

Communications Toolkit

Recycle on the Go



Communications Messaging	3
Guidance for editing templates	7
– Poster	8
– Press adverts	9
– Web banner	10
– Material streams	11
Further support	14

This guide has been produced as part of the UK- wide Recycle on the Go (RotG) activity and contains advice and templates to help you promote a RotG activity in your area, at an event or business.

Recent research conducted by WRAP showed that people responded better when messages about RotG were applied to posters and media other than recycling units. The results also showed the importance of clearly labelling the recycling units.

To ensure the most effective RotG scheme, two sets of templates have been created for you to adapt to your own needs:

- Promotional templates to help you signpost facilities, reinforce recycling behaviour, and ensure the public know what materials they can recycle and where.
- Point of recycling templates designed to appear on the recycling units themselves and show the target audience which materials can be disposed of in your recycling units.

Important. All Recycle for Scotland materials must be printed on recycled stock. Please include the stock's environmental accreditation(s) on the back cover of leaflets or inside the margin on single sided communications, ie. a poster, in a minimum 7pt font size.

For further guidance, please contact the Zero Waste Scotland Communications Team:
support@recycleforscotland.com

Some communication methods are better at reaching people across a wide area, whilst others are more effective if used in small, discrete areas.

Here are some top-level suggestions of potential channels for raising awareness of RotG in specific sectors. In all instances you should engage and train your staff on the importance of displaying the correct recycling message. Also ensure you are up to date with the latest accessibility guidelines by visiting the Directgov website: **www.direct.gov.uk**

You'll find more advice on communication within the RotG Technical Guidance – we have also provided some examples here:

Sector	Potential barriers	Potential channels
All	-	<ul style="list-style-type: none"> • Know your audience and users of the facilities e.g. disabled consumers, eye-line messages, etc. • Staff training and messaging e.g. email, websites, intranet systems, staff briefings etc. • Consider high-traffic areas and prime locations such as entrances/exits, waiting areas, car parking. Incorporate RotG messages on existing communication materials – consider information screens, ticketing details, announcements, maps etc. • Consider eye-line – additional signage may be more visible placed higher up or on the floor (in addition to on the actual units themselves) so that consumers can find their way to recycling points more easily. • Consider which recycling area you will guide consumers to (there may be more than one such area).

If you need support developing your communications strategy, please contact: **support@recycleforScotland.com**

Sector	Potential barriers	Potential channels
Events	Some potential users will assume that event staff are employed to collect waste.	<ul style="list-style-type: none"> • Consider messaging about recycling before the event (or via your website) letting the consumer know what to expect about recycling their waste, and also what they can and can't bring to the event to avoid potential waste in the first place, e.g. glass and metal cans at concerts. • Finding opportunities to get involved ahead of events, so that visitors know what to expect, is a good idea – an example of this might be to ask consumers ahead of the event to 'make a pledge' on the event website to recycle when they attend the event. This could ensure that consumers have read the information on recycling, and potentially engaged with it ahead of attending the event. • Add RotG message to staff uniforms. • Consider RotG branded cups, food containers and other consumables at events. • Consider placement of messages on units, for example both 'on top' of the units and also 'on the side', so consumers can see what to put in which unit at various points. • Information for stall holders, traders, exhibitors and caterers e.g. clear guidance on recycling system and process and which bags to use for recycling/residual and where to leave them for collection after the event. • Consider limiting the use of freebies and give-aways as this could result in littering items that are not wanted or desirable. If such items are to be given away at events, ensure they are made from recycled and recyclable material.
Leisure attractions /venues/ academic	Volume of people at peak times leaves little time for individuals to sort waste.	<ul style="list-style-type: none"> • Use of any communication materials which exist both ahead of consumers travelling to the venue and whilst at the site. • Use of programme ad space to promote RotG ahead of entry to/exit from venue. • Use of notice boards to promote RotG at entry/exit from the site. • Video screens to promote RotG messages during events. • Floor vinyls as directional aids.
Hospitals	Competing with many other posters and messages.	<ul style="list-style-type: none"> • Focus on point-of material use such as restaurants and waiting areas. • Consider the use of canteen trays and other non-traditional advertising space such as car park tickets. • Incorporate RotG signage with hospital way-finding signs.

