



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



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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.

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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

3

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:

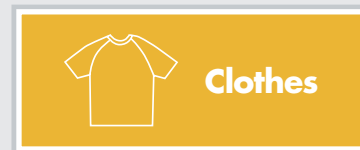
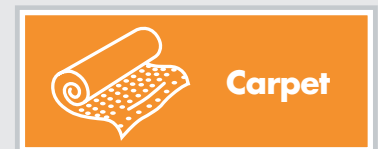
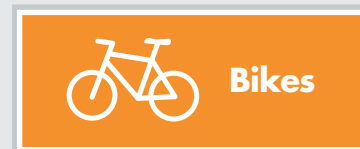
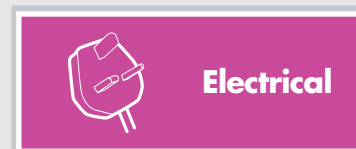
www.zerowastescotland.org.uk/partners

Messaging

Instructional signage: reuse

4

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

5

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



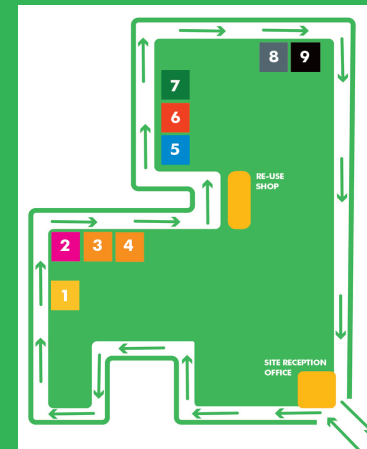
Messaging

Welcome & directional signage continued

6








Welcome to your Recycling and Reuse Centre

At this site you can recycle or reuse the
following



Opening times:

Mon - Fri 00:00 - 00:00
Saturday 00:00 - 00:00
Sunday 00:00 - 00:00

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

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

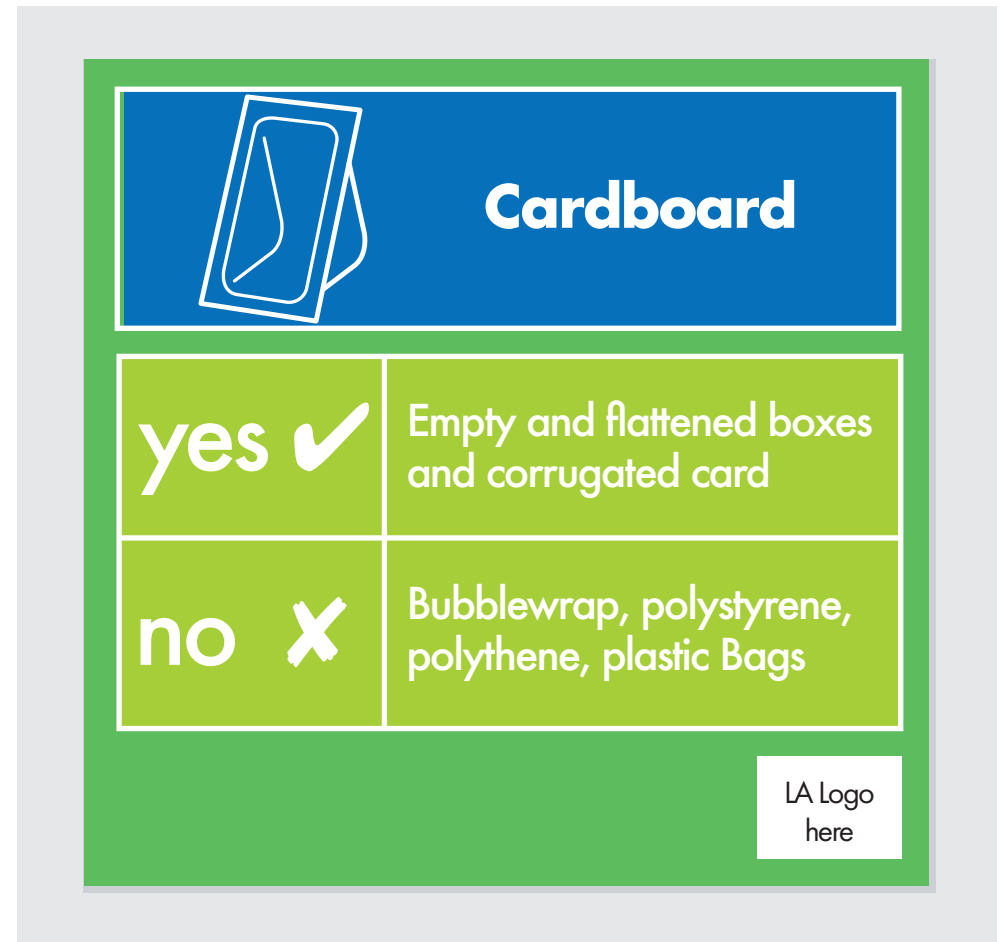
If you cannot see a material stream here to suit one
of your recycling points, please go to:

