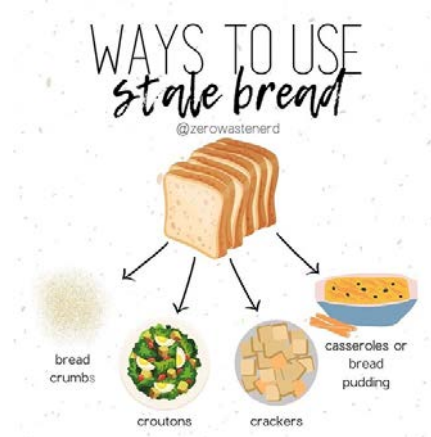
Storecupboard Staples with a twist

- 2020 has posed challenges, not least sourcing fresh food and food budgets have decreased as the UK economy feels the impact of the pandemic
- Consumers have been pushed to go 'back to basics' in their approach to meal planning
- Finding ways to be more efficient with food and using more store cupboard ingredients
- We are proposing a campaign in 2021 uses canned foods to create delicious family meals with a twist
- We can incorporate some old favourites and new recipes to cater for vegan/vegetarian palettes

Ways to Use

- Through 2020 we have seen an increased need for foods which are versatile and dynamic.
- Finding cans which have multiple uses can give them an even larger edge on fresh products.
- Showcase this through a series of illustrations on social media.
- Create a website category where navigating this information would be easy and useful.
- e.g. Ways to use...Canned Sweetcorn – Sweetcorn fritters – Creamed Corn Soup – Stew – Bean Salad – Corn puree etc

Example



Simply Food by Mandy

- Influencer star on the rise – like Billy & Jack
- Self taught home cook, mum of 2 pre-teens
- Creates achievable meals
- “food for the family and recipes that aren’t overly complicated, but are always full of flavor”
- Instagram – 47k followers, Facebook – 10k followers
- Target audience; predominantly women aged 24-55 looking for budget friendly weekday meals with the occasional special meal
- Posts have an average reach of 30k +
- 4 bespoke recipes created exclusively for Canned Food UK website and social media
- All imagery for the above recipes
- 4 short intro videos for the recipes
- Exclusive rights to the 4 recipes (to use in press and print for 2 months after launch of campaign)
- 1 x Instagram cookalong video
- All recipes to be shared on Mandy’s Instagram & Facebook page (via Instastories & Facebook)
- Press photos of Mandy

Overview

Actions

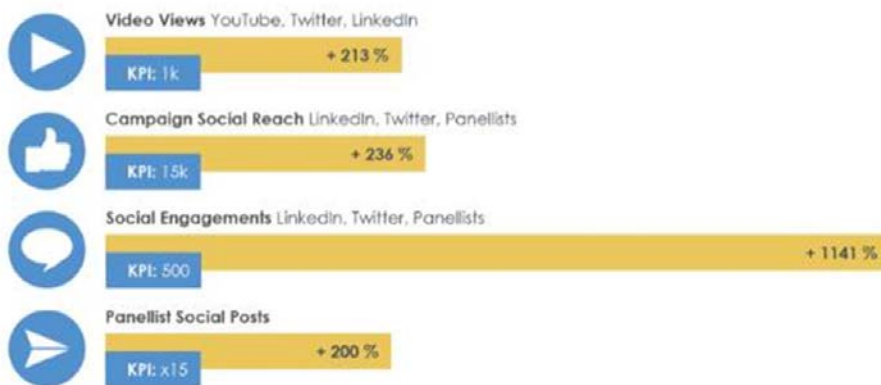
- Maintain monthly promoted campaigns targeting foodies and family meal planners
- Follower targets for 2021:
15K Facebook, 3.5K Twitter, 3.5K Instagram
- Facebook 3 posts per week
- Instagram 2 per week / Twitter 3 per week
- 6 blogs
- Media relations – 6 recipe placements
- 4 recipes by Simply by Mandy
- Monthly competition

Budget and activity programme will depend upon the continued participation of the two UK food can manufacturers.

1850. CAN MAKERS ACTIVITY

Wine in can taste test – Brilliant Results

- National and consumer media coverage including: Mail online, Daily Star, Sunday Express, Delicious Magazine
- Coverage confirmed: Olly Smith's Mail Plus video series, Olly's Trolley



Led to new collaborations with The Copper Crew and Hun Wines.

- High quality South African wine, The Copper Crew has launched exclusively in cans
- Proposition aligned with Can Makers key messages
- Hun Wines backed by FMCG heavyweights including former BrewDog CEO Andy Shaw, Waitrose executive director James Bailey and Formula 1 driver David Coulthard

Now exploring opportunities for collaboration showcasing benefit of cans to brands.

Second event planned

- Wider focus, to include wines, cocktails, spirits and mixers.
- Objective to showcase the can as the preferred choice for high quality brands in all market segments and create sense of prestige
- Panel of influencers – Olly Smith confirmed as host
- Leverage new collaborations
- Resulting in similar content and media coverage.

Possible third event in the future, a Round Table.

Felinfoel Brewery

Campaign still planned but still delayed due to Covid-19.

Actions

1851. MPE UPDATE

Communications Working Group

Metal Recycles Forever Logo

- Being used on wide range of brands across Europe
- MPMA now has User Code to be used on new applications, corporate MPE Members companies have own codes – applications with codes with be automatically approved
- CMI now decided to promote European MRF logo, discussion ongoing regarding how application process will work – still not yet officially registered as US Trademark

Online Communications Plan

- EU Mobility Week
 - MPE article on sustainable mobility
- European Sustainable Development Week
 - MPE infographic on sustainability in the metal packaging industry
- World Cleanup Day
- International Day of Awareness of Food Loss and Waste
- World Food Day
 - Infographic on the benefits of canned food
- European Week of Regions and Cities (Theme: Green Europe)

Paris Packaging Innovation Hub, 20-21 January 2021

- Organise panel discussion, MPE would be moderator and/or speaker
- Free booth at the event
- No cost

Food Commission

Next meeting 6th October.