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Sector	Potential barriers	Potential channels
On street / public parks	Absence of clear signage.	<ul style="list-style-type: none"> • Permanent RotG signposting in city centres – consider banners (i.e. lampposts) and posters, BUT avoid options such as leafleting which may cause littering. • Window vinyls in businesses close to RotG units. • Inclusion of RotG points on city maps – consider maps which may appear in high traffic areas such as train stations/shopping areas etc, also consider if RotG can be included in any existing mobile navigation applications. • Litter-pickers and street cleansing staff – training and messages on the new system.
Shopping centres	Advertising space on units is at a premium.	<ul style="list-style-type: none"> • Consider existing communication platforms, e.g. plasma information screens, poster space, announcements, maps etc. • Given there may be a number of recycling areas, consider which area is most appropriate to guide consumers to – also consider exit points and car parks. • Work with commercial organisations to sponsor RotG unit signage. • Work with commercial organisations to communicate RotG messages into advertising messages.
Transport hubs	Time pressure on users when passing through the site catching buses, planes, trains etc.	<ul style="list-style-type: none"> • Consider use of advertising space such as platform posters, bus/train/tram interior panels and seat-back panels. • Addition of RotG messages on ticket websites and tickets.

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The messaging applied to the templates is simple, it signposts what can be recycled through your Recycle on the Go (RotG) facilities.

The templates are for you to modify, including your preferred messaging. The messages shown on the templates in section 1 of this document are purely examples. If you have purchased the brand font you can change these to fit with your own organisation.

Messages can also be changed according to the materials you are collecting (and only in accordance with this guide), the needs of your own corporate messaging, and the stage you are at with your RotG activity.

1 New activity

Consider a simple message on the availability of a new activity within your premises or location
e.g. You can now recycle your drinks cans, bottles and paper with us!

2 Existing activity

Consider directional messaging or reward-style messaging to ensure users are aware of new facilities and to encourage continued use of the service.
e.g. Thank you for recycling your drinks cans, bottles and paper at our in-store recycling points.

3 Established activity

Consider additional messaging, such as facts on how waste is transformed once it has been recycled, to illustrate the wider benefits of RotG
e.g. Our old drinks cans become new drinks cans in just six weeks!

Guidance for editing templates

All templates mentioned in this toolkit are available for download:

www.zerowastescotland.org.uk/FrequencyToolkit

Other useful links

Recycle for Scotland brand guidelines:

www.zerowastescotland.org.uk/RFSGuidelines

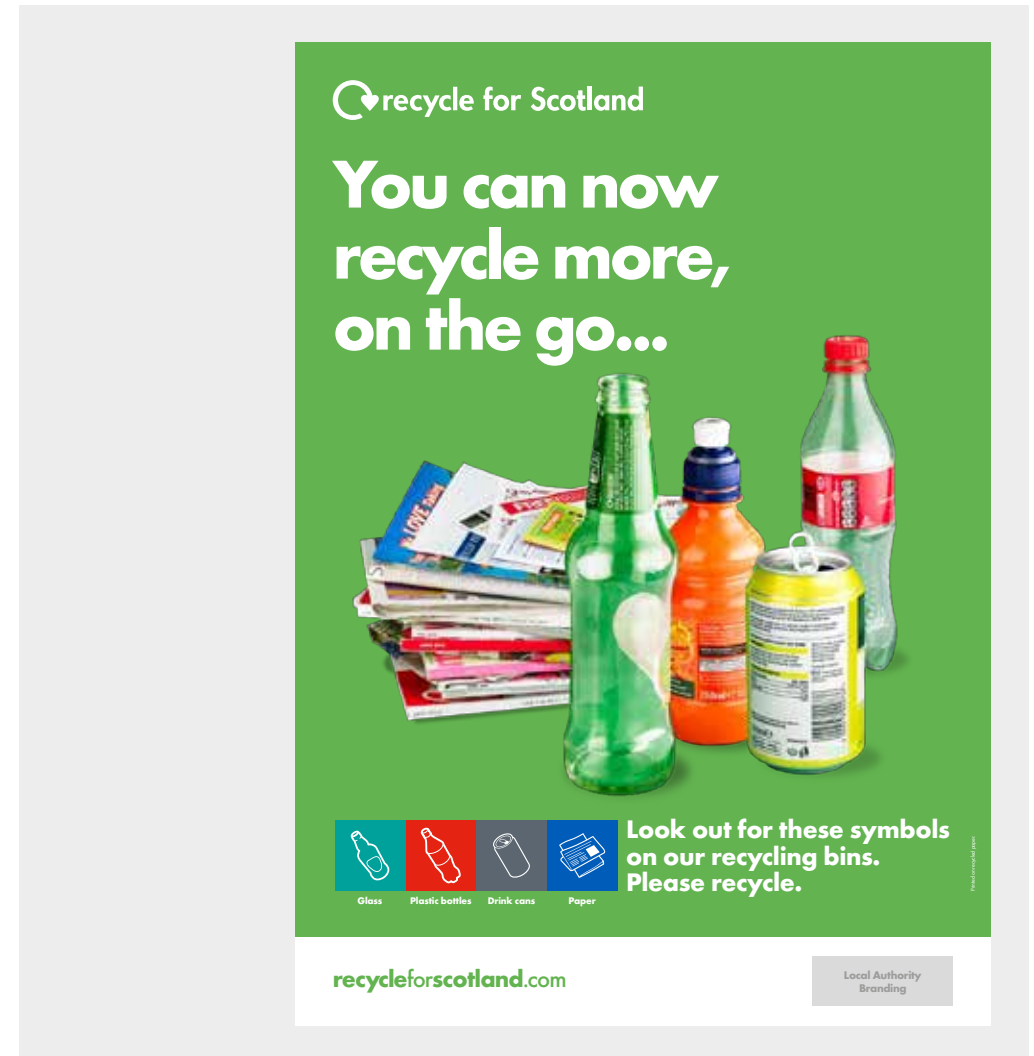
Improving Recycling Through Effective Communications:

