

Colour-separated Glass Recycling Collections

Communications Strategy Guidance and Template Materials



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About this guide

This guide has been produced to help Scottish Local Authorities effectively communicate to householders about new or expanded colour-separated glass collections. The guidance applies to kerbside schemes (where householders collect glass separately from other waste streams and colour separation is carried out by the operator at the collection vehicle or later in the process), and to local recycling points (where the householder separates the glass by colour at the shared recycling facilities). In addition, this document also contains guidance for Local Authorities that are replacing a kerbside glass recycling collection with a recycling point collection

About your audiences

Many of your householders will already recycle at least some glass, most likely via a community recycling facility or supermarket, or as part of a kerbside recycling scheme, so they may be familiar with some of the process of collecting glass and using recycling points. With the creation of new or expanded kerbside glass collection schemes, and new local colour-separated recycling points, it will be important to ensure residents understand the value and ease of colour separation, as well as what is expected of them and when. Recent research carried out by Zero Waste Scotland shows the importance of this, as many residents are still unsure of the benefits of colour separation, or why they are asked to separate the different colours of glass.

This communication is especially important if you are removing a kerbside recycling service for glass and introducing additional recycling points. Successful use of these communications templates will help you increase participation in recycling and increase the amount of colour-separated glass collected, while reducing contamination.

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

To ensure the most effective colour-separated glass communications, a range of targeted messaging and two sets of templates have been created for you to adapt to your own needs:

- Kerbside collection templates that encourage your householders to use the kerbside scheme, collecting their glass separately from other materials.
- Recycling point templates that encourage householders to colour-separate their glass at communal facilities.



Poster template



Bin sticker template

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

Strategy, communications mix and imagery

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

There are three sets of different behaviours your communications campaign might be targeting.

For a new kerbside glass collection, the communications goals are to:

- Raise awareness of the opportunity to recycle glass at the kerbside
- Motivate householders to recycle more glass, while reducing contamination
- Give clear guidance on what and how to recycle.

For a new recycling point glass collection, the communications goals are to:

- Maximise recognition amongst householders that their glass can now be recycled at local recycling points
- Communicate the need to correctly colour-separate glass and provide guidance on where and how to do this
- Thank people on their performance to date and urge them to do even more.

For replacing an existing kerbside glass recycling collection with a recycling point collection, the communications goals are to:

- Maintain positivity and momentum around glass recycling
- Highlight the importance and value of colour separation of glass, and why it is a better option than kerbside
- Focus on the specific benefits of colour separation of glass to Scotland and, where possible, to the local community.

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



For both types of glass recycling scheme, some communications methods are best suited to reaching people in the home, while others work best over a wider area.

To engage householders in a new or existing kerbside or recycling point scheme, we would recommend using a mix of in-home and outdoor communications channels.

Suggested in-home channels:

- Leaflets/flyers (clear behavioural messaging, near the point of action)
- Kerbside bin stickers (simple behavioural prompts, right at the point of action)
- Fridge magnets, postcards, stickers (also provide engaging reminders near the point of action)
- collection calendars (helping householders avoid missing collection days)
- radio (ideal for targeting large numbers of people in local areas, although broadcast

areas can overlap with other Local Authorities)

- local press advertisements (good for targeting people across a relatively wide area)
- Local Authority website (offers lots of opportunities to communicate the desired behaviours and benefits to site visitors)

Suggested external channels:

- Recycling point bin signage and navigational signage (to make the desired actions clear and simple)
- Event materials, such as pull-ups, posters and giveaways (to attract attention of the public and encourage them to take the messaging home with them)
- Outdoor media or vehicle (to engage over a wide geographical area)

Suggested internal communications:

- Posters and signage within council buildings (for reaching your own internal audiences)
- Briefings for collection crews and call centre

staff (to help them answer questions from residents about new services or colour separation)

We have created a selection of these materials (see page 15) as editable templates to illustrate how campaign messaging can be used across a variety of touch points.

Guidance for editing the design templates

The templates are modelled on the Recycle for Scotland brand and work done in the rest of the UK. They are available as InDesign files, designed for you to edit, modify and tailor to your needs.

