



Effective communication within Household Waste, Recycling and Reuse centres Signage, template materials and guidance

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



Messaging	2
Instructional Signage: recycling	3
Instructional Signage: reuse	4
Welcome & directional signage	5
Road signage	12
Unsorted waste postcards & signage	13
Re-use shop materials	15
Digital	
Poster	
Further support	20

We have created this guide to help Scottish local authorities direct householders within Household Waste, Recycling and Reuse Centres. The materials included in this guide are suitable for both new and existing centres.

This guide contains generic signage and communication collateral to signpost householders to appropriate collection points. The collateral has been designed to maximize the opportunity for capture of reuseable items and recycling. Research shows that the public have a very low level of understanding of the difference between recycling and reuse. People are often not aware of the difference, and that reused items can go on to be used again and benefit others. Therefore messaging has been provided to make this clearer, and the reuse materials have different background colours to the recycling ones, to help to re-enforce that there are distinct areas on site to leave things that can be used again.

Jenny Fraser
Communications Support Manager
Zero Waste Scotland
Direct: 01786 239 747
Email: jenny.fraser@zerowastescotland.org.uk

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

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

Messaging

Instructional signage: recycling

This signage is intended for use as instructional signposting or as part of a welcome sign. Iconography is featured along side text, if your local authority utilises real life photography visit www.zerowastescotland.org.uk/partners



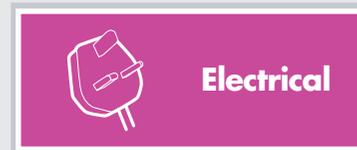
If you cannot see a material stream here to suit one of your recycling points, please go to:

www.zerowastescotland.org.uk/partners

Messaging

Instructional signage: reuse

This signage is intended for use as instructional signposting or as part of a welcome sign. Iconography is featured alongside text.



If you cannot see a material stream here to suit one of your recycling points, please go to:
www.zerowastescotland.org.uk/partners

Messaging

Welcome & directional signage

These editable template are available in an Adobe InDesign format to download zerowastescotland/partners

If you cannot see a material stream here to suit one of your recycling points, please go to:
www.zerowastescotland.org.uk/partners



The image shows a template for a recycling and reuse centre sign. It features a green background with white text and icons. At the top left is the 'recycle for Scotland' logo. The main heading is 'Welcome to your Recycling and Reuse Centre'. Below this, it states 'At this site you can recycle or re-use the following:'. There are two columns of material streams: 'Recycle' and 'Reuse'. The 'Recycle' column includes Cardboard, Plastic, Garden waste, Scrap metal, and Car battery. The 'Reuse' column includes Clothes, Electrical, Carpet, and Furniture. At the bottom, there is a white bar with the website 'recycleforScotland.com' and a placeholder for the 'LA Logo here'.

recycle for Scotland

Welcome to your Recycling and Reuse Centre

At this site you can recycle or re-use the following:

Recycle	Reuse
 Cardboard	 Clothes
 Plastic	 Electrical
 Garden waste	 Carpet
 Scrap metal	 Furniture
 Car battery	

recycleforScotland.com

LA Logo here

Messaging

Welcome & directional signage continued

Welcome to your Recycling and Reuse Centre

At this site you can recycle or reuse the following

1 Clothes
2 Electrical
3 Carpet
4 Furniture
5 Cardboard
6 Plastic
7 Garden waste
8 Scrap metal
9 Car battery

Opening times:
Mon - Fri 00:00 - 00:00
Saturday 00:00 - 00:00
Sunday 00:00 - 00:00

recycleforscotland.com

LA Logo here

If you cannot see a material stream here to suit one of your recycling points, please go to:
www.zerowastescotland.org.uk/partners

