

# Communications Toolkit

## Food waste - 2 caddy service



All templates mentioned in this toolkit are available for download:  
[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

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We created this guide to provide Local Authorities with the necessary communication materials and guidance to roll out a new two caddy food waste collection service successfully.

**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.

**To connect with householders we would recommend using a mix of in-home, outdoor and online communication channels.**

## **Suggested in-home channels**

- Leaflets (clear behavioural messaging, near the point of action)
- Residual bin stickers (simple behavioural prompts, right at the point of action)
- Local press ads/advertorials (good for targeting householders across a relatively wide area, with advertorials giving the opportunity to provide a more detailed instructional message)
- Bin liner wraps (creative reminder to householder as to why it's important to recycle their food waste, near the point of action)
- Local Authority website (offers lots of opportunities to communicate the desired behaviours and benefits to site visitors).

## **Suggested external channels**

- Engagement at roadshows and events, event materials such as pull-up banners and posters (to attract attention of the public)
- Vehicle livery (to engage over a wide geographical area).

## **Suggested internal communications**

- Posters within council buildings (for reaching your own internal audience)
- Digital adverts for display screens in council contact centres
- Briefings for collection crews and call centre staff (to help them answer questions for residents about their food waste recycling issues)
- Payslip advert can reinforce campaign messaging and bring in crew role.

If you need support developing your communications strategy, please contact:

[support@recycleforscotland.com](mailto:support@recycleforscotland.com)

**The campaign messaging maintains a pragmatic focus on the what, how and where of recycling. When tested with consumers this approach proved very effective across all groups**

## **1 What, how and where?**

What can be recycled, ease of action and signposting.

## **2 Transformation and value**

How materials are transformed and the value they bring.

## **3 Evidence and benefits**

Achievements, facts and benefits also proved to be very effective. If the copy in the communications template material needs to be adjusted to best deliver the specifics of any local service, then please ensure the campaign focuses on the what, how and where of recycling is maintained.

# Guidance for editing templates

All templates mentioned in this toolkit are available for download at:  
[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

Other useful guides to download from the Partners site include:

- *Recycle for Scotland Brand Guidelines* – providing guidance on using RfS branding, colour palette, typography and imagery.
- *Household Recycling Service Change Communications Guidance* - to help Scottish local authorities communicate with householders specifically about changes to their waste and recycling services that relate to implementing the Code of Practice (CoP) for the Household Recycling Charter.
- *Guidance On Recycling Terms For Communicating with Householders* - terminology to help ensure a standardised approach to communicating waste and recycling to householders.

# Posters

## Portrait – Style 1

The poster explains where food waste comes from and shows the type of food you can recycle.

Please note, poster templates can be scaled for use as press adverts.

Local authority brand marquee variation



recycle for Scotland

# What can I put in my caddy?

Your new food waste recycling service will be able to be used for **all food waste – cooked and uncooked**, it will even take bones!

Unopened, out of date food should be unpacked before being recycled!

 ✓ Dairy & eggshells	 ✓ Meat & bones	 ✓ Fruit	 ✓ Vegetables & peelings
 ✓ Bread	 ✓ Rice & pasta	 ✓ Fish, bones & shells	 ✓ Tea bags & coffee grounds
✓ Preparation leftovers ✓ Leftovers from meals	✓ Out of date food left in fridge or cupboards	✗ Liquids and oils ✗ Packaging	

wasteless.zerowastescotland.org.uk

Printed on recycled paper.

Templates are available to download in Adobe InDesign format:  
[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

# Posters

## Portrait – Style 2

The poster introduces the new food waste system.

Please note, poster templates can be scaled for use as press adverts.



Templates are available to download in Adobe InDesign format:  
[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

# Posters

## Landscape – Style 1

The poster explains how to use the food waste service. The poster template can be scaled and is suitable for 48 sheet posters or vehicle decals.

A second is available that focuses on the process and beneficial products created from the collected waste.



Templates are available to download in Adobe InDesign format:  
[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)



# Posters

## Landscape – Style 2

A second poster is available that focuses on the process and beneficial products created from the collected waste.



Templates are available to download in Adobe InDesign format:  
[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

There are 2 leaflets available which provide householders with detailed information about how to participate fully in the recycling service.

The 4 page A5 leaflet introduces the food system and gives an overview of what can and can't go into the caddy.

The 6 page A5 leaflet expands on this information, it explains and illustrates what will be delivered and how to use the new service.

The campaign messaging maintains a pragmatic focus on the what, how and where of recycling. When tested with consumers, this approach proved very effective across all groups.

Templates are available to download in Adobe InDesign format:  
[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)



## 4 page leaflet

## 6 page leaflet

### Why recycling is important

**Why should I recycle food waste?**  
 More than 30% of the waste in an average bin is food. Food waste is a valuable resource. Using the food waste recycling service diverts this waste from landfill, allows it to be recycled and turned into valuable resources such as agricultural fertilisers and energy.