A graphic designer – either in-house or from an external design studio/agency – will be able to help you adapt these communications, within the [Recycle for Scotland brand guidelines](#).

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

Removing a kerbside glass recycling service

As mentioned previously, if you are removing an existing kerbside collection system as part of introducing a new recycling point collection scheme, then you will probably have to address specific communications and messaging challenges to ensure residents stay engaged with their updated service.

A recommended approach is to focus your communications messages around a number of positive themes, including:

- The importance and value of colour separation of glass
- The specific local and national benefits of colour-separating glass
- How easy it is to use the local recycling point
- How a visit to the local recycling point can fit into a weekly or fortnightly routine.

Additionally, you should also expect additional contacts from residents needing information or reassurance about the changed glass collection scheme. Therefore, call centre staff and collection crews should be appropriately briefed on fielding enquiries on this subject.

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



Some of the templates in the sections that follow use either photographic imagery or illustrative iconography of glass recyclables.

You are free to use either option on communications materials, although our recommendation is to use the photographic approach. Recent research with Scottish householders showed a strong preference for the photographic imagery, which was considered more recognisable and easier to understand.

The research also showed that using a wider selection of bottle and jar images (and not focusing too heavily on alcohol bottles) had the best response from residents, helping inform them of the full range of glass that could be recycled at kerbside and recycling points.

Equally, it helps to know the communities you are targeting, as some cultures or minority groups may be put off by images of alcohol bottles.

It's also important to show in your materials the range of colours of glass accepted and sizes of bottles and jars so that we can maximise the amount of bottles and jars collected.

As an additional design resource, we have created an infographic (shown in the leaflet template on page 15) that illustrates the recycling journey of collected glass. This gives your residents a clear understanding and reassurance of what happens to their recycled bottles and jars.

Green glass bottles and jars please!

The wrong colour could undo all of your good work.

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Your glass collection service

Your fortnightly glass collection will take all of your glass bottles and jars, any colours, metal screw tops included! Just give them a rinse and pop them in your box. Then leave the box out the morning of collection and we'll do the rest.

Yes	No
<input checked="" type="checkbox"/> All glass bottles and jars as below	<input checked="" type="checkbox"/> Light bulbs
<input checked="" type="checkbox"/> Green glass	<input checked="" type="checkbox"/> Drinking glasses
<input checked="" type="checkbox"/> Brown glass	<input checked="" type="checkbox"/> Pyrex dishes or bowls
<input checked="" type="checkbox"/> Clear glass	<input checked="" type="checkbox"/> Window pane glass

Screw tops and labels are fine too!

What happens to the glass I recycle?

All of the glass bottles and jars you colour-separate and recycle at your local recycling point go through an amazing process to become something new...

Top tip: You can leave labels on bottles and jars when you recycle them.

Top tip: Just give your bottles and jars a quick rinse after doing your washing up.

Did you know? You can leave labels on bottles and jars when you recycle them.

Did you know? Glass is 100% recyclable and can be recycled again and again.

Messaging

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

Messaging works best when it is simple, directional and relevant to the householder – the more relevant to their life, the more motivating the message.

The messaging should also directly support the goals of the communications activity. In this case the overarching goals are to increase the volume of all types of glass recycled at the kerbside and via recycling points, and/or to increase the volume of colour-separated glass correctly separated at recycling points.

The messaging used on these communications templates falls into three categories:

- **Benefit-led facts:** Where interesting facts are coupled with benefits to the individual, their community, their region, the wider Scottish economy and the shared environment. Shocking statistics can be used as long as they are coupled with easy actions the individual can take to help solve the problem.
- **How to tips:** Where the messages illustrate how recycling and colour-separating glass is an easy, commonplace activity that fits into the individual's life.
- **Performance and thanks:** Where positive behaviours and results are highlighted and rewarded - again, the more locally relevant the feedback the greater the motivational potential.

Our recommendation is that your lead messages should focus on performance and thanks.

Well done Scotland on recycling half our glass. Now let's get the rest!