www.zerowastescotland.org.uk/ImproveRecycling

The look and feel of the materials reflects the Recycle for Scotland brand. They are designed to be fully editable to suit your requirements.

This template can also be scaled and used as a portrait press advert.





Templates are available to download in Adobe InDesign format:
www.zerowastescotland.org.uk/partners



recycle for Scotland

You can now recycle more, on the go...

Look out for these symbols on our recycling bins.

			
Glass	Plastic bottles	Drink cans	Paper

Please recycle.
recycleforScotland.com

Local Authority Branding

The advertisement features a green background with a white recycling symbol and the text 'recycle for Scotland'. Below this, the headline 'You can now recycle more, on the go...' is written in large white font. A sub-headline reads 'Look out for these symbols on our recycling bins.' To the right, there is a photograph of various recyclable items: a stack of newspapers, a green glass bottle, an orange plastic bottle, a yellow drink can, and a clear plastic bottle. Below the sub-headline is a legend with four colored squares (green, red, grey, blue) each containing a white icon representing a different material: a glass bottle, a plastic bottle, a drink can, and a stack of paper. The legend items are labeled 'Glass', 'Plastic bottles', 'Drink cans', and 'Paper'. At the bottom left, the text 'Please recycle.' is followed by the website 'recycleforScotland.com'. At the bottom right, there is a small grey box with the text 'Local Authority Branding'.

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**You can now recycle more,
on the go...**



Thank you for recycling...



**Don't let a good thing
go to waste.**

Material streams

Single material units

These are the four core icons which can be used for single material units on RotG units.



Templates are available to download in Adobe InDesign format:
www.zerowastescotland.org.uk/partners

Material streams

Multiple material units

The icons can be stacked to work on signage detailing multiple material streams.

It is common for event activities to collect their materials in three streams:

- Food (sometimes with compostable packaging)
- Mixed recycling (items which can be recycled like plastic bottles and drinks cans)
- General waste (items which cannot be recycled)

Templates are available to download in Adobe InDesign format:
www.zerowastescotland.org.uk/partners



Material streams

Icon variations

The following material stream icons are available for commonly collected materials.

Where the item being collected is made from another material the description should change accordingly and the correct material stream colour should be used. For example if knives and forks provided at your event are compostable the knife and fork material icon should state 'compostable knives and forks' and the colour should be orange.

If the icon your require is not in this guide please email us:
partnerbranding@zerowastescotland.org.uk

Templates are available to download in Adobe InDesign format:
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 Plastic knives and forks	 General waste
 Plastic bottles	 Non-recyclable coffee cups
 Plastic coffee cups	 Compostable knives and forks
 Cardboard coffee cups	 Food and compostable packaging
 Drinks cans	 Paper
 Paper and cardboard	 Food waste
	 Glass

Further support

Please contact us, requesting '*Recycle for Scotland support*', if you have any questions about these materials or need further support.

support@recycleforscotland.com
01786 433 930



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