

Kalat Ambiente is a not-for-profit organisation funded by 15 regions in Italy to manage waste disposal in a sustainable way. Allde's relationship began with Kalat Ambiente when we won the bid to create its corporate brand identity and the campaign to promote recycling and better waste management in Sicily.

Waste management is a hot topic around the world, and in particular Europe, and can cost local governments and in turn the public substantially; both financially and in the impact on the environment. The campaign to change attitudes and educate the public is a key factor in managing waste disposal. Kalat Ambiente's goal was to affect public behaviour but the approach was unknown to them - Allde provided the research and approach that would drive the campaign across the 15 Sicilian regions to change public behaviour positively. The challenge was to address the importance of clean air, healthy environment leading to healthy lifestyles and sustainability in an appealing manner - without turning off the audience or boring them with clichés.

In addition Kalat Ambiente wanted to rejuvenate a flagging public image of their purpose and worthiness. Allde recognised the challenge of communicating a solid corporate image in an accessible and light visual identity. Allde was also conscious of Kalat Ambiente's heritage which it sought to preserve.

The brand rejuvenation and promotional campaign came together with the suite of events and marketing material Allde produced for Kalat Ambiente.



### Recycling is Culture

Changing habits is notoriously complex - comprehension, education and convenience must come together in a simple cultural argument. In the campaign to educate and change cultural habits Allde's initial concept for Kalat Ambiente created an artistic educational installation that is travelling across the 15 cities of Sicily throughout 2006.

The installation comprises 8 panels measuring 2.7metres by 1.30 metres and a further 8 panels measuring 0.90 metres by 1.30 metres displaying educational information and art. In one piece Allde approached Rachel Whiteread in order to use her installation for the famous Turbine Hall at the Tate Modern called "Embankment". The famous work of art was used as a metaphor for driving home the message "The Evolution of the Ordinary to the Extraordinary".



Continuing the connection between recycling and art culture, Allde conceived and produced a calendar that showcased 12 high profile Sicilian artists who were mandated with producing art using "out of work" everyday objects. The results were both beautiful and gave significance to the intrinsic value of material objects - when a wire stops being part of an electronic object it can be transformed into a beautiful flower, the transformations are only limited by imagination.

### ***Speaking in tongue***

It is imperative in any communication strategy that the language used connects with the target audience. Allde understands this and the billboard poster campaign reflected the focus on connecting with the people of Sicily. The slogan "a ciascuno il suo" (to each it's own) used in the poster campaign is an extract from a book by the famous Sicilian author Leonardo Sciascia. The book is deeply ingrained in the Sicilian local culture and therefore the connection Allde made resonates immediately with the local people.

The communication strategy continued in the visual images and gadgets Allde produced for Kalat Ambiente.

### ***Corporate coherence***

As well as promoting the importance of public responsibility Kalat Ambiente sought to align its public image with its worthy work.

In the process of rejuvenating their brand image Kalat Ambiente was concerned not to totally alienate themselves from their heritage. Thus, Allde's challenge was to refresh and update the Kalat corporate brand whilst maintaining links to past good works.

The starting point for Allde was to ascertain the key values that Kalat Ambiente held, that were interpreted visually, creating a light and accessible brand which has been transferred to all internal and external communication media.



### **Living the Ideal**

Allde highlighted to Kalat Ambiente the importance of corporate brand coherence: that corporate responsibility must form the backbone of an organisation that communicates public responsibility. In line with this ideal Allde introduced eco-friendly products to Kalat Ambiente for all their corporate materials. Looking forward Kalat Ambiente intends to use only eco-friendly material in their communication media.

### **Peer to Peer Communication**

Kalat Ambiente's has produced a handbook that details the European, National and Regional requirements and legal procedures for private-public funded recycling management companies. Allde was enlisted to design the cover of this authoritative book that assists other companies involved in recycling management.