Also messaging that leads with a more shocking tone can be used, as long as it also contains positive motivation for residents to help tackle the problem. For example:

Only half of Scotland's glass is being recycled. Help us get the rest!

These type of messages tested well in recent research with Scottish residents.

Messages shown in the following table, and on the templates later in this document, have tested well with Scottish householders.

You can tweak the messaging in these templates to best meet your own local priorities using the Recycle for Scotland brand font. You might also want to consider using specific local performance data where you have it.

Benefit-led facts	'How to' tips <small>(Kerbside or Recycling Point)</small>	Performance and thanks
Colour-separating glass bottles and jars for recycling helps create jobs in Scotland.	You can recycle every colour of glass bottle and jar at your new local recycling point.	Well done Scotland for recycling half of our glass. Now let's get the rest!
Colour-separated glass is twice as valuable as mixed glass to Scotland's recycling industry.	Rinse out your glass bottles and jars to keep your recycling clean.	Only half of Scotland's glass bottles and jars are being recycled. Let's aim for 100%.
The energy saved by recycling one glass bottle can power... <ul style="list-style-type: none"> • a clock radio for 3.5 hours • a laptop for 45 minutes • a 27" TV for 20 minutes • a washing machine for 5 minutes.(source ZWS) 	Why not drop your bottles and jars at the recycling point on the way to the school or shops?	Thanks for recycling 52% of your glass. Let's aim for 100%. (source WRAP)
Making new glass from recycled glass uses less energy than using raw materials.	Leave your cap on: Metal screw tops can be recycled with your bottles.*	Scotland saves the same amount of CO2 from recycling glass each year as taking 6000 cars off our roads. Keep up the good work!
Glass can be recycled again and again with no loss in quality or strength.	You can leave the labels on your bottles and jars when you recycle them.	Around 100,000 tonnes of household glass still ends up in Scottish landfills every year.
Glass is 100% recyclable and can be recycled again and again.	Just glass bottles and jars please – Pyrex or drinking glass will make the glass collection less valuable.	
Glass collected separately by colour can be turned into new bottles and jars, glass collected mixed is used for road surfacing and insulation.	Putting the wrong coloured glass in a bottle bank can undo all your good work.	
	Recycling glass by colour is easy – just drop the right bottle in the right bin.	

* If you use messaging on your communications that tells residents they can leave bottle screw tops in place for recycling, it's important to choose imagery that reflects this instruction. Zero Waste Scotland has a range of images you can use.

Each Scottish Local Authority will have its own structure and design for its public-facing web presence.

Therefore, rather than provide designed templates for online channels, we recommend the following approaches to incorporating glass recycling messaging into your online communications:

- Frequently update content on your recycling information pages to include a range of motivational messages, key facts on the benefits of recycling glass, and the recycling successes to date in your area. We recommend using the messages in this guide, or adapting this messaging style to house your own local facts and priorities.
- Create simple web banners for your website's homepage or other landing pages that highlight the new glass collection service and link people through to the appropriate page on the site.
- Embrace social media, getting campaign messages on Facebook pages and out to Twitter followers.
- Consider using key campaign messages in the email signatures of council staff to raise awareness of the scheme amongst a range of stakeholders.

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



Kerbside collection templates

The following templates are intended as examples for you to tailor for your specific local needs. They are inherently flexible, and should be considered for multiple uses.

For example, the poster template can be used to create posters for local events or for display in communal bin storage areas of flatted properties.

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

Messaging

Kerbside A5 Leaflet

This four-page leaflet contains a carefully chosen range of campaign messaging and visual information for raising awareness and increasing the impact of a kerbside glass recycling scheme.

Questions about recycling glass

- 1. What can I put in my glass recycling box?**
Any coloured glass bottles or jars please!
- 2. What shouldn't I collect?**
No drinking glasses, window glass, bulbs or Pyrex thanks. They are different types of glass with different melting points, so can cause imperfections in the recycled glass.
- 3. What about lids, tops and labels?**
Metal screw tops on bottles, and labels on all of your recycled glass are fine, but no jar lids thanks.
- 4. Should I wash the bottles and jars first?**
A quick rinse in old dishwater to remove any food or drink is plenty, and it keeps them smelling fresher between collections.

