



Recycle Week 2018

24th - 30th September

Partner Guide

**It's time
to take
action on
plastic**

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Join us in Recycle Week this year and help us promote plastic bottle recycling across Scotland.

Plastic bottles* can be recycled widely across Scotland, however there are almost 30,000 tonnes of bottles ending up in general waste streams from households. That's things like shampoo bottles, cleaning bottles, drinks containers and more. That's why this year, we are drawing attention to a simple recycling message focusing on this key material stream. We want to build on the public concern around plastic pollution with a national message accompanied with a clear, easy, call to action for recycling. This avoids public confusion but also gives us a platform to begin to communicate a wider narrative around plastic recycling drawing together various environmental consequences if these aren't recycled while maintaining the quality is key message. Although we are focusing at a national level on plastic bottles this year, you can use the week to act as a platform to promote your local recycling facilities whether these are for householders, your staff or customers.

Take action on plastic with us this Recycle Week

We will be fronting a public relations and digital campaign to ask people to take action on plastic and make the time to recycle. By highlighting the urgency of the need to recycle and how quick recycling is we hope to demonstrate that it's worth the effort and we all need to play our part. During the week we will be securing support from campaign ambassadors online and offline to help us spread our recycling message to key audience groups as well as publishing a series of blogs, issuing releases direct to the media and utilising digital marketing to target our messages even further.

We need your help to:

- Get the message out as wide and far as possible urging people to 'take action on plastic' using the resources available for download in this guide
- Run a recycling campaign at your workplace to engage staff/customers and residents in Recycle Week and refresh the communications around your recycling facilities
- Tweet, share, mention us and the campaign

hashtag **#RecycleWeekScot** so we can keep track of online and social activity relating to the campaign

- Share our animation that will feature on our Recycle for Scotland Facebook page during the week

What is Recycle Week?

Recycle Week is an annual awareness raising week across the whole of the UK focusing on recycling, whether at home, work or play. This year the week runs from the **24th of September**.

*Plastic bottles includes all drinks, milk, cosmetics and cleaning products.
<https://www.zerowastescotland.org.uk/composition-household-waste-kerbside>

Resources

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This year we have chosen to focus on digital assets for Recycle Week as these are quickest and easiest for partners to use, and avoid extra environmental impacts of printed materials.

Please contact us if you would like to develop printed materials for campaigning at:
support@recycleforscotland.com

We have developed a number of digital assets which can be used in your organisation internally or for you to communicate to your own audiences through existing channels. We really want to hear if you have used these in both ways so we can demonstrate activity during the week.

Download
[here](#)



Our main campaign animation focuses on 3 scenarios where plastic bottles may not be recycled and the consequences of this. We will be using this on our Recycle for Scotland Facebook page and website when the campaign launches.

Please note this is available for download but should not be used prior to Recycle Week beginning on the 24th of September.

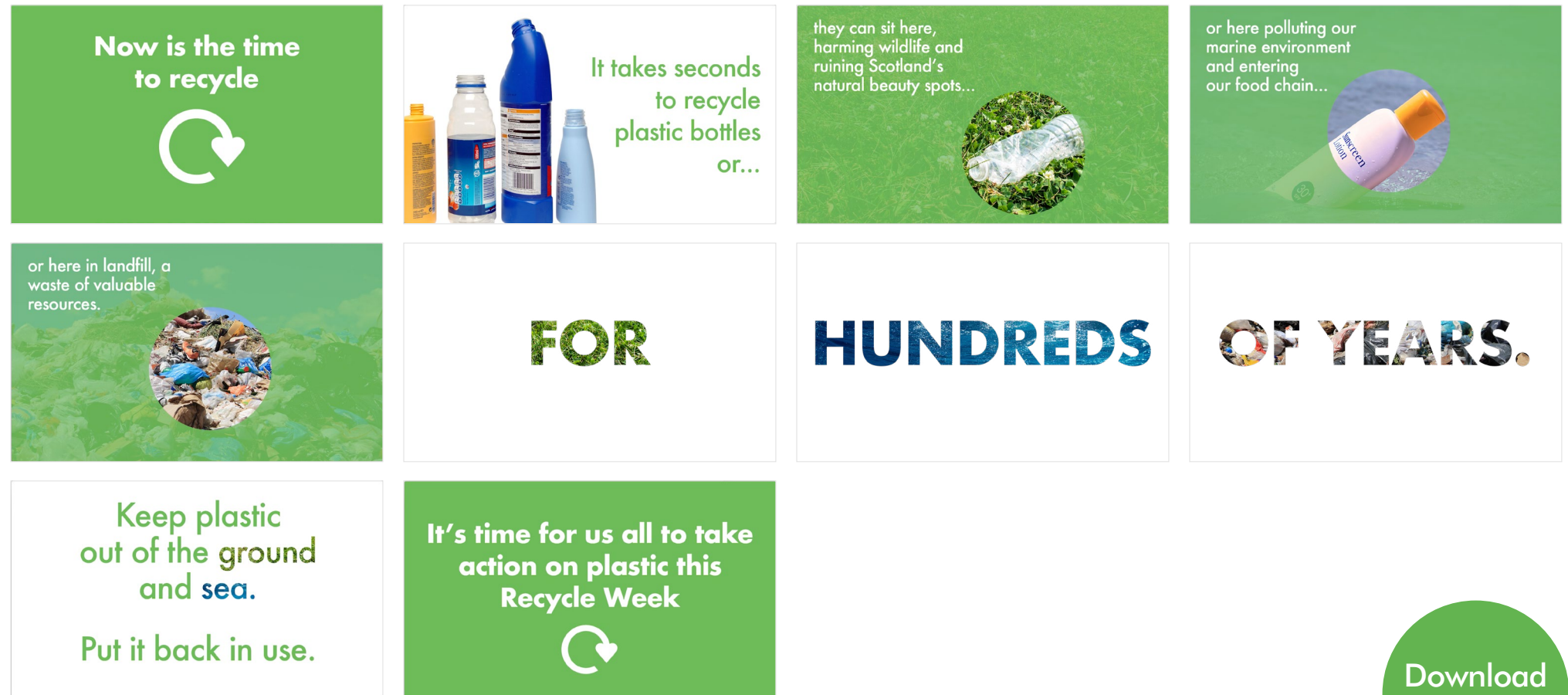
We have developed two versions of the animation one which gives more detail and one shorter call to action where a longer animation wouldn't be appropriate.