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

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

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

Messaging

Welcome & directional signage: Reuse

10

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.

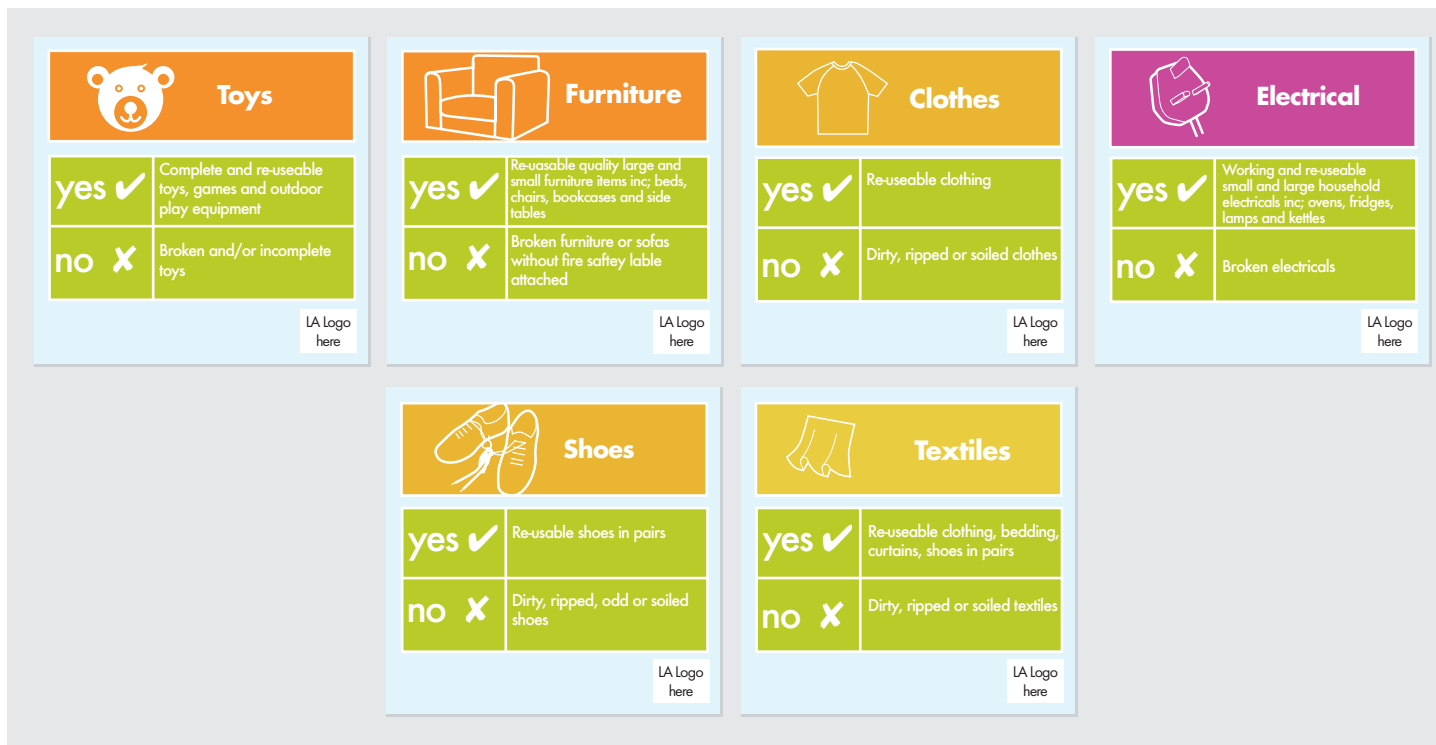