If you require this leaflet in large print, audio or need it translated into other languages please contact: **0808 100 2040**

For more information:
www.council.gov.uk/recycle
info@council.gov.uk
 Freephone **0800 123 4567**

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Only half of Scotland's glass is being recycled. Help us get the rest.

Please recycle.



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and jars, any colours, metal screw tops included! Just give them a rinse and pop them in your box. Then leave the box out the morning of collection and we'll do the rest.

Yes

- ✓ All glass bottles and jars as below
- ✓ Green glass
- ✓ Brown glass
- ✓ Clear glass

Screw tops and labels are fine too!

No

- ✗ Light bulbs
- ✗ Drinking glasses
- ✗ Pyrex dishes or bowls
- ✗ Window pane glass



Did you know?
Glass is 100% recyclable and can be recycled again and again.

Why not drop your bottles and jars at the recycling point on the weekly shopping trip?

What happens to the glass I recycle?

All of the glass bottles and jars you colour-separate and recycle at your local recycling point go through an amazing process to become something new...

Top tip
You can leave labels on bottles and jars when you recycle them.

Top tip
Just give your bottles and jars a quick rinse after doing your washing up.

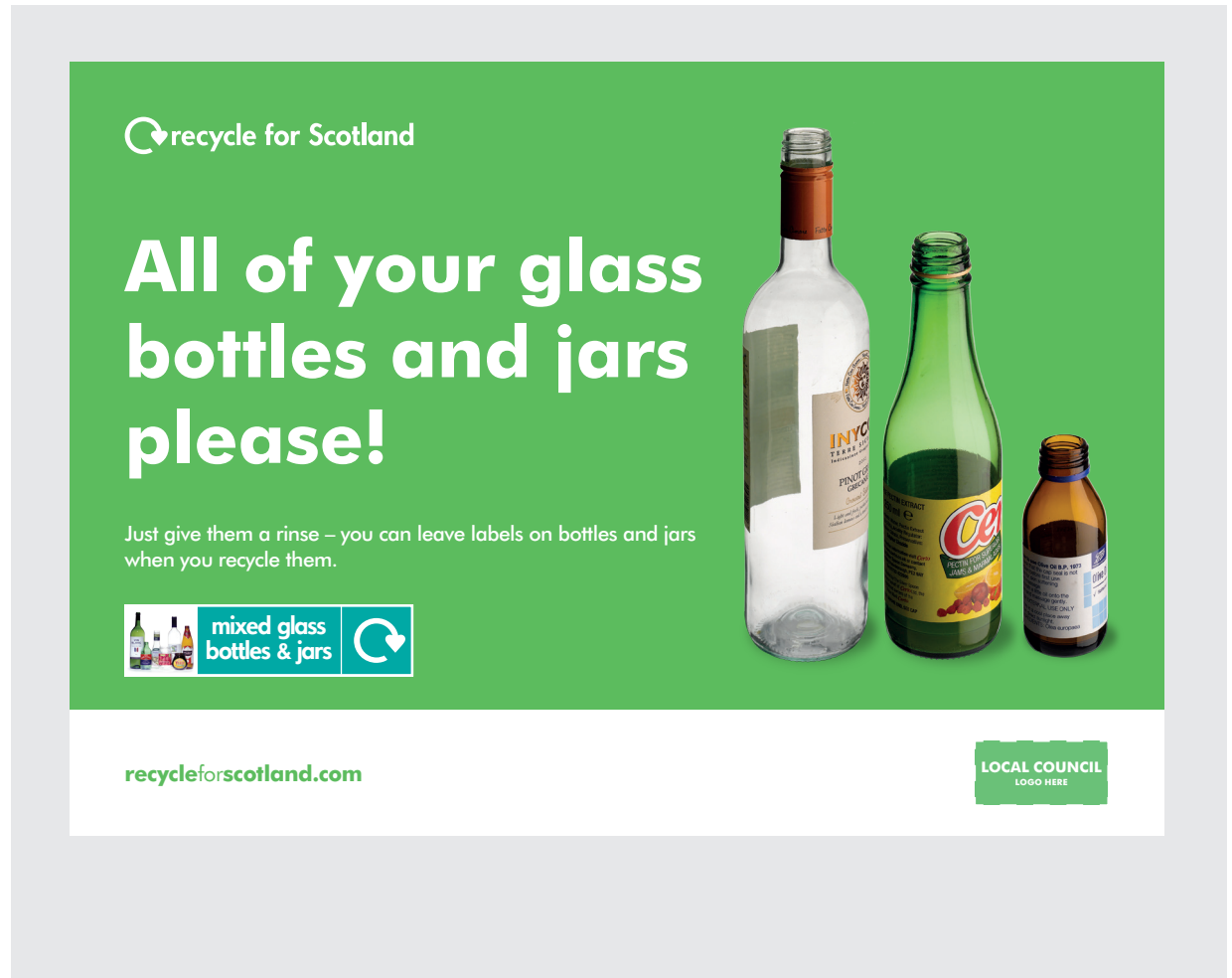
Messaging

Kerbside bin sticker

A range of bin stickers like these could be provided to householders to attach to their recycling containers – ensuring that a motivational message and a behavioural reminder are constantly visible at the point of recycling.

Note

You can download the full range of the materials streams iconography from the Zero Waste Scotland partners website: zerowastescotland.org.uk/partners



