



## THINKING OUT LOUD

### Surviving the recession storm

So it's officially a recession, and many pundits believe it will get worse before it gets better. You may think that now is a good time to cut back on your PR and marketing budget. Of course you would expect us to disagree, and yes we do – for two very good reasons.

First, reducing your profile during a recession leaves you a bit like a boat in a storm without a rudder – you are at the mercy of the elements.

Where you end up is more dependent upon others than yourself – a prospect few businesses would intentionally choose.

Second, when times are hard, your customers and those of your competitors will be reviewing who they do business with. This is exactly the time when you need to ensure your profile is high, your reputation is enhanced and your customers see you performing well.

PR is one of the most cost-effective tools to ensure that your core messages and USPs are delivered directly to potential customers. So, don't just weather the recession storm, use the opportunity to enhance your PR activity.

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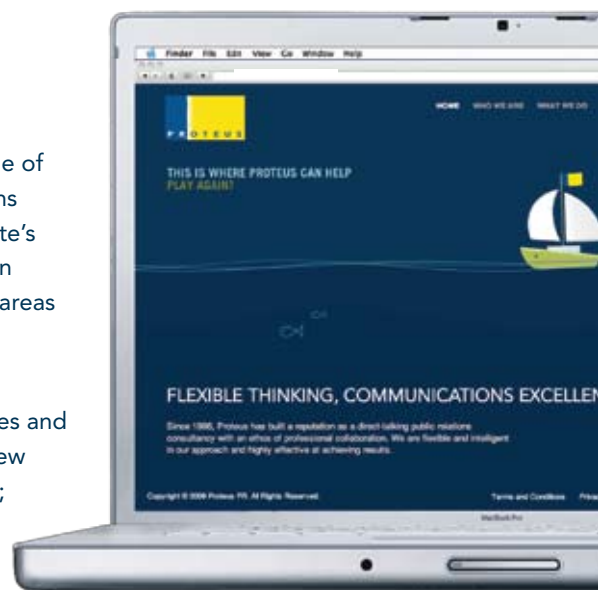
## LAUNCH OF 'NEW LOOK' PROTEUS WEBSITE

The brand new website of Proteus PR has gone live – supporting the consultancy's ambitions for growth and reflecting our updated corporate identity.

Inspired by the Proteus logo, which is a reversal of the nautical International Code of Signals flag, meaning "I wish to communicate with you", the new website is modern, fresh and straightforward to navigate – allowing quick and easy access to information or simply stress-free browsing.

Containing details of Proteus' full range of services, from strategic communications planning to media relations, the website's dedicated sector pages also provide an overview of our specialist consultancy areas – B2B, Corporate, Crisis, Environment, and Planning & Development.

Career opportunities, client case studies and latest news are also available on the new site. But don't just take our word for it; why not take a look for yourself? Visit [www.proteuspr.co.uk](http://www.proteuspr.co.uk)



# WINNING STREAK

## SITA UK awards planning support brief to Proteus

Proteus has been appointed by waste management company SITA UK to provide communications consultancy surrounding its proposal for an energy-from-waste facility near Telford.

Comprising contextual analysis, pre-application consultation, stakeholder liaison, support materials and media relations, the programme draws on Proteus' specialist expertise in planning support and contentious issues management.

Alison Jones, Senior Consultant at Proteus, comments: **"Interest in energy-from-waste technology is increasing rapidly as one of the key EU deadlines for diverting waste from landfill draws closer. Since April, we've supported SITA UK in responding to enquiries about the Telford project from print and broadcast media ranging from the local newspaper to the BBC's Politics Show, as well as helping to formulate responses to queries from residents and stakeholders."**



## Proteus boosts waste portfolio with European contract

TiTech, the world-leading manufacturer of optical sorting systems, has appointed Proteus to support the promotion of its technology in Europe. The appointment follows Proteus' successful promotion of TiTech in the UK, where an established presence has been secured.

Specifically, the brief is to develop tailored communications strategies to promote TiTech's optical sorting technology in Spain and France, particularly around key trade shows at which the company will be exhibiting.

Catherine Scotcher, Consultant at Proteus, comments: **"Waste handling is a sector in which Proteus specialises and we are looking forward to using our expertise to promote TiTech's capabilities in the field of automated materials recovery. We are already working successfully with TiTech in the UK – directly resulting in an increase in sales – so the addition of the European account will allow us to optimise our activities for this client."**



A TiTech sorting system in action

# ALL IN A DAY'S WORK

## The perfect package

There are few parts of industry as fast-moving or dynamic as the packaging marketplace. Under increasing pressure to improve its environmental performance, the packaging supply chain is rapidly changing.