Messaging

Welcome & directional signage - reuse only

7

**Could someone
else use what
you're leaving
here today?**



donate, swap, sell, buy

**Put your
unwanted
items to
good use**



donate, swap, sell, buy

**Too good to
throw away?
Give your items
a new home and
help a good cause**



donate, swap, sell, buy

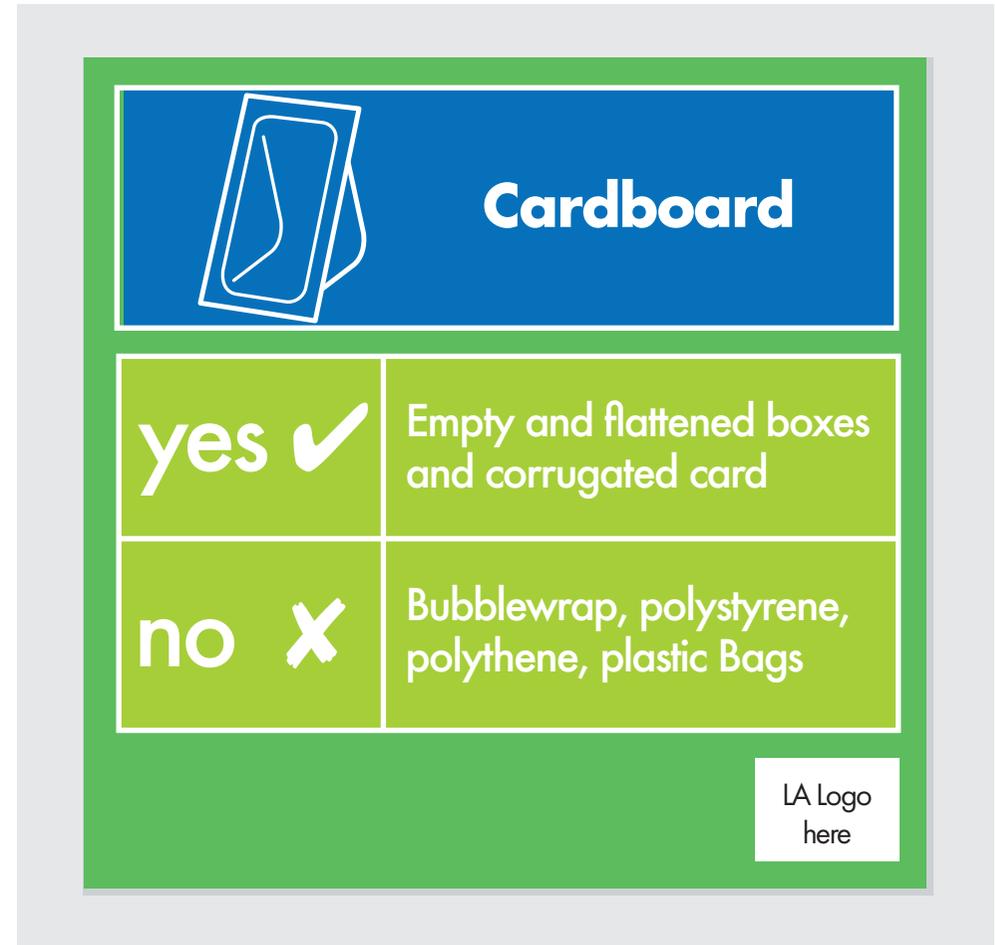
If you cannot see a material stream here to suit one of your recycling points, please go to:

www.zerowastepartners.org.uk/assets/4519/

Messaging

Welcome & directional signage: recycling

This signage is designed to be displayed in recycling bays - either attached to bays or as part of an overarching sign. The generic signage can be adapted to suit your local authority site requirements.