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

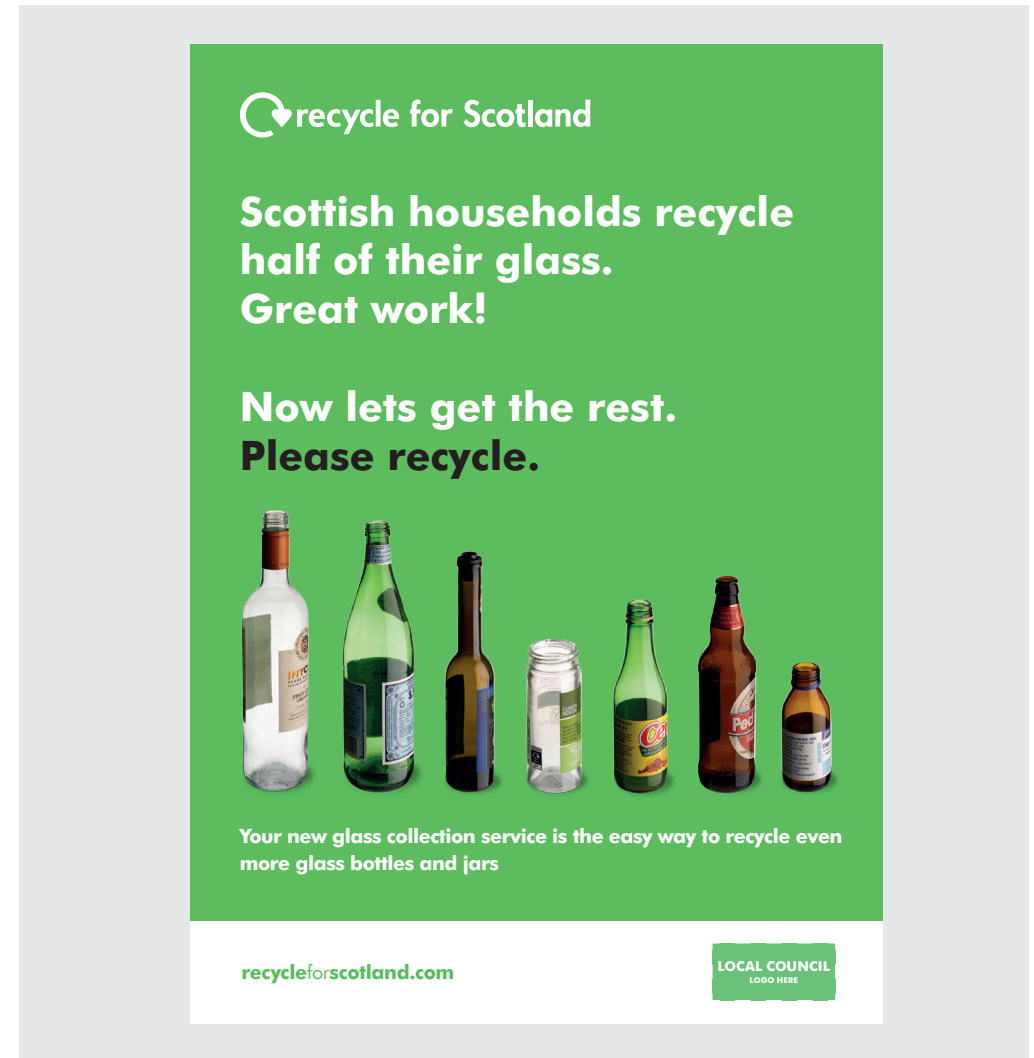
Messaging

Kerbside Poster

This poster is intended for use at awareness-raising events and roadshows, or presentations in other community events and locations. It can also be displayed in communal bin storage areas or stairwells of flatted properties.

The content has been designed as an A3 poster in portrait orientation, though can easily be adapted for other sizes, such as A4. In addition, a designer could adjust this content for the dimensions of other templates, such as pull-up banners.

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



Recycling point templates

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The following templates are intended as examples for you to tailor for your specific local needs. They are inherently flexible, and should be considered multipurpose.

All templates mentioned in this toolkit are available for download:
www.zerowastescotland.org.uk/partners

Messaging

Recycling point A5 leaflet

This four-page leaflet contains a carefully chosen range of campaign messaging and visual information for raising awareness and increasing the impact of a local colour-separated glass recycling point.

Keep up the good work, and together we can recycle even more of Scotland's glass bottles and jars.

Your questions answered

1. What can I put in my glass recycling box?
Any coloured glass bottles or jars please!

2. What shouldn't I collect?
No drinking glasses, window glass, bulbs or Pyrex thanks. They are different types of glass with different melting points, so can cause imperfections in the recycled glass.

3. What about lids, tops and labels?
Metal screw tops on bottles, and labels on all of your recycled glass are fine, but no jar lids thanks.

4. Should I wash the bottles and jars first?
A quick rinse in old dishwasher to remove any food or drink is plenty, and it keeps them smelling fresher between collections.