Text has been prepared for the Benefits of the Food Can infographic.

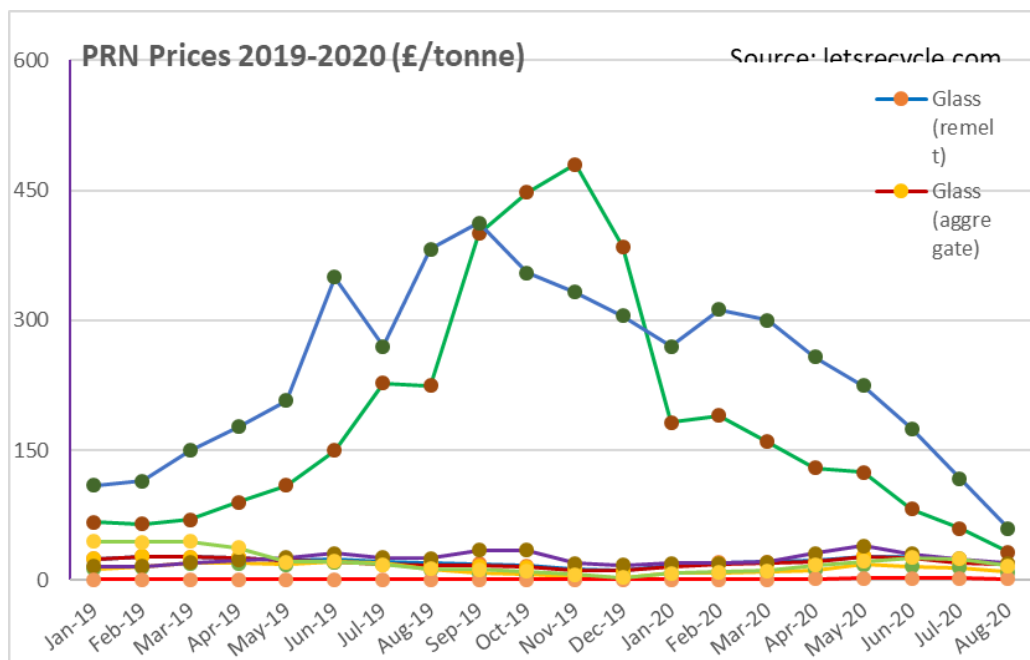
AGM and Open Space Conference

The 2020 event was cancelled. The 2021 event will be held on Wednesday 9th and Thursday 10th June at Lake Maggiore, Italy.

1852. OTHER ACTIVIES RELATED TO PR

- **Coronavirus** – continue to support members by sharing latest information and answering member queries
- **BREXIT & Transition Period** - Situation remains highly uncertain with currently no guarantee of a deal. MPMA continues to engage with Government to ensure members have latest information. BEIS webinar held 2nd September.
- **DRS Scotland** – Currently no change although some rumours that the 2022 launch may need to be delayed.
- **EPR, DRS & Standardisation of Collection** – MPMA remains part of DEFRA's Packaging and Collections Working Group. The next set of consultations have been delayed, but currently launch remains 2023 although slippage possible.

- MPMA has been working hard to ensure **aerosols are included in core list of kerbside materials** as initially they were left out by the DEFRA team.
- **OPRL** – Guarantor status with OPRL proving useful as OPRL looking to expand their purpose in ways that could be unhelpful. Guarantors currently keeping the unhelpful elements of this in check.



Climate Change Levy:

- To-date members of the MPMA CCA have collectively saved £16.8 million
- Government is extending Climate Change Levy scheme by 2 years
- New companies will be allowed to join
- Our sectors target for this extension is a further reduction of 6.667% from a 2018 baseline
- MPMA intended to challenge this, particularly the 2018 baseline
- However, an assessment by Jacobs showed 4.85% already achieved since 2018, decision therefore taken to accept the target as proposed
- Part of our reasoning was to maintain credibility in readiness for BEIS negotiations around potential post CCL/towards zero carbon schemes

1853. ANY OTHER BUSINESS

300 YEARS OF LEADERSHIP & INNOVATION BOOK

As a quick decision needed to be made to take up this opportunity, the Director liaised with MPMA Chairman and PR Committee Chairman and the decision was taken that MPMA should participate. The cost can be covered within the MPMA main budget. Details are:

- An opportunity to demonstrate our commitment to sustainable targets promoting the benefits of metal as a permanently available material.
- Very high profile PR and branding opportunity, on the footsteps of parliament.
- The opportunity to meet with, network and engage with senior decision and policy makers.
- Recognition within a campaign endorsed by the History of Parliament Trust and the support of various contributing Government Departments.

- Double page feature
- Hardback, 400 pages, A4 - plus digital version (MPMA 12 copies)
- Circulation 10,000 hard copies, 250,000 named individuals receive e-book
- Launch 8th June 2021 at Westminster Abbey (MPMA 2 tickets)
- Cost £6375
- Tata Steel also taking part

Actions

SURFEX

After two postponements the exhibition is re-arranged for 8-9 June 2021. We will need to consider our three speakers and what their topics will now be.

MPMA



Annual Dinner

The Committee were reminded the 2020 was cancelled and the 2021 Dinner will be held on Friday 12th November at Drapers' Hall.

1854. DATE & VENUE OF NEXT MEETING

The next meeting will be held on **Wednesday 9th December 2020** commencing at **10.30am**, online. [Link here.](#)

Distribution: PR Committee, Council

DC02.10.20