Other materials streams and real life imagery is available here:
www.zerowastescotland.org.uk/partners

Messaging

Welcome & directional signage: reuse continued

11



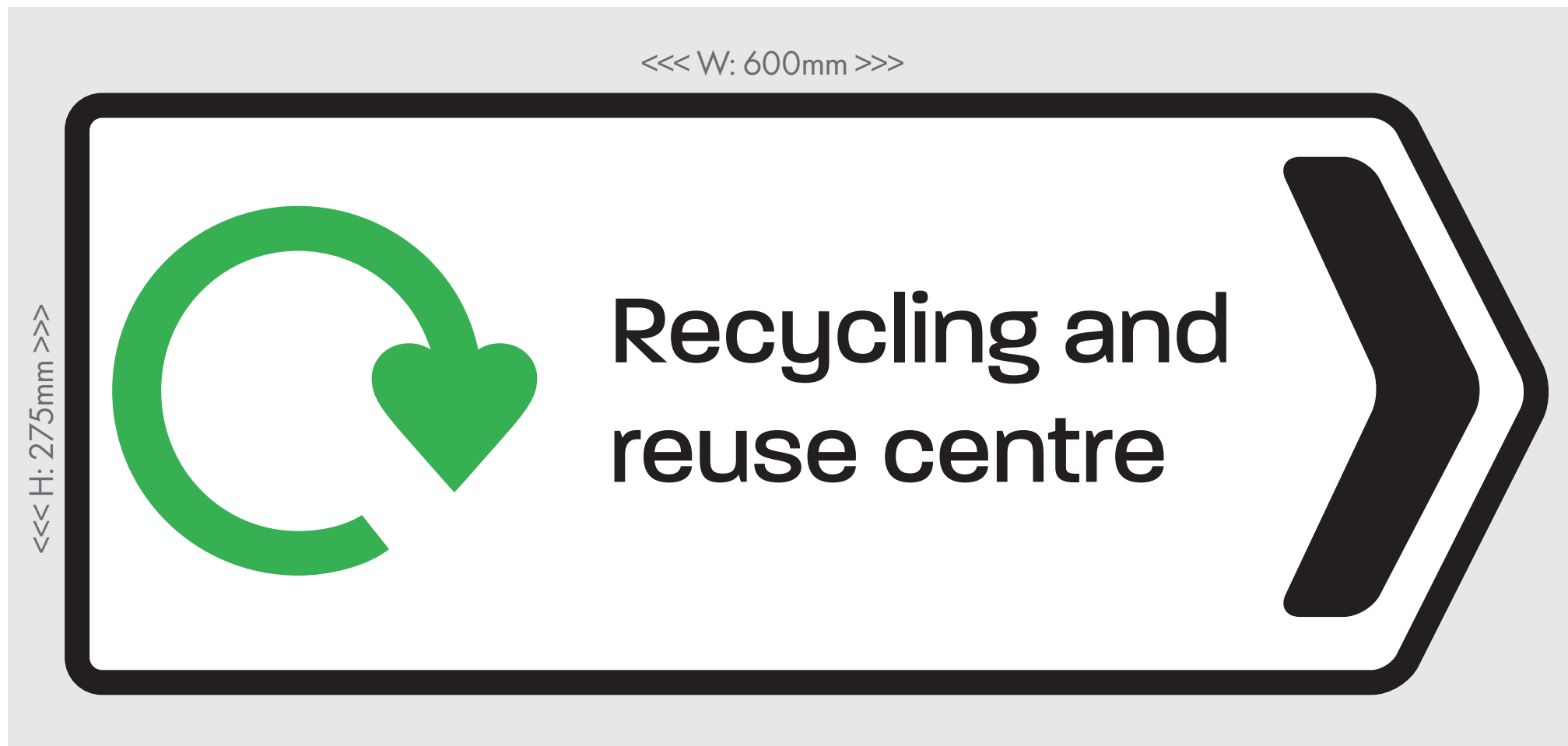
Templates are available to download in Adobe InDesign format:
www.zerowastescotland.org.uk/partners