As such, the communications requirements of plastic milk bottle manufacturer, Nampak Plastics Europe, are constantly evolving – calling for a flexible programme that responds to the increasing demands of consumers, retailers, the media and Government.

**"Ongoing strategic review is key to Proteus' approach and at the heart of the work we do for Nampak"** comments Rachel Latham, Senior Consultant at Proteus. **"The very nature of the retail and packaging sectors means that we must be prepared to deal with new issues as and when they arise. Whether it's recyclability, lightweighting or the carbon footprint of packaging, understanding and reacting quickly to industry issues helps Nampak to maintain its leading position in the market."**

James Crick, Business Development Director at Nampak, comments: **"Proteus' ability to quickly understand the industry and devise and implement a relevant strategy and communications plan was instrumental in securing the success we have had to date, and is the foundation for future activity."**



Cathedral  
65% PLU

# FOCUS ON...

## Outstanding press relationships

Paris in the Spring – the perfect setting for a press trip organised by Proteus on behalf of its client TIRU, a French green energy company (part of EDF). The occasion was an open day at Isseane, a new integrated waste management centre that serves the needs of over one million residents to the west of Paris.

**“The Isseane open day presented a great opportunity to engage with the energy, environmental, waste management and local authority press to demonstrate the experience and expertise that TIRU has in the fields of renewable energy and integrated waste management,”** explains Senior Consultant Alison Jones. **“We organised everything from invitations and travel through to press briefing packs and fielding post-event questions.”**

As well as an official press briefing pack containing the essential facts and figures about the green energy centre, Proteus individually briefed each journalist about key issues relevant to their readership. These included the procurement process, construction issues, selection of energy-from-waste technology and the carbon savings offered by the plant in replacing fossil fuels.

The results to date speak for themselves: in addition to extensive media coverage in leading trade and online publications like MRW, LAWR and letsrecycle.com, Tiru has also been invited to present at a number of industry conferences – significantly raising its profile in the UK.



Checking the kiln at Isseane

**65% PLUS**

## Communication hits the road

**Being able to demonstrate widespread community consultation is not only a statutory requirement but, if done well, can be the key to a successful planning application. Whether the application is for a new housing development or waste treatment facility, being open with information, encouraging dialogue with local people and engaging stakeholders should be a priority.**

For Peterborough City Council (PCC), public roadshows have proven a particularly successful element of 65% Plus – an integrated communications campaign developed in partnership by Proteus and PCC to inform and educate residents about waste and recycling developments in the city and a new recycling target of more than 65% by 2020.

Held at four different locations across Peterborough, the roadshows provided an opportunity for both residential and business communities to find out more about the Council's plans and for PCC to capture pre-application feedback so that trends in opinion could be tracked, measured and used by the planning team.



Central Square, Peterborough, was one of the locations to host the roadshows

# QUALITY COUNTS

As a communications consultancy, the quality of our written and design output is vital to the ongoing success of the company. As such, we have recently updated the Proteus Quality Management System to ensure consistently high quality work across all our clients.

The new system is designed to standardise the approval process and create a simpler, more transparent record of progress, which can then be used to identify areas for further improvement in our internal processes.

While this won't directly affect the way we work with our individual clients, it provides a clear audit trail and evidence of the quality of our work.

## OUT & ABOUT

The end of 2008 was a busy time for Proteus, with the team attending seven events across the UK and Europe. Starting with RWM in September, the UK's biggest recycling & waste exhibition, the team then went on to attend the Wales Recycling Awards, UK Packaging Awards, National Recycling Awards, Chartered Institute of Public Relations PRide Awards and Pollutec, an international exhibition of environmental technologies and services in Lyon, France.

In November, Managing Director of Proteus, Paul Davison, presented a seminar on 'The Importance of Ethics within Public Relations' to undergraduate communications students at Oxford Brookes University. The presentation was given as part of Paul's ongoing role as Chair of the Chartered Institute of Public Relations Thames & Chiltern Region.

This year, Proteus is sponsoring a key debate at the Energy from Waste Conference 2009, organised in association with leading trade journal Recycling & Waste World. Scheduled for the evening of Tuesday 17 February at the Hilton London Metropole Hotel, the event will address issues relating to public perceptions about the planning and development of Energy from Waste (EfW) facilities. Paul Davison will join a panel of experts drawn from the media, local government and the waste industry in discussing current public attitudes to EfW and what can be done to challenge misconceptions and improve general understanding about this approach to waste treatment and energy generation.



Paul kicks off the Thames & Chiltern PRide Awards 2008

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