If you require this leaflet in large print, audio or need it translated into other languages please contact: **0808 100 2040**

For more information:
www.council.gov.uk/recycle
info@council.gov.uk
Freephone **0800 123 4567**

A Zero Waste Scotland initiative
Councils: 1000 Mainly House Forthack Way Skilling TR8 1QZ
01796 433 930

ZERO WASTE SCOTLAND

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recycle for Scotland

Only half of Scotland's glass is being recycled. Help us get the rest.

Please recycle.



recycleforscotland.com


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Bring your colour-separated glass recycling point is easy. Just take your glass bottles and jars along and put the right coloured bottles in the right bins.

Why colour separated?
Colour-separated glass is twice as valuable as mixed glass to Scotland's recycling industry. Separated glass is usually turned into new bottles and jars, while glass collected mixed together can only really be used for things like road surfacing and insulation.

It's really important to recycle the correct colour of glass in the right container, as putting the wrong colour or type of glass such as drinking glasses can reduce the quality of the recycled glass.

But we're currently only recycling half of our glass – just imagine the extra benefits to the Scottish economy and the environment if we each recycled all of it!



Your local recycling points are:

Location A, address A, postcode AAA AAA
Location B, address B, postcode BBB BBB
Location C, address C, postcode CCC CCC
Location D, address D, postcode DDD DDD
Location E, address E, postcode EEE EEE
Location F, address F, postcode FFF FFF

What happens to the glass I recycle?

Top tip
You can leave labels on bottles and jars when you recycle them.

All of the glass bottles and jars you colour-separate and recycle at your local recycling point go through an amazing process to become something new...