Messaging

Road signage

12

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

13

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



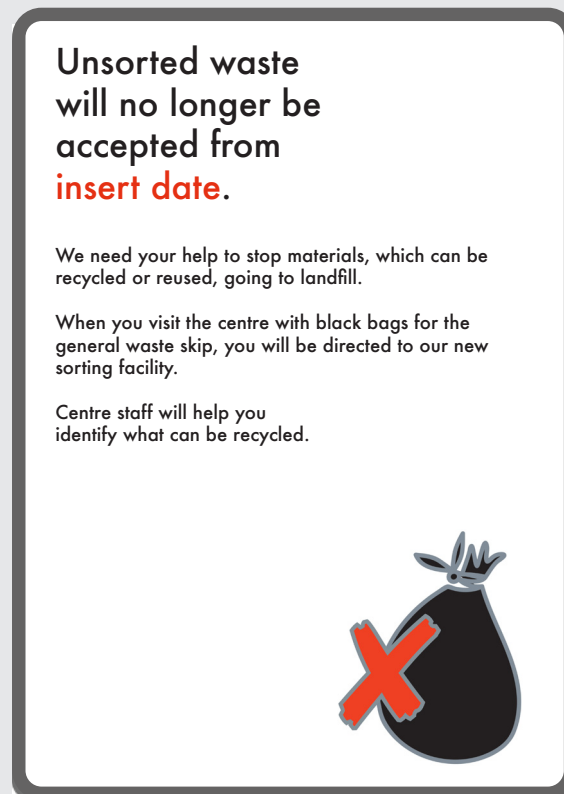
From insert date you will be asked to sort black bag waste before it will be accepted.

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

A5 on-site hand outs for promoting the new change in service.



