

# Communications Toolkit

## Millions of reasons to recycle campaign



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## **We created this guide to aid Local Authority Partners in delivering the communications requirements of the Scottish Government's Recycling Code of Practice.**

This toolkit contains a suite of campaign messages which have been tested for resonance and understanding with a sample of Scottish householders to encourage participation and capture themes around social norms, personal responsibility, financial information and thank you/feedback.

The Recycling Code of Practice requires each Local Authority to carry out communication activities annually. As a minimum the following list, although not exhaustive, indicates the information that should be provided:

- Information on collection days/patterns;
- Information on what containers are to be used for recyclable and non-recyclable items.
- Information on what items can be recycled at kerbside or recycling points (yes/no lists for each container) using consistent, tested terminology.

- Information on how to dispose of items that are not collected at the kerbside via HWRCs or reuse organisations;
- Information on what happens to materials that are collected for recycling;
- Where possible, information on any specific, local benefits of recycling;
  - The Council shall make routine service information available on its website

The materials within this toolkit have been developed to help LA's deliver the points above with the aim of increasing participation in recycling. These assets are flexible and should be tailored for the specific LA requirement. All of these materials can be found on the Zero Waste Scotland partners website.

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

**During the development of these new materials we held various research sessions with both Local Authority Partners and householders. This allowed us to gain insight into both the type of messages that would motivate householders to do more and the most appropriate channels to use.**

## Consultation Sessions

These sessions were held with Local Authority Partners to discuss the challenges that they face when trying to communicate with householders and the channels that they would find most useful to use when disseminating this information.

From these sessions we became aware of the factors that Local Authorities face. For example;

- This needed to be a cross channel, integrated campaign toolkit
- There needed to be a suite of resonant campaign messages
- The materials that were created had to be suitable for a mix of online and traditional media channels
- We had to be mindful of both the physical and financial resources available for implementation – ease of implementation was a priority.

## Further development

Following on from these initial sessions, we continued to gather insight from existing research on the subject of engaging people in recycling and consulted the wider ZWS team.

This initial round of consultation sessions and research uncovered the need for strategic development of key messaging within three topic areas;

- Personal responsibility
- Social norm
- Thank you/feedback

We then took the research a step further by consulting with consumers to gather evidence on understanding and resonance of the messages that had been created. All of this research was undertaken with the objective of creating a practical and usable toolkit with three routes that could be easily adapted to reflect local content.

## Research method

After this initial research and the development of concepts, we conducted a hall test in Glasgow where participants were invited to provide their view on four proposed leaflet covers and one proposed internal spread.

All participants recruited were;

- Householders who were responsible for waste/recycling
- Those who neither recycle everything or nothing but rather recycle some but could still improve
- Not less than 30% communal collection

We ensured that there was a broad demographic spread of gender, age and SEG.

All respondents were asked to complete the sentence "I recycle at home because...." These responses were recorded verbatim and show the majority of people recycled for largely environmental reasons;

- **70%** Help/save/good for the environment/planet
- **14%** Council say so/because I have to/law
- **7%** To keep the place tidy/get rid of rubbish
- **6%** Just do it/it's the right thing
- **3%** Everyone else does

Since the majority of respondents gave environmental drivers as their reason for recycling, it leads us to believe that focusing on the environmental benefits of recycling would encourage better participation.

The focus on environmental reasons could also appeal to non-recyclers if we also include information about the financial impact of not recycling.