

Communications Toolkit

Recycle on the Go



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

Communications	3
Messaging	8
Guidance for editing templates	7
– Poster	8
– Press adverts	9
– Web banner	10
– Material streams	11
– Social media	14
– Web buttons	18
Further support	19

This guide has been produced as part of the Scotland-wide Recycle on the Go (RotG) activity and contains advice and templates to help you promote a RotG activity in your area, at an event or business.

Research has shown that people responded better when messages about RotG were applied to posters and media other than recycling units. The results also showed the importance of clearly labelling the recycling units.

To ensure the most effective RotG scheme, two sets of templates have been created for you to adapt to your own needs:

- Promotional templates to help you signpost facilities, reinforce recycling behaviour, and ensure the public know what materials they can recycle and where.
- Recycling point templates designed to appear on the recycling units themselves and show the target audience which materials can be disposed of in your recycling units.

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

Some communication methods are better at reaching people across a wide area, whilst others are more effective if used in small, discrete areas.

Here are some top-level suggestions of potential channels for raising awareness of RotG in specific sectors. In all instances you should engage and train your staff on the importance of displaying the correct recycling message. Also ensure you are up-to-date with the latest accessibility guidelines by visiting the Directgov website: www.direct.gov.uk

You'll find more advice on communication within the [RotG Technical Guidance](#) - we have also provided some examples here:

Sector	Potential channels
All	<ul style="list-style-type: none">• Know your audience and users of the facilities e.g. disabled consumers, eye-line messages, etc.• Staff training and messaging e.g. email, websites, intranet systems, staff briefings etc.• Consider high-traffic areas and prime locations such as entrances/exits, waiting areas, car parking. Incorporate RotG messages on existing communication materials - consider information screens, ticketing details, announcements, maps etc.• Consider eye-line - additional signage may be more visible placed higher up or on the floor (in addition to on the actual units themselves) so that consumers can find their way to recycling points more easily.• Consider which recycling area you will guide consumers to (there may be more than one such area).

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Sector	Potential barriers	Potential channels
Events	Some potential users will assume that event staff are employed to collect waste.	<ul style="list-style-type: none"> • Consider messaging about recycling before the event (or via your website) letting the consumer know what to expect about recycling their waste, and also what they can and can't bring to the event to avoid potential waste in the first place, e.g. glass and metal cans or food at concerts. • Finding opportunities to get involved ahead of events, so that visitors know what to expect, is a good idea – an example of this might be to ask consumers ahead of the event to 'make a pledge' on the event website to recycle when they attend the event. This could ensure that consumers have read the information on recycling, and potentially engaged with it ahead of attending the event. • Add RotG message to staff uniforms. • Consider RotG branded cups, food containers and other consumables at events. • Consider placement of messages on units, for example both on top of the units and also on the side, so consumers can see what to put in which unit at various points. • Information for stall holders, traders, exhibitors and caterers e.g. clear guidance on recycling system and process and which bags to use for recycling/residual and where to leave them for collection after the event. • Consider limiting the use of freebies and give-aways as this could result in littering items that are not wanted or desirable. If such items are to be given away at events, ensure they are made from recycled and recyclable material.
Leisure attractions /venues/ academic	Volume of people at peak times leaves little time for individuals to sort waste.	<ul style="list-style-type: none"> • Use of any communication materials both ahead of consumers travelling to the venue and whilst at the site. • Use of programme ad space to promote RotG ahead of entry to/exit from venue. • Use of notice boards to promote RotG at entry/exit from the site. • Video screens to promote RotG messages during events. • Floor vinyls as directional aids.

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Sector	Potential barriers	Potential channels
On street/ public parks	Absence of clear signage.	<ul style="list-style-type: none"> • Permanent RotG signposting in city centres – consider banners (i.e. lamp posts) and posters, BUT avoid options such as leafleting which may cause littering. • Window vinyls in businesses close to RotG units. • Inclusion of RotG points on city maps – consider maps which may appear in high traffic areas such as train stations/shopping areas etc, also consider if RotG can be included in any existing mobile navigation applications. • Litter-pickers and street cleansing staff – training and messages on the new system.
Shopping centres	Advertising space on units is at a premium.	<ul style="list-style-type: none"> • Consider existing communication platforms, e.g. plasma information screens, poster space, announcements, maps etc. • Given there may be a number of recycling areas, consider which area is most appropriate to guide consumers to – also consider exit points and car parks. • Work with commercial organisations to sponsor RotG unit signage. • Work with commercial organisations to communicate RotG messages into advertising messages.
Hospitals	Time pressure on users when passing through the site catching buses, planes, trains etc. Competing with many other posters and messages.	<ul style="list-style-type: none"> • Consider use of advertising space such as platform posters, bus/train/tram interior panels and seat-back panels. • Addition of RotG messages on ticket websites and tickets. • Focus on point-of material use such as restaurants and waiting areas. • Consider the use of canteen trays and other non-traditional advertising space such as car park tickets. • Incorporate RotG signage with hospital way-finding signs.