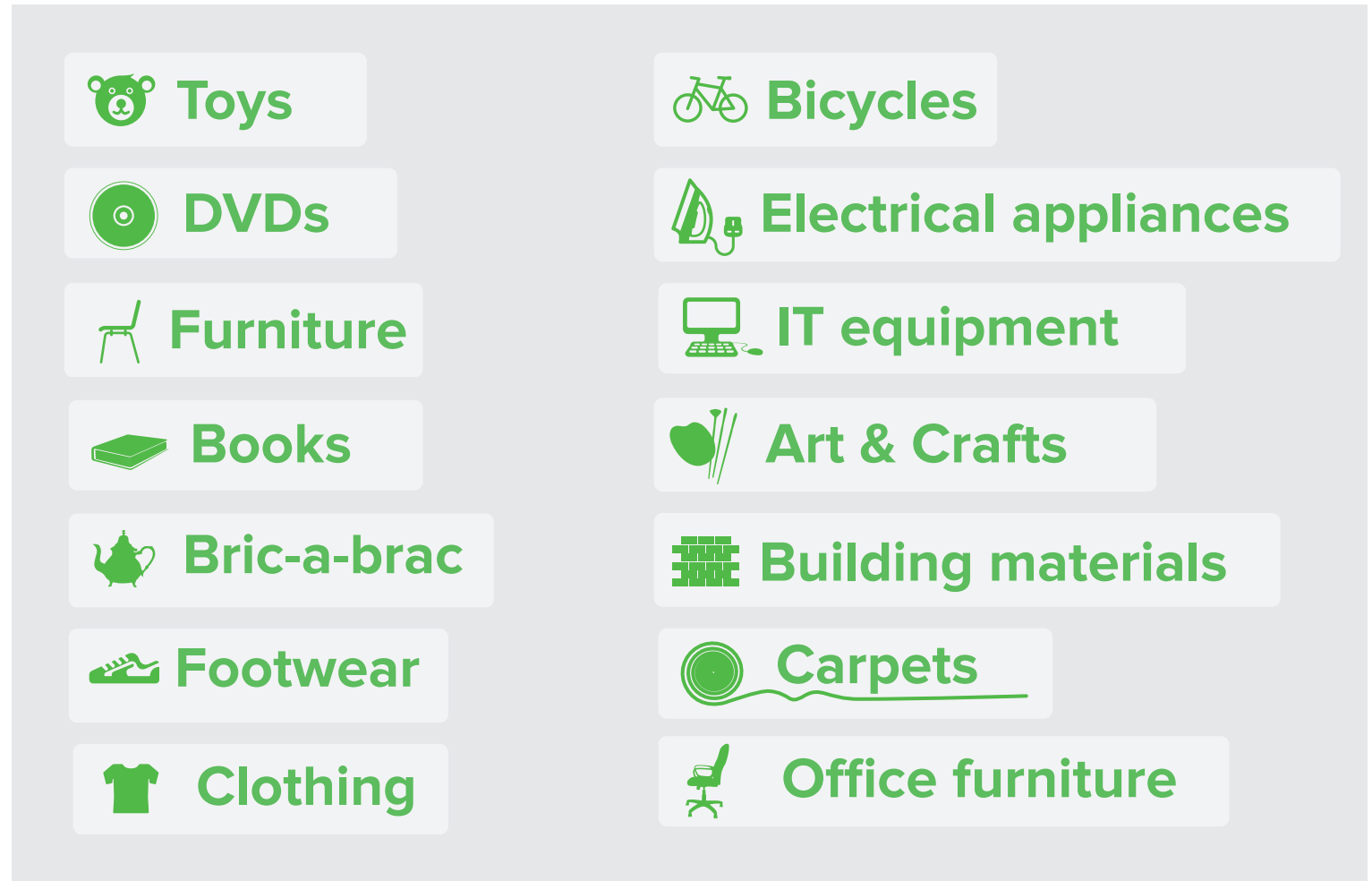
420mm x 297mm Signage for General Waste Skips

Messaging

Reuse shop materials: Internal cabin signage

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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