**Why do we need to recycle food waste?**  
 Your Council is one of the top performing recycling councils in Scotland and recycling food waste will help to ensure we continue to meet the challenges and targets set by Scotland's Zero Waste Plan. This means your Council will need to collect it separately and that you should no longer put food waste in your household waste bin.

**The benefits of recycling food waste**  
 This new food waste recycling service is easy and simple to use and gives you the opportunity to recycle more of your waste! Your normal household bin will also be cleaner and less full if you recycle your food waste.

The amount of waste that is landfilled will be reduced which helps to cut down the costs of waste disposal. Recycling food waste also reduces the amount of methane gas produced in landfill sites which contributes to climate change.

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

## Your new food waste recycling service

COMING SOON

For more information:  
[info@council.gov.uk](mailto:info@council.gov.uk)  
 Telephone 01000 000 0000

For hints and tips on how to reduce your food waste, visit [www.leavefoodatwaste.com](http://www.leavefoodatwaste.com)

wasteless.zerowastescotland.org.uk

### What can I put in my caddy?

Yes	No
<ul style="list-style-type: none"> <li>✓ Out of date food left in fridge or cupboards</li> <li>✓ Leftovers from meals</li> <li>✓ Leftovers from preparation</li> </ul>	<ul style="list-style-type: none"> <li>✗ Liquids and oils</li> <li>✗ Packaging</li> <li>✗ Plastic bags</li> </ul>

Unopened out of date food should be unopened and also recycled.

### Types of food

Your food waste recycling service can be used for all food, **cooked** and **uncooked**, it will even take bones!

✓ Dairy & eggshells	✓ Meat & bones	✓ Fruit	✓ Vegetables & peelings
✓ Bread	✓ Rice & pasta	✓ Fish, bones & shells	✓ Tea bags & coffee grounds

## Your new food waste recycling service

FREE caddy liners!

For more information:  
[info@council.gov.uk](mailto:info@council.gov.uk)  
 Telephone 01000 000 0000

For hints and tips on how to reduce your food waste, visit [www.leavefoodatwaste.com](http://www.leavefoodatwaste.com)

Step-by-step guide

wasteless.zerowastescotland.org.uk

### A new food waste recycling service that's clean and simple to use will soon be delivered to your home.

A further leaflet will be delivered at the same time as your caddies and free liners. This will advise you how to use this new service and includes information on your collection day.

### Introducing the Two-caddy system

with loadable lids.

Compact 7litre indoor caddy

Robust 23litre outdoor caddy

**Top Tip!**  
 Unopened out of date food should be unopened and also recycled.

### Types of food

Your food waste recycling service can be used for all food, **cooked** and **uncooked**, it will even take bones!

✓ Dairy & eggshells	✓ Meat & bones	✓ Fruit	✓ Vegetables & peelings
✓ Bread	✓ Rice & pasta	✓ Fish, bones & shells	✓ Tea bags & coffee grounds

Free liners

Keep your indoor caddy clean and fresh

### This is your new weekly food waste recycling service, it's clean and simple to use and allows you to recycle all your cooked and uncooked food waste every week.

### Introducing the Two-caddy system

with loadable lids.

Compact 7litre indoor caddy

Robust 23litre outdoor caddy

**Need more caddy liners?**  
 Request them FREE via [www@zerowaste.gov.uk](mailto:www@zerowaste.gov.uk) or call 0808 100 2040

1 Keep your indoor caddy clean and fresh by using new liners

2 Put all cooked and uncooked food waste into your kitchen caddy which should be lined with a compostable liner, or newspaper

3 When the liner is almost full, tie and remove it from the kitchen caddy.

4 Put the full liner into your kerbside caddy, then place it at the kerbside on your collection day and we will collect it every week.

5 Your food waste is then processed and shredded to create compost that can be used on your public spaces.

# Reminder postcard

The postcard acts as a reminder that the new service is about to begin and includes collection day information.

**recycle for Dundee**

**Remember to place your caddy at the kerbside every week on a Monday for collection.**

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

[wasteless.zerowastescotland.org.uk](http://wasteless.zerowastescotland.org.uk)

**recycle for Edinburgh**

**What can I put in my caddy?**

Your new food waste recycling service will be able to be used for **all food waste** – **cooked** and **uncooked**, it will even take bones!

Unopened, out of date food should be unpacked before being recycled!