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The messaging applied to the templates is simple, it signposts what can be recycled through your Recycle-on-the-Go (RotG) facilities.

The templates are for you to modify, including your preferred messaging. The messages shown on the templates in section 1 of this document are purely examples. If you have purchased the brand font you can change these to fit with your own organisation.

Messages can also be changed according to the materials you are collecting (and only in accordance with this guide), the needs of your own corporate messaging, and the stage you are at with your RotG activity.

1 New activity

Consider a simple message on the availability of a new activity within your premises or location
e.g. You can now recycle your drinks cans, bottles and paper with us!

2 Existing activity

Consider directional messaging or reward-style messaging to ensure users are aware of new facilities and to encourage continued use of the service. *e.g. Thank you for recycling your drinks cans, bottles and paper at our in store recycling points.*

3 Established activity

Consider additional messaging, such as facts on how waste is transformed once it has been recycled, to illustrate the wider benefits of RotG
e.g. Our old drinks cans become new drinks cans in just six weeks!

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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.

The look and feel of the materials reflects the Recycle for Scotland brand. They are designed to be fully editable to suit your requirements.

This template can also be scaled and used as a portrait press advert.



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

recycle for Scotland

You can now recycle more, on the go...

Look out for these symbols on our recycling bins.

Glass Plastic bottles Drink cans Paper

Please recycle.
recycleforscotland.com

Local Authority Branding

recycle for Scotland

You can now recycle more, on the go...

Look out for these symbols on our recycling bins.

Glass Plastic bottles Drink cans Paper Juice carton

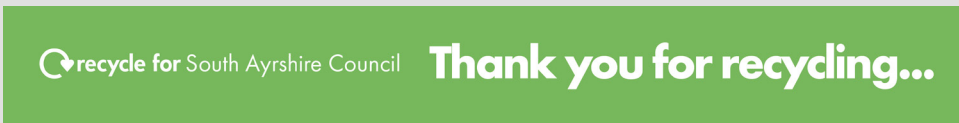
Please recycle.
recycleforscotland.com

Local Authority Branding

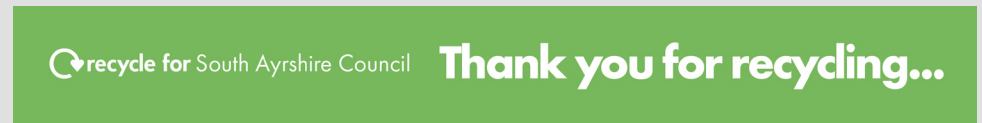
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Web banner

Animated



Without juice carton



With juice carton

Material streams

Single material units

These are the core icons which can be used for single material units on RotG units.



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Material streams

Multiple material units

The icons can be stacked to work on signage detailing multiple material streams.

It is common for event activities to collect their materials in three streams:

- Food (sometimes with compostable packaging)
- Mixed recycling (items which can be recycled like plastic bottles and drinks cans)
- General waste (items which cannot be recycled)



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

Material streams

Icon variations

The following material stream icons are available for commonly collected materials.

The appropriate colour and icon should be used according to the material stream of the item being collected.

If the icon you require is not in this guide please email us:

support@recycleforScotland.com

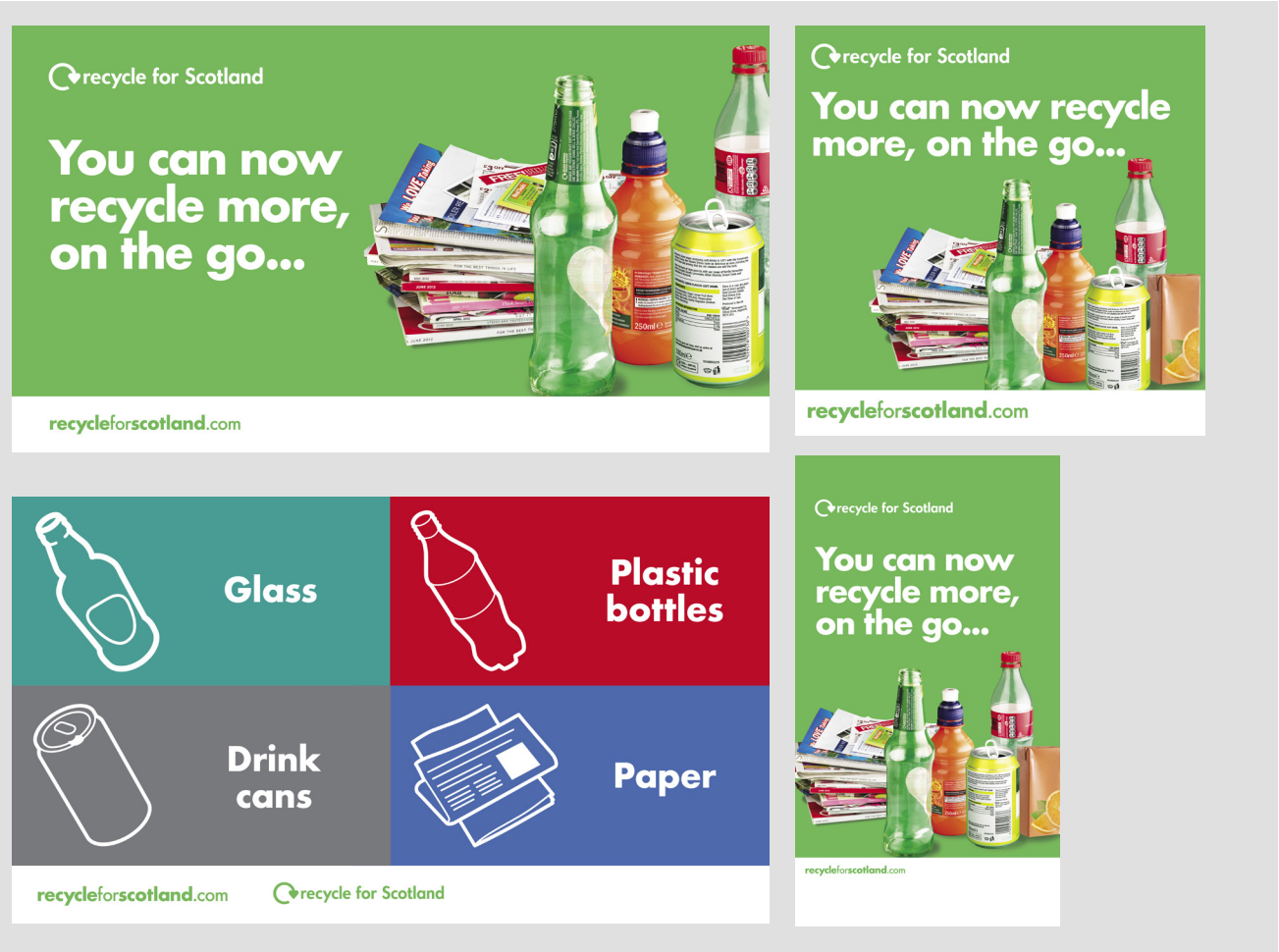


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Social media

You can now recycle more on the go

The following pages contain assets available for social media; Facebook, Instagram, Twitter and Story formats.



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

The image displays three social media templates for 'recycle for Scotland'. The first two are identical and feature a green background with the text 'recycle for Scotland' and 'You can now recycle more, on the go...' above a photograph of various recyclable items including newspapers, a glass bottle, an orange juice bottle, a yellow can, and a clear plastic bottle. The third template is a 2x2 grid of colored squares with white icons and text: a teal square with a glass bottle icon labeled 'Glass', a red square with a plastic bottle icon labeled 'Plastic bottles', a grey square with a can icon labeled 'Drink cans', and a blue square with a paper icon labeled 'Paper'. All templates include the website 'recycleforscotland.com' and the 'recycle for Scotland' logo.

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www.zerowastescotland.org.uk/partners



The image displays four posters for 'recycle for Scotland' arranged in a 2x2 grid. Each poster features the 'recycle for Scotland' logo at the top left and the slogan 'You can now recycle more, on the go...' in large white text on a green background. Below the text is a photograph of various recyclable items: a green glass bottle, an orange plastic bottle, a yellow can, and a stack of newspapers. The bottom left of each poster contains the website 'recycleforscotland.com' and the logo. The bottom right contains the logo and the website. The posters are designed with different color schemes and icons to highlight specific materials:

- Top-left poster:** A teal background with a white outline of a glass bottle icon and the text 'Glass'. A red background with a white outline of a plastic bottle icon and the text 'Plastic bottles'.
- Top-right poster:** A blue background with a white outline of a newspaper icon and the text 'Paper'. A grey background with a white outline of a can icon and the text 'Drink cans'.
- Bottom-left poster:** A grey background with a white outline of a can icon and the text 'Drink cans'. A blue background with a white outline of a newspaper icon and the text 'Paper'.
- Bottom-right poster:** A blue background with a white outline of a newspaper icon and the text 'Paper'. A grey background with a white outline of a can icon and the text 'Drink cans'. An orange background with a white outline of a juice carton icon and the text 'Juice cartons'. A red background with a white outline of a plastic bottle icon and the text 'Plastic bottles'. A teal background with a white outline of a glass bottle icon and the text 'Glass'.

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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



A Zero Waste Scotland initiative
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