Other materials streams and real life imagery is available here:
www.zerowastescotland.org.uk/partners

Messaging

Welcome & directional signage: recycling continued

 <p>Paper</p> <p>yes ✓ Newspapers, magazines, telephone directories, envelopes</p> <p>no ✗ Plastic bags, polythene</p> <p>LA Logo here</p>	 <p>Plastic bottles</p> <p>yes ✓ Empty and rinsed plastic bottles, pots, tubs and trays</p> <p>no ✗ Plastic film and polythene, plastic bags</p> <p>LA Logo here</p>	 <p>Wood & timber</p> <p>yes ✓ Fencing, DIY wood, broken solid wood furniture</p> <p>no ✗ Plywood, ply board or manufactured wood</p> <p>LA Logo here</p>	 <p>Fridges</p> <p>yes ✓ Broken large, small fridge and freezers</p> <p>no ✗ Reuseable fridges and freezers</p> <p>LA Logo here</p>	 <p>Television and monitors</p> <p>yes ✓ Broken televisions</p> <p>no ✗ Reuseable televisions</p> <p>LA Logo here</p>
 <p>Green glass, bottles and jars</p> <p>yes ✓ Empty and rinsed glass bottles and jars</p> <p>no ✗ Pyrex, flat glass, drinks glasses or cookware</p> <p>LA Logo here</p>	 <p>Garden waste</p> <p>yes ✓ Grass cuttings, flowers, weeds, leaves</p> <p>no ✗ Japanese Knotweed, plastic bags or sacks</p> <p>LA Logo here</p>	 <p>Electrical</p> <p>yes ✓ Broken large and small electrical items</p> <p>no ✗ Re-useable electricals</p> <p>LA Logo here</p>	 <p>Household battery</p> <p>yes ✓ All household batteries</p> <p>no ✗ Car batteries</p> <p>LA Logo here</p>	 <p>Large WEEE</p> <p>yes ✓ Broken large and small electrical items</p> <p>no ✗ Re-useable electricals</p> <p>LA Logo here</p>
 <p>Carpet</p> <p>yes ✓ Clean, dry carpet, rugs and carpet tiles</p> <p>no ✗ Wet, dirty or damaged</p> <p>LA Logo here</p>	 <p>Food tins & drinks cans</p> <p>yes ✓ Empty and rinsed food and drink cans</p> <p>no ✗ Plastic bags, other metal</p> <p>LA Logo here</p>	 <p>Scrap metal</p> <p>yes ✓ Metal pipes, radiators, metal furniture</p> <p>no ✗ Food and drink cans, household electrical items</p> <p>LA Logo here</p>	 <p>Car battery</p> <p>yes ✓ Car batteries</p> <p>no ✗ Other household batteries</p> <p>LA Logo here</p>	 <p>Small WEEE</p> <p>yes ✓ Broken electrical items such as kettles and toasters</p> <p>no ✗ Reuseable electricals</p> <p>LA Logo here</p>

Other materials streams and real life imagery is available here:
www.zerowastescotland.org.uk/partners

Messaging

Welcome & directional signage: Reuse

This signage is designed to be displayed in reuse bays - either attached to bays or as part of an overarching sign. The generic signage can be adapted to suit your local authority site requirements.



Other materials streams and real life imagery is available here:
www.zerowastescotland.org.uk/partners

