recycle for Scotland

Communications Toolkit Food waste -

2 caddy service



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

Communications	3
Messaging	4
Guidance for editing templates	5
– Posters	6
– Leaflet	10
 Reminder postcard 	12
– Calendar postcard	13
— Social media	14
– Web button	15
– GIFs	16
Further support	17

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.

Messaging

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

Other useful guides to download from the Partners site include:

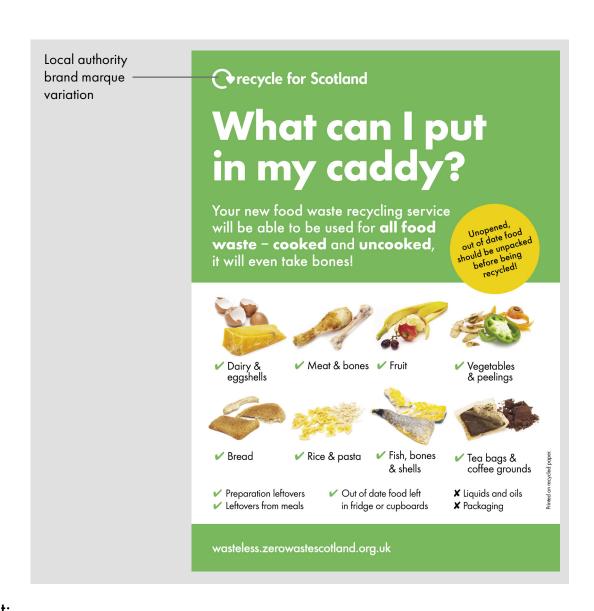
- Recycle for Scotland Brand Guidelines providing guidance on using RfS branding, colour palette, typography and imagery.
- Household Recycling Service Change Communications Guidance to help Scottish local authorities communicate with householders specifically about changes to their waste and recycling 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.



Posters Portrait St

Portrait - Style 2

The poster introduces the new food waste system.

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



PostersLandscape – 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.



Posters

Landscape - Style 2

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



Leaflets

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.



Leaflets

Continued

4 page leaflet



6 page leaflet

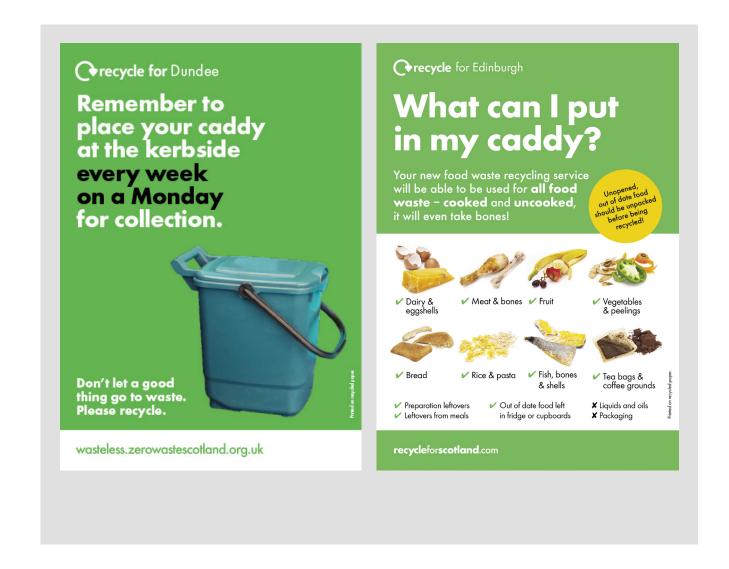


Templates are available to download in Adobe InDesign format:

www.zerowastescotland.org.uk/partners

Reminder postcard

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



Calendar postcard

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



Social media 14

Facebook/Instagram



Story





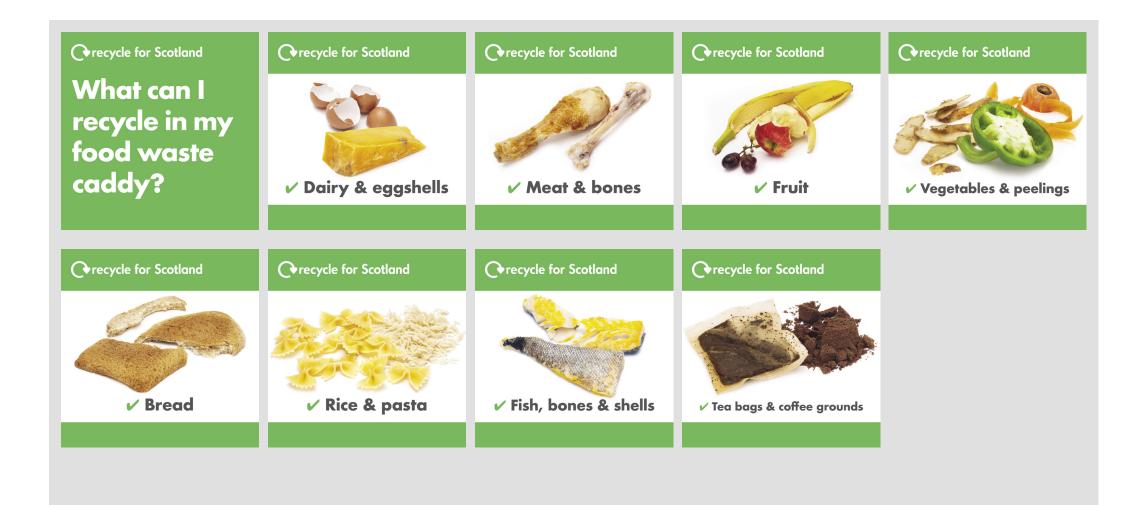
Templates are available to download in Adobe InDesign format:

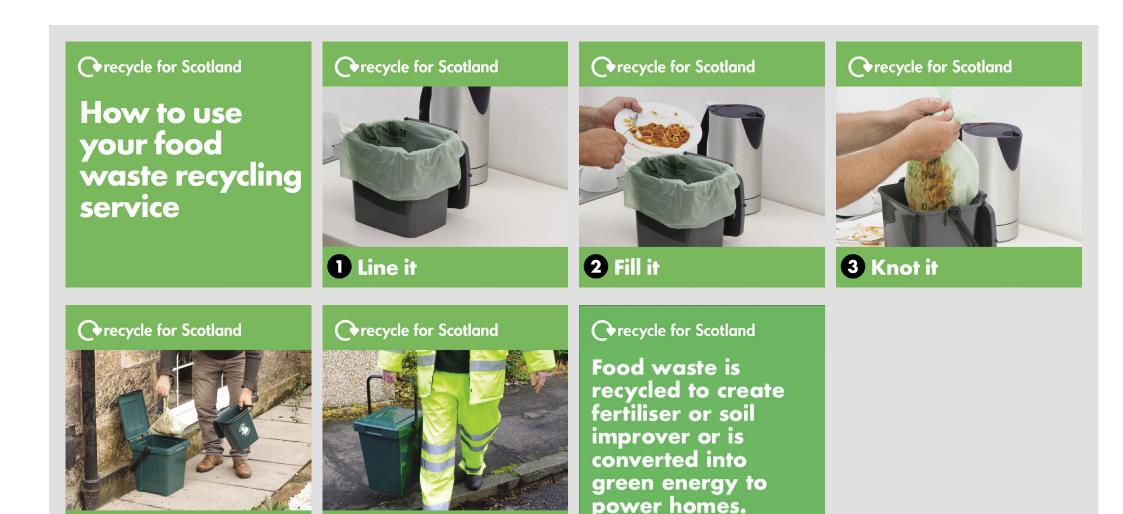
www.zerowastescotland.org.uk/partners

Web button 15



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





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

5 ... it's gone!

4 Drop it

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