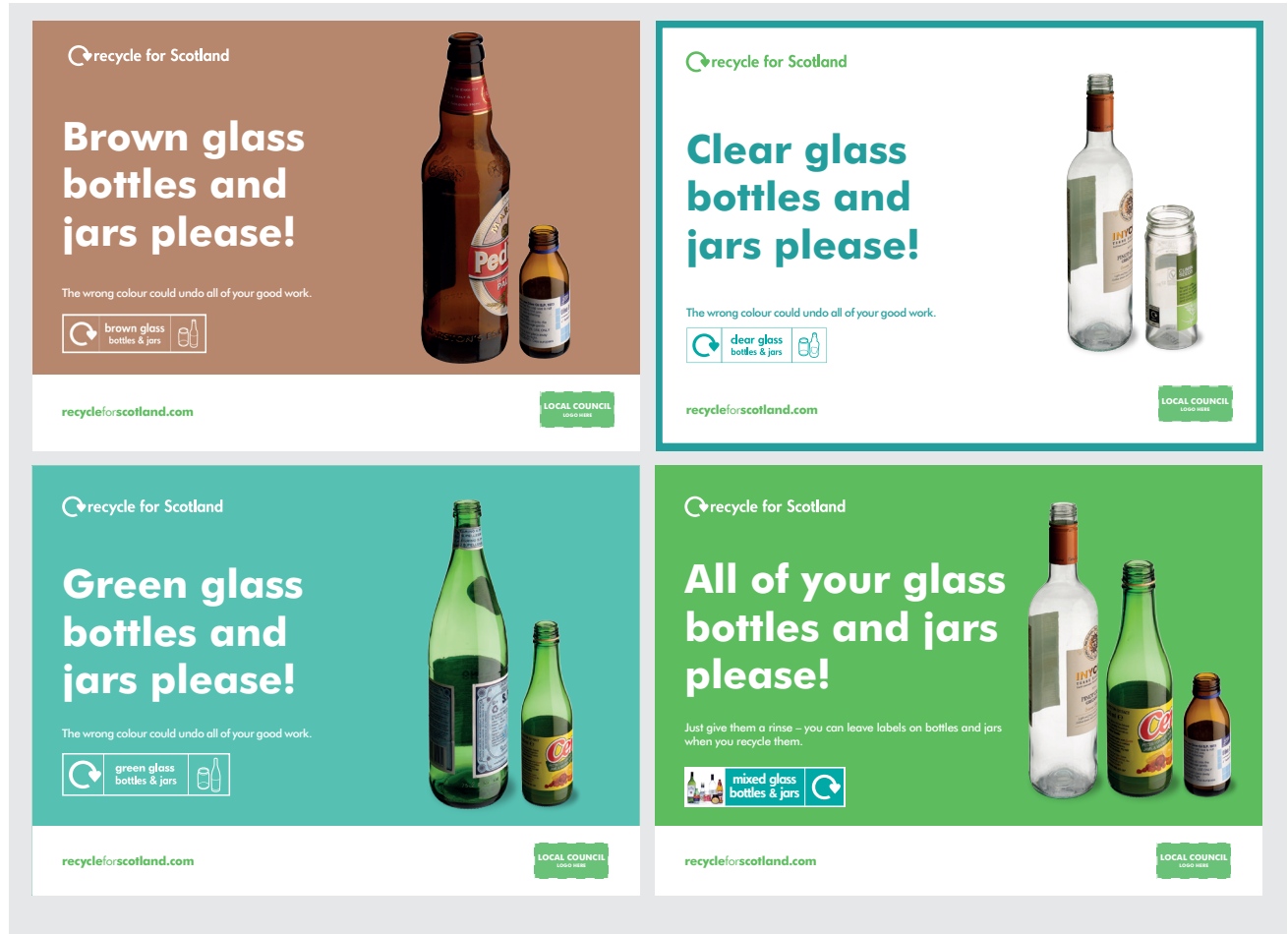


Did you know?
Glass is 100% recyclable and can be recycled again and again.