Download
[here](#)

Short animation - example frames



Long animation - example frames



Download
[here](#)

Email signature

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Use this to help promote Recycle Week to staff in your organisation.

We have created two email signatures for you to download and use depending on preference. They can help to show your support for the week and also you can build in a link to information on your own recycling facilities or appropriate intranet page.

You can also use them to direct to the Recycle for Scotland Facebook page: [facebook/recycleforscotland](https://facebook.com/recycleforscotland) where we will be posting content throughout the week about recycling and plastic.

Option 1

It's time to take action on plastic this Recycle Week

facebook.com/recycleforscotland #RecycleWeekScot

 **recycle for Scotland**



Option 2

It's time to take action on plastic this Recycle Week

facebook.com/recycleforscotland #RecycleWeekScot

 **recycle for Scotland**



Download
[here](#)

Social media posts and content

We have produced social media assets and copy including imagery you can use on your own social media channels to support Recycle Week. We will also be posting daily on our Recycle for Scotland Facebook page and would encourage you to share this content to your followers.

Twitter post copy options:

1. Almost 1 billion plastic bottles end up in landfill each year when they could be recycled at home.

Take action on plastic this #RecycleWeekScot

2. Shampoo bottles, cleaning bottles, drinks bottles can all be recycled at home. Make the time to recycle this #RecycleWeekScot

3. #DYK most plastic shampoo bottles can be recycled at home. Don't leave them out – get them in your plastics bin #RecycleWeekScot

4. It takes seconds to recycle a plastic bottle*, or it could stick around for hundreds of years harming wildlife, polluting our oceans or sitting in landfill.

Make the time to recycle #RecycleWeekScot

5. We're supporting #RecycleWeekScot this year and making the time to recycle. (highlight your own activity or facilities)



Download
[here](#)

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<https://www.zerowastescotland.org.uk/composition-household-waste-kerbside>

Social media posts and content

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Post 1



Facebook post copy options:

1. Every year in Scotland there are almost 1 billion plastic bottles that should have been recycled going into landfill instead of recycling bins. That's why we're proud to support #RecycleWeekScot this year, let's get recycling all our plastic bottles.
2. It can be easy to forget that items like shampoo and cleaning bottles from the bathroom can be

Post 2



recycled. Even empty bleach bottles can go into your recycling bins. Just give them all a quick rinse and recycle.

3. Plastic bottles can be recycled across Scotland, so even if you're using a reusable bottle and coffee cup like us on your way to work, don't forget your shampoo and cleaning bottles when you get home too. We're supporting #RecycleWeekScot to take action on plastic.

Download
[here](#)

Although most of the resources available are digital we wanted to produce something that can be used to promote Recycle Week in community locations or across workplaces. Two A4 posters are available for download and printing which you can use to support the week, they can also be used as an advert in local publications.

Indesign files are available should you wish to add your own organisation logo. **Please ensure your logo is positioned correctly alongside the Zero Waste Scotland logo. See poster examples, right, for guidance.**

Download
[here](#)

Poster 1



Poster 2



Further support

Please contact us if you have any questions about these materials or need further support.

support@recycleforscotland.com
01786 433 930



A Zero Waste Scotland initiative
Ground Floor Moray House Forthside Way Stirling FK8 1QZ
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