Messaging

Welcome & directional signage: reuse continued

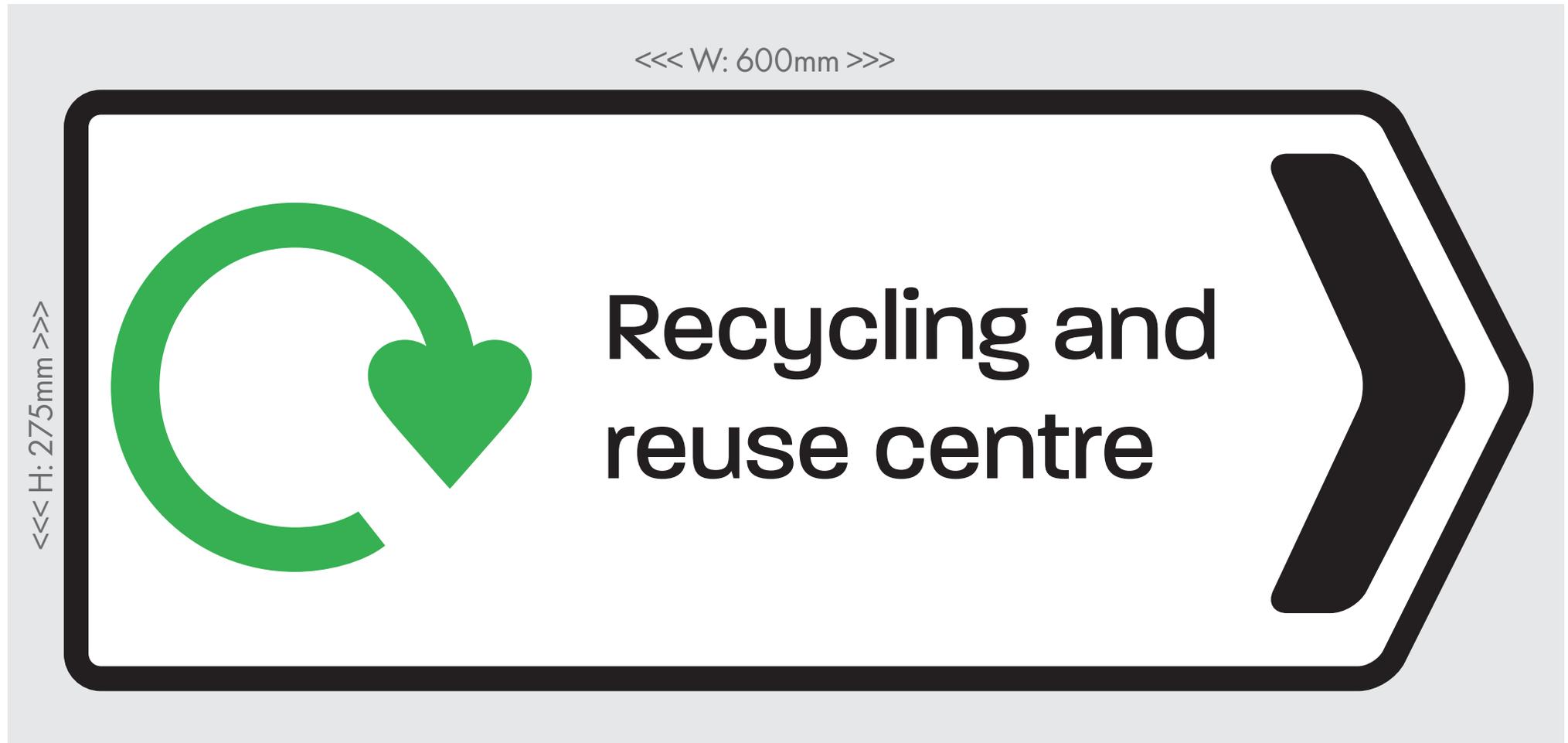
 Toys yes ✓ Complete and re-useable toys, games and outdoor play equipment no ✗ Broken and/or incomplete toys LA Logo here	 Furniture yes ✓ Re-useable quality large and small furniture items inc; beds, chairs, bookcases and side tables no ✗ Broken furniture or sofas without fire safety label attached LA Logo here	 Clothes yes ✓ Re-useable clothing no ✗ Dirty, ripped or soiled clothes LA Logo here	 Electrical yes ✓ Working and re-useable small and large household electricals inc; ovens, fridges, lamps and kettles no ✗ Broken electricals LA Logo here
 Shoes yes ✓ Re-useable shoes in pairs no ✗ Dirty, ripped, odd or soiled shoes LA Logo here	 Textiles yes ✓ Re-useable clothing, bedding, curtains, shoes in pairs no ✗ Dirty, ripped or soiled textiles LA Logo here		

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

Messaging

Road signage

This editable road sign is available in an Adobe InDesign format to download zerowastescotland.com/partners



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

Messaging

Unsorted waste

It is important that we try to minimise unnecessary materials going to landfill and encourage householders to recycle and re-use as much as possible.