Messaging

Glass colour bin stickers

A range of recycling point stickers like this would communicate to site users the high importance of recycling the right coloured glass in the right container. Equally messages of thanks could also be communicated to reward the desired behaviours.



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

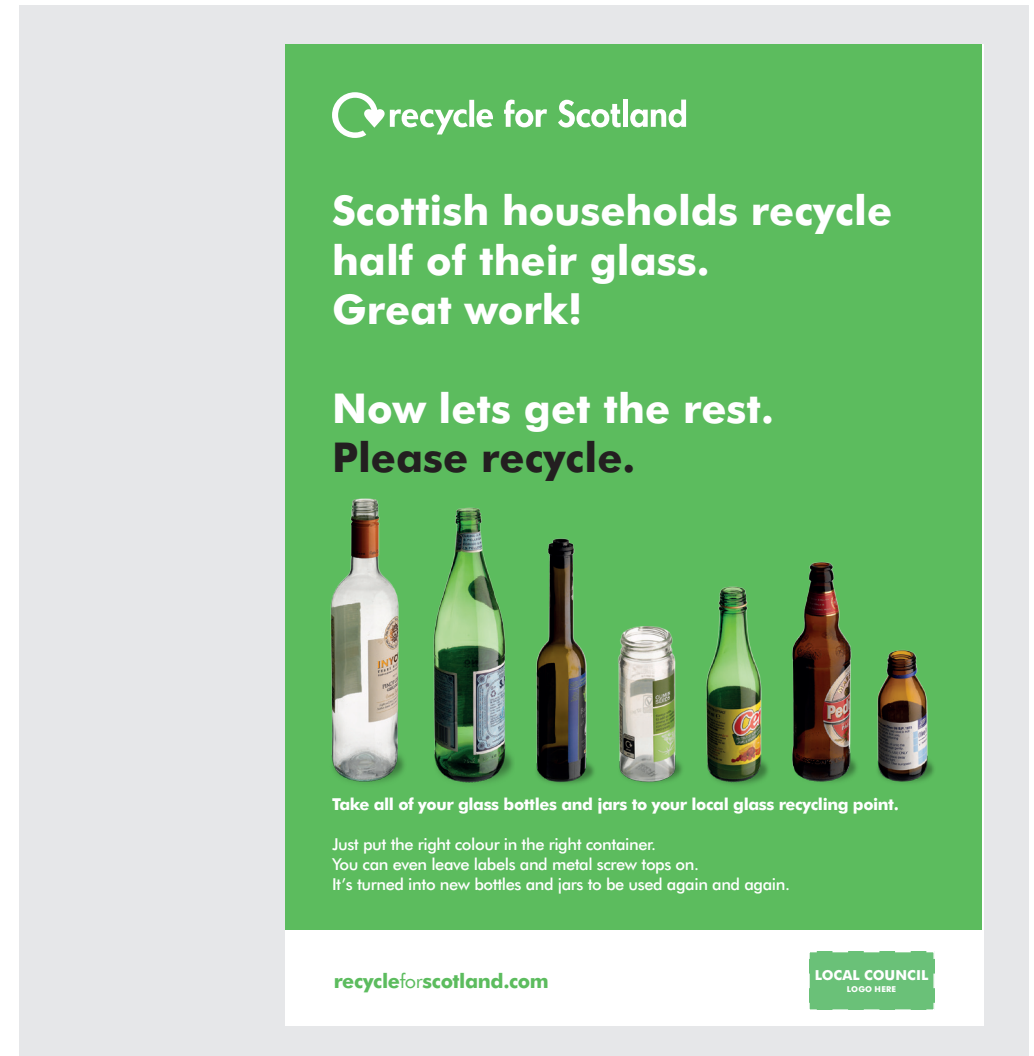
Messaging

Recycling Point Poster

This poster is intended for use at awareness-raising events and roadshows, or presentations in other community events and locations. It can also be displayed in communal bin storage areas or stairwells of flatted properties.

As with the poster in the previous section, the contents of this template can easily be adapted for other sizes and uses.

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



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



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