

# right Waste, right Place Facts and Figures

right  
waste

right  
place

**April 2016**  
Campaign  
launched

**August 2016**  
Ambassador  
campaign  
launched

**October 2016**  
Construction  
sub-sector  
campaign  
launched

**December 2016**  
First  
Ambassador  
Day event

**January 2017**  
Wales  
campaign  
launched

**March 2017**  
Agriculture  
sub-sector  
campaign  
launched

**May 2017** Retail  
sub-sector  
campaign launched

1,200  
businesses  
surveyed  
on Duty of  
Care

Plus recent  
survey of 500  
farmers &  
landowners

Potential reach to  
over 10 million  
readers of  
regional and trade  
publications

Radio interviews  
with BBC Radio  
Essex, Cornwall,  
Kent and Oxford  
with the potential  
to reach 635,000  
listeners

Page  
views  
39,945

Website  
hits  
16,719

**37**  
Ambassadors

Reaching over  
**500,000**  
customers and  
supply chain  
partners

**8** rWrP  
events  
held

**350**  
attendees

Construction  
campaign  
completed

Wales  
campaign  
launched

Agriculture  
campaign  
underway