- ✓ Dairy & eggshells
- ✓ Meat & bones
- ✓ Fruit
- ✓ Vegetables & peelings
- ✓ Bread
- ✓ Rice & pasta
- ✓ Fish, bones & shells
- ✓ Tea bags & coffee grounds
- ✓ Preparation leftovers
- ✓ Leftovers from meals
- ✓ Out of date food left in fridge or cupboards
- ✗ Liquids and oils
- ✗ Packaging

[recycleforscotland.com](http://recycleforscotland.com)

Templates are available to download in Adobe InDesign format:  
[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

A fully updatable calendar template for the back of the card has also been produced, with an alternative 'Need more liners?' reverse.

recycle for South Ayrshire

## Your food and garden collection day is Tuesday.

January							February							March						
M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su
		1	2	3	4	5	6	7	8	9	10	11	12	6	7	8	9	10	11	12
13	14	15	16	17	18	19	13	14	15	16	17	18	19	13	14	15	16	17	18	19
20	21	22	23	24	25	26	20	21	22	23	24	25	26	20	21	22	23	24	25	26
27	28	29	30				27	28	29	30				27	28	29	30			

April							May							June						
M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su
		1	2	3	4	5	6	7	8	9	10	11	12	6	7	8	9	10	11	12
13	14	15	16	17	18	19	13	14	15	16	17	18	19	13	14	15	16	17	18	19
20	21	22	23	24	25	26	20	21	22	23	24	25	26	20	21	22	23	24	25	26
27	28	29	30				27	28	29	30				27	28	29	30			

July							August							September						
M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su
		1	2	3	4	5	6	7	8	9	10	11	12	6	7	8	9	10	11	12
13	14	15	16	17	18	19	13	14	15	16	17	18	19	13	14	15	16	17	18	19
20	21	22	23	24	25	26	20	21	22	23	24	25	26	20	21	22	23	24	25	26
27	28	29	30				27	28	29	30				27	28	29	30			


October							November							December						
M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su
		1	2	3	4	5	6	7	8	9	10	11	12	6	7	8	9	10	11	12
13	14	15	16	17	18	19	13	14	15	16	17	18	19	13	14	15	16	17	18	19
20	21	22	23	24	25	26	20	21	22	23	24	25	26	20	21	22	23	24	25	26
27	28	29	30				27	28	29	30				27	28	29	30			

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● Collection 1 ● Collection 2

## Need more liners?

When your supply of liners is running low simply tie an unused liner to the handle of the outside caddy on your normal collection day. A new supply of liners will be placed inside your caddy after it has been emptied.



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

wasteless.zerowastescotland.org.uk  
0808 100 2040

Templates are available to download in Adobe InDesign format:  
[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

## Facebook/Instagram

## Story

 recycle for South Ayrshire

### What can I put in my caddy?



- ✓ Dairy & eggshells
- ✓ Meat & bones
- ✓ Fruit
- ✓ Vegetables & peelings
- ✓ Bread
- ✓ Rice & pasta
- ✓ Fish, bones & shells
- ✓ Tea, bags & coffee grounds
- ✓ Preparation leftovers
- ✓ Out of date food left in fridge or cupboards
- ✗ Liquids and oils
- ✗ Packaging

wasteless.zerowastescotland.org.uk

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 recycle for South Ayrshire

### Your new food waste recycling service

Collections begin March 2022



**FREE caddy liners!**

wasteless.zerowastescotland.org.uk

 recycle for South Ayrshire

### What can I put in my caddy?



- ✓ Dairy & eggshells
- ✓ Meat & bones
- ✓ Fish, bones & shells
- ✓ Fruit
- ✓ Vegetables & peelings
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- ✓ Bread
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wasteless.zerowastescotland.org.uk

 recycle for South Ayrshire

## Your new food waste recycling service

### Collections begin March 2022











**FREE caddy liners!**

wasteless.zerowastescotland.org.uk

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<p>recycle for Scotland</p> <h2>What can I recycle in my food waste caddy?</h2>	<p>recycle for Scotland</p>  <p>✓ Dairy &amp; eggshells</p>	<p>recycle for Scotland</p>  <p>✓ Meat &amp; bones</p>	<p>recycle for Scotland</p>  <p>✓ Fruit</p>	<p>recycle for Scotland</p>  <p>✓ Vegetables &amp; peelings</p>
<p>recycle for Scotland</p>  <p>✓ Bread</p>	<p>recycle for Scotland</p>  <p>✓ Rice &amp; pasta</p>	<p>recycle for Scotland</p>  <p>✓ Fish, bones &amp; shells</p>	<p>recycle for Scotland</p>  <p>✓ Tea bags &amp; coffee grounds</p>	



 recycle for Scotland

## How to use your food waste recycling service

 recycle for Scotland



**1** Line it

 recycle for Scotland



**2** Fill it

 recycle for Scotland



**3** Knot it

 recycle for Scotland



**4** Drop it

 recycle for Scotland



**5** ... it's gone!

 recycle for Scotland

Food waste is recycled to create fertiliser or soil improver or is converted into green energy to power homes.

## Further support

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

[support@recycleforscotland.com](mailto:support@recycleforscotland.com)



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