If you are introducing a black bag ban or a waste sorting cabin please use the below editable signage.

We would recommend pre-warning householders of this operational change a minimum of two months prior to the change. The above signage could be featured at the General Waste bay.

It is available in an Adobe InDesign format to download:

www.zerowastescotland.org.uk/partners

The image displays three pieces of signage. On the left, two A5 handouts are stacked. The top handout features a placeholder for a logo, a bold message about unsorted waste, a date placeholder, and an illustration of a black bag with a red 'X'. The bottom handout provides a date-based instruction, a detailed explanation of the new sorting facility, and a slogan with a website placeholder. On the right, a larger 420mm x 297mm sign contains a similar bold message, a date placeholder, and a detailed explanation of the new sorting facility, accompanied by the same black bag illustration.

Unsorted waste will no longer be accepted from **insert date.**

We need your help to stop materials going to landfill, which can be recycled or re-used.

From **insert date you will be asked to sort black bag waste before it will be accepted.**

When you visit the centre with black bags for the general waste skip, you will be directed to our new sorting facility.

Centre staff will help you Identify what can be recycled.

Don't let a good thing go to waste
www.LAwebsitehere.com

Unsorted waste will no longer be accepted from **insert date.**

We need your help to stop materials, which can be recycled or reused, going to landfill.

When you visit the centre with black bags for the general waste skip, you will be directed to our new sorting facility.

Centre staff will help you identify what can be recycled.

420mm x 297mm Signage for General Waste Skips

Messaging

Reuse shop materials: Internal cabin signage

If your local authority is introducing a re-use shop on site please use the below signs to label key areas of your new store. These editable signs are available, in an Adobe InDesign format, to download at zerowastescotland.com/partners

- Toys
- Bicycles
- DVDs
- Electrical appliances
- Furniture
- IT equipment
- Books
- Art & Crafts
- Bric-a-brac
- Building materials
- Footwear
- Carpets
- Clothing
- Office furniture

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

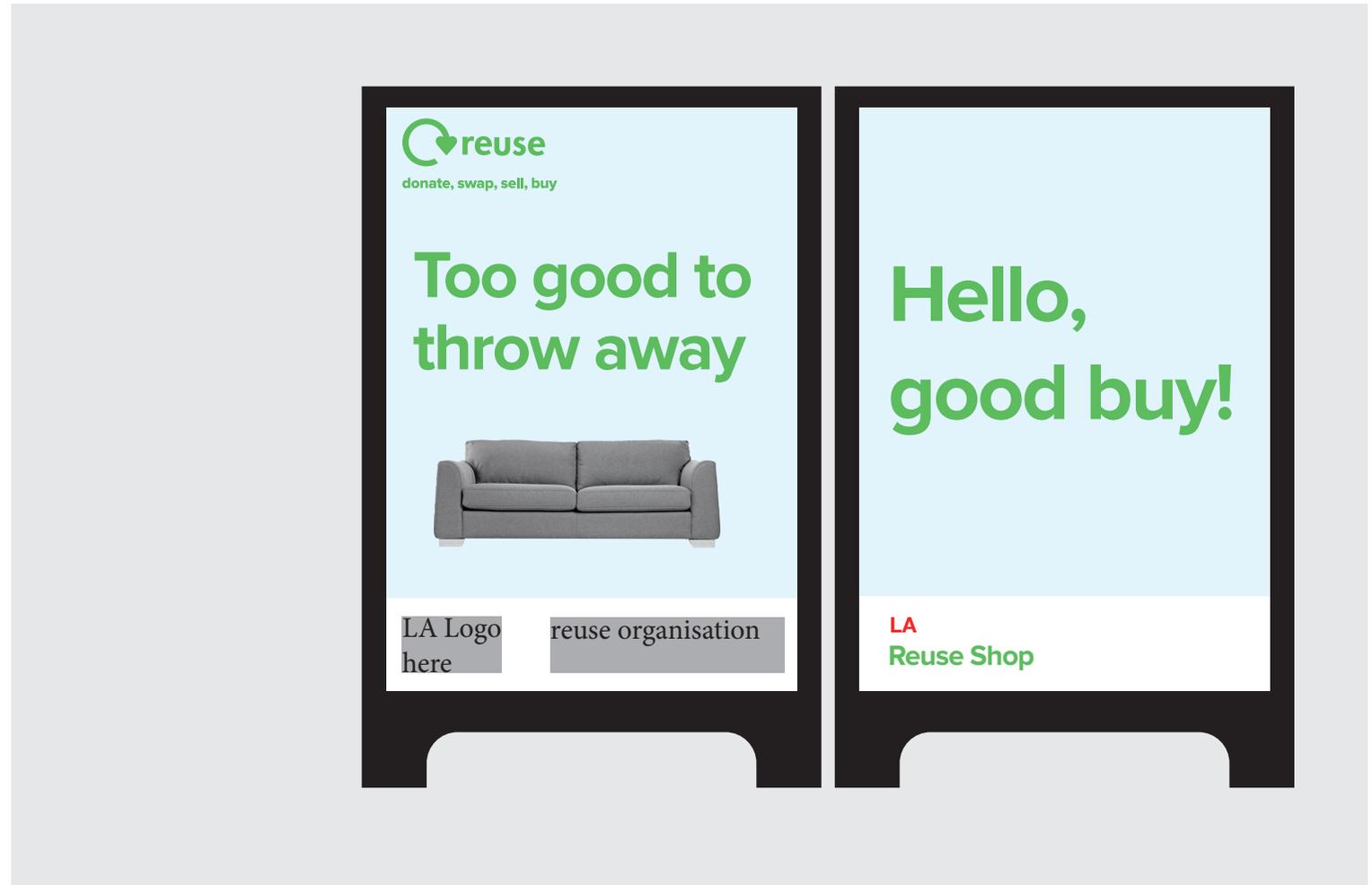
Messaging

Reuse shop materials: A-frame board

15

These editable outdoor signs are available in Adobe InDesign format to download zerowastescotland.com/partners

They are a great tool for highlighting your new store on site and letting householders know they are open for visitors.

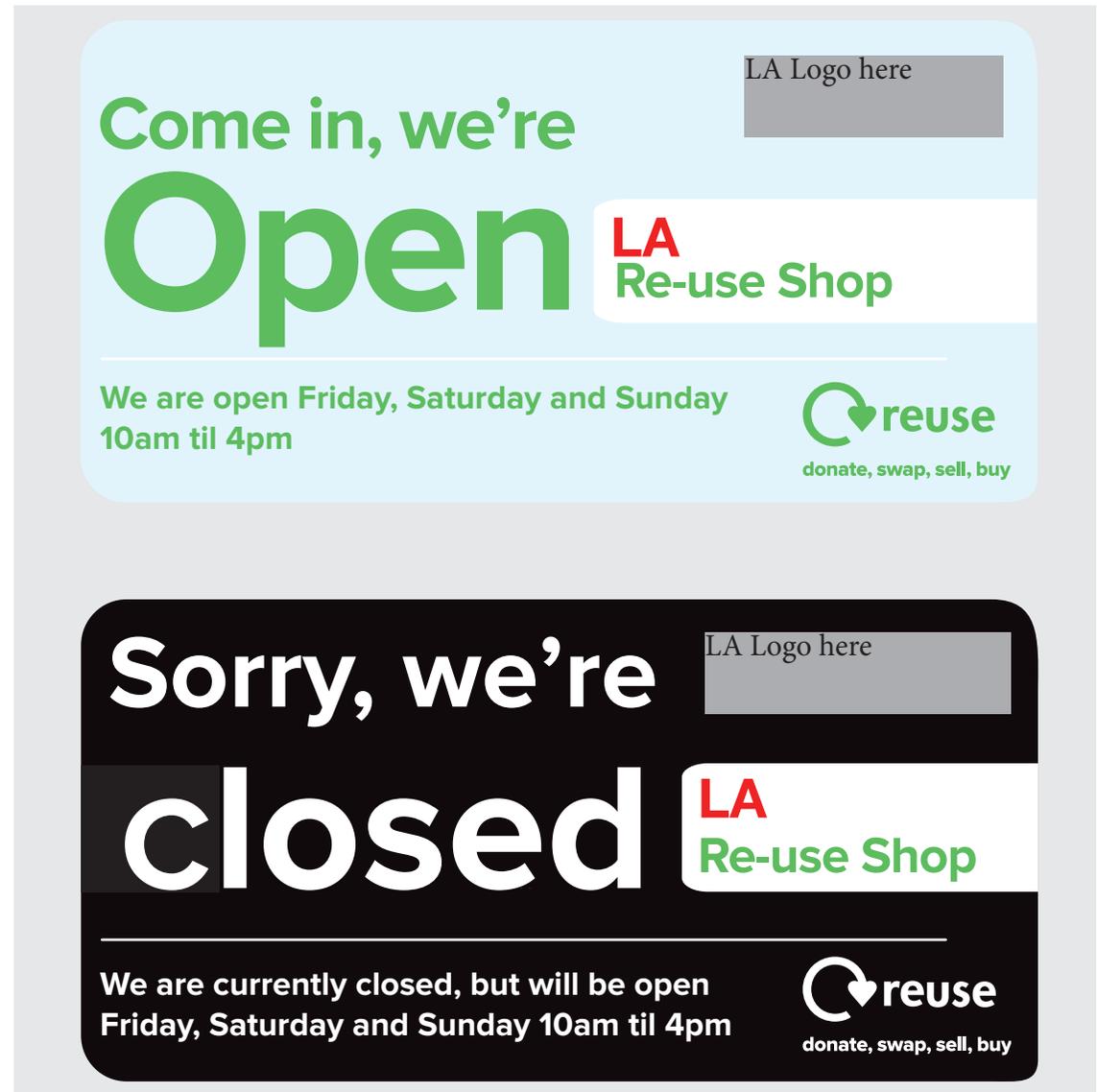


Templates are available to download in Adobe InDesign format:
www.zerowastepartners.org.uk/collections/140/

Messaging

Reuse shop materials: open hour signs

Editable open hour signs are available in Adobe InDesign format to download zerowastescotland.com/partners.



Templates are available to download in Adobe InDesign format: www.zerowastepartners.org.uk/collections/140/

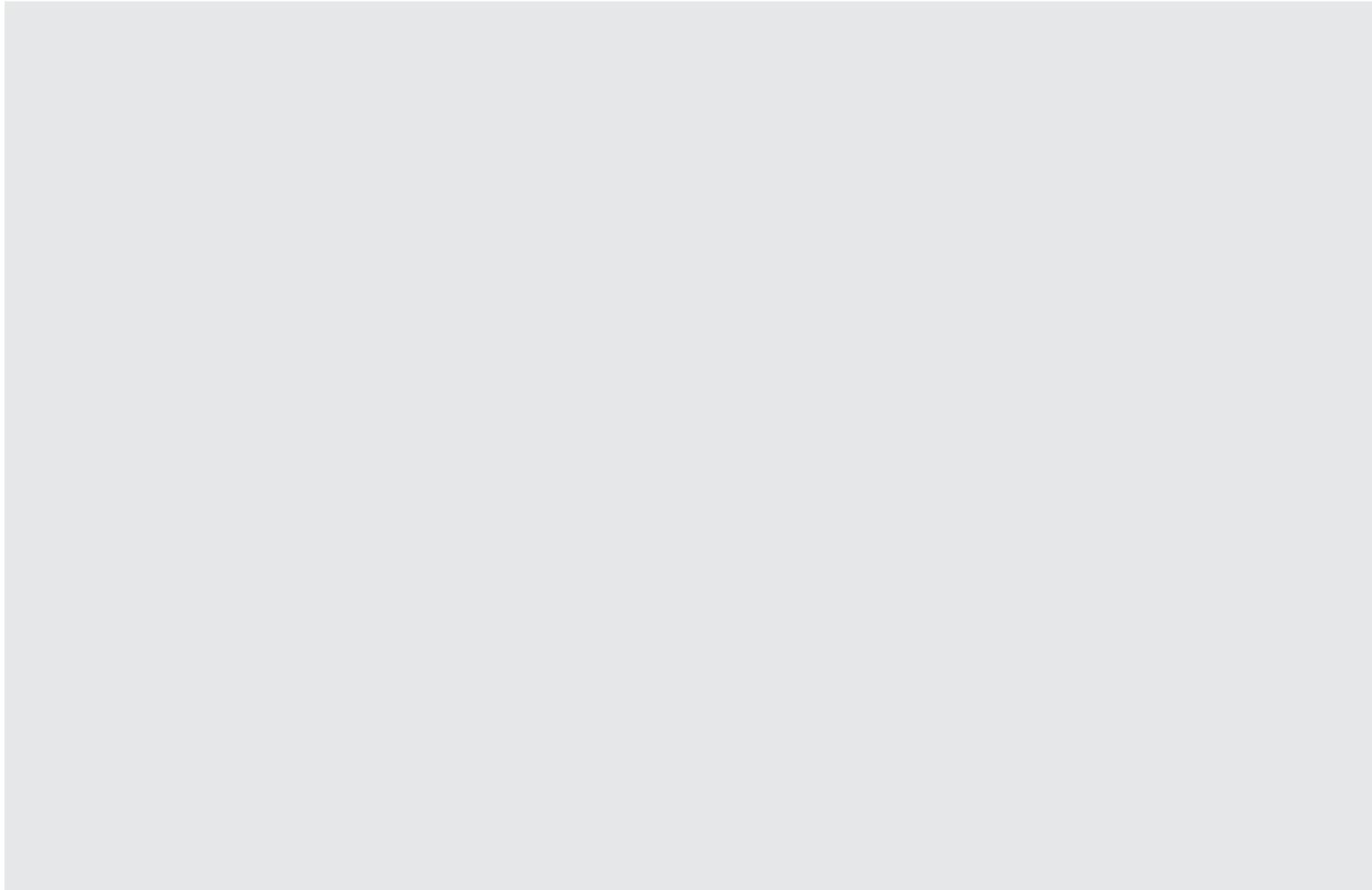
Messaging

Reuse shop materials: outdoor shop signage

Editable outdoor shop signs are available in Adobe InDesign format to download zerowastescotland/partners.

The image displays three outdoor shop sign templates. Each sign features the 'reuse' logo (a green circle with a heart) and the text 'donate, swap, sell, buy'. The first sign has the text 'Hello, good buy! Browse our bargains.' and includes a placeholder for the 'LA Logo here' and 're-use organisation'. The second sign has the text 'Too good to throw away? Donate here.' and includes a placeholder for the 'LA Logo here' and 're-use organisation', along with an image of a yellow armchair. The third sign has the text 'Hello, good buy! Browse our bargains.' and includes a placeholder for the 're-use organisation' and 'LA Logo here', along with an image of a yellow armchair.

Templates and images 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
01786 433 930



A Zero Waste Scotland initiative
Ground Floor Moray House Forthside Way Stirling FK8 1QZ
01786 433 930