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

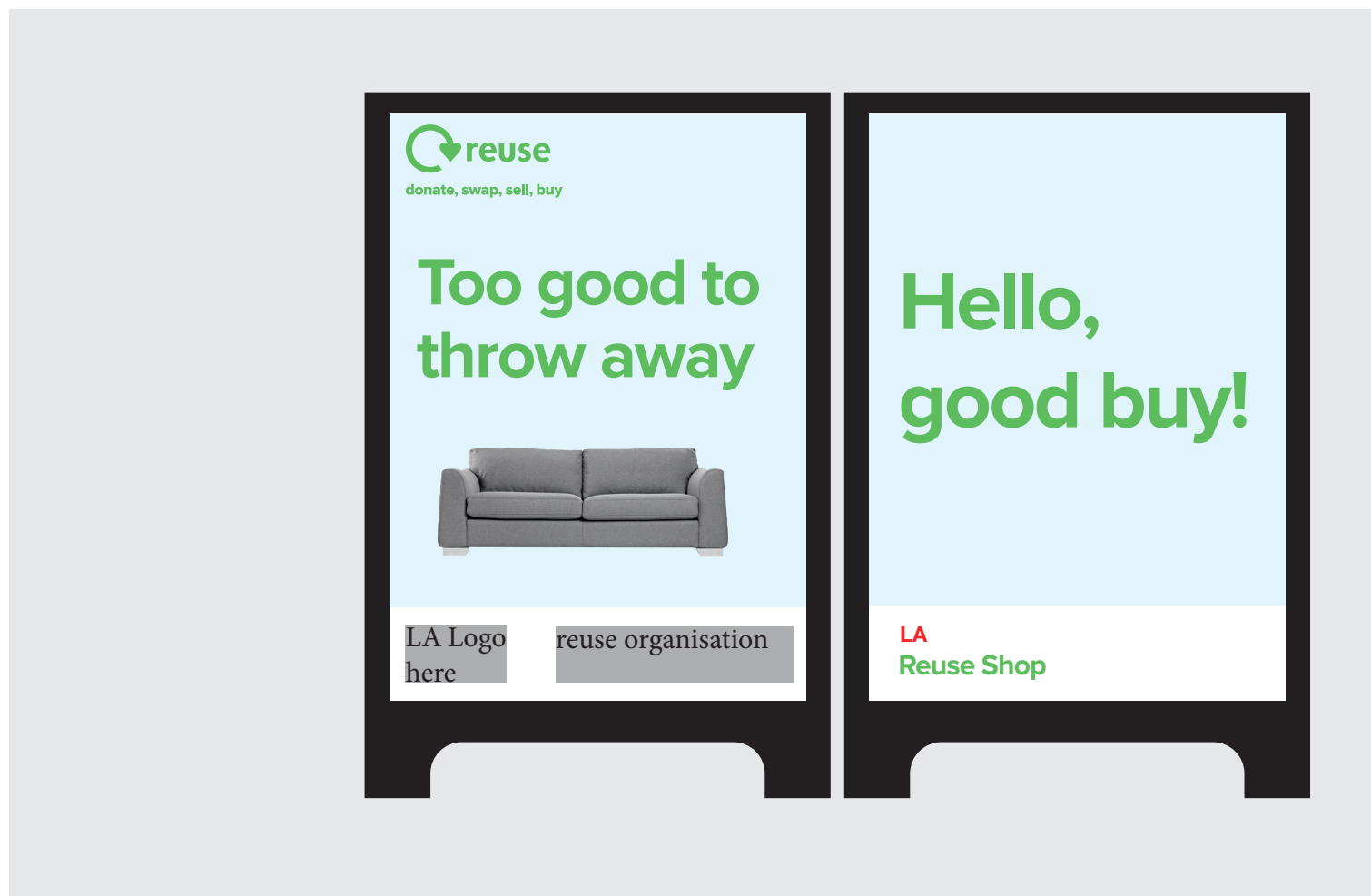
Messaging

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.



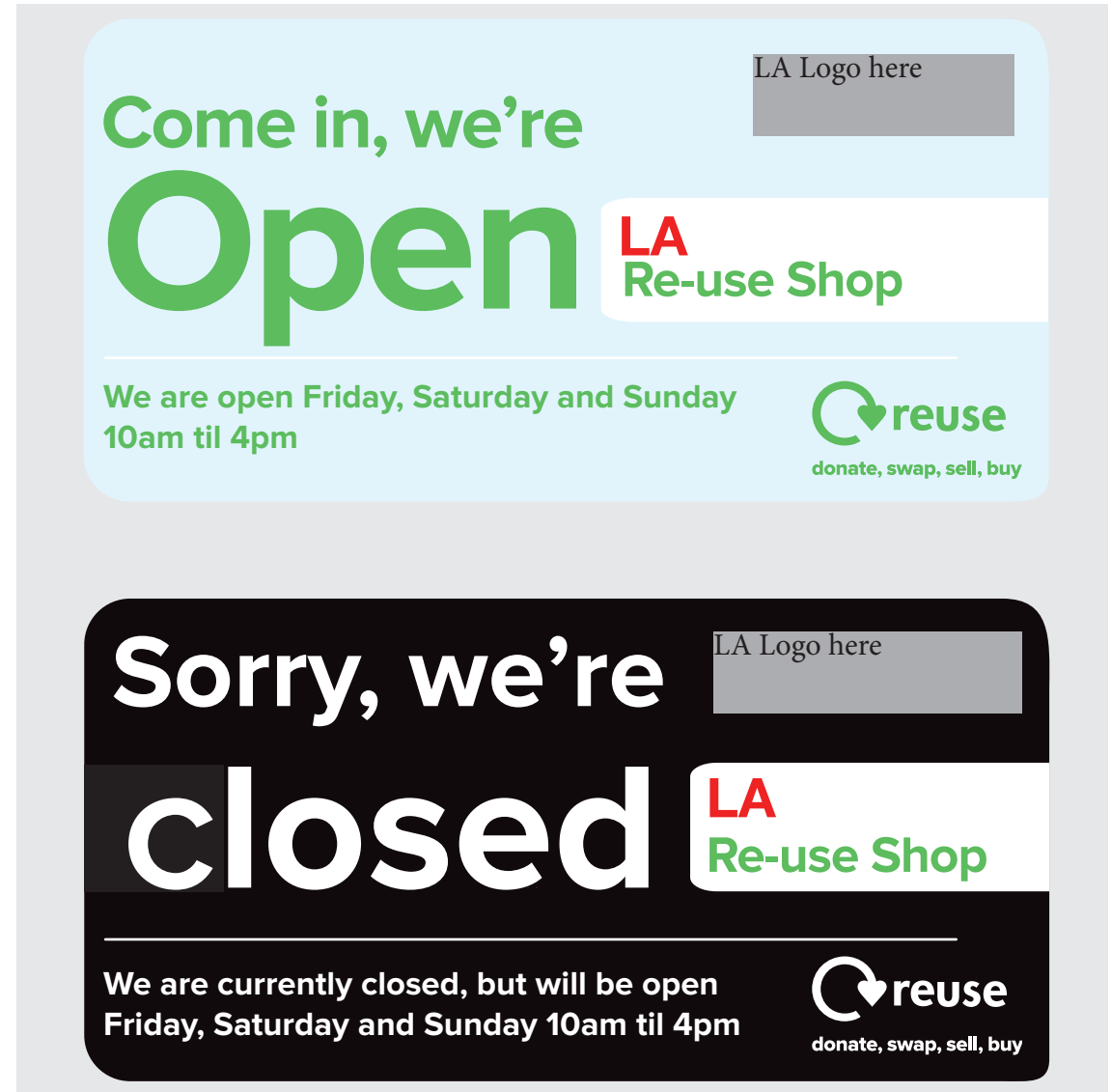
Templates are available to download in Adobe InDesign format:
www.zerowastepartners.org.uk/collections/140/

Messaging

Reuse shop materials: open hour signs

16

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

17

Editable outdoor shop signs are available in Adobe InDesign format to download [zerowastescotland/partners](https://www.zerowastescotland.org.uk/partners).


donate, swap, sell, buy

**Hello,
good buy!
Browse our
bargains.**

LA Logo
here

re-use or-
ganisation


donate, swap, sell, buy

**Too good to
throw away?
Donate here.**



LA Logo
here

re-use or-
ganisation


donate, swap, sell, buy

re-use or-
ganisation

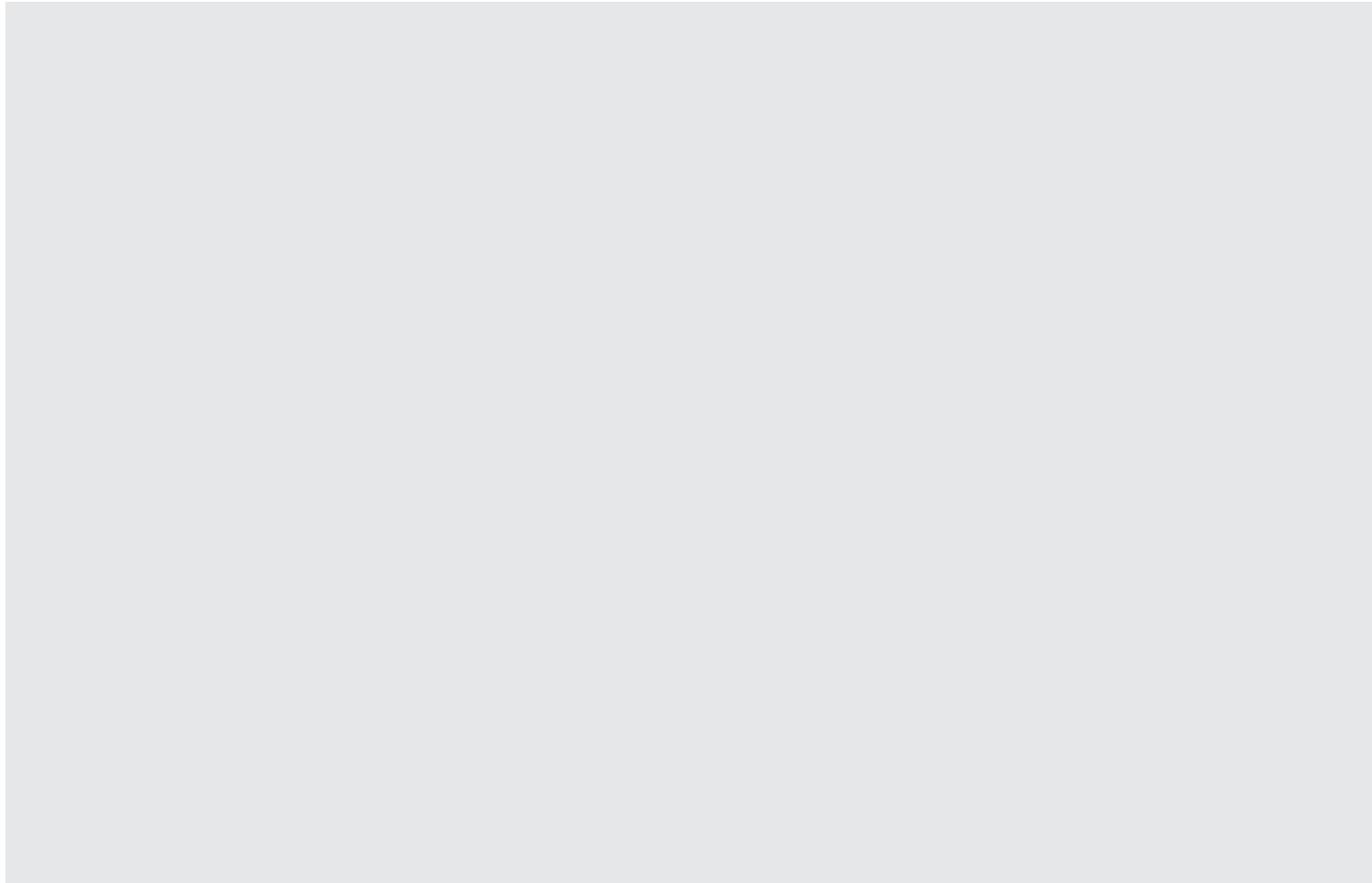
**Hello, good buy!
Browse our bargains.**



LA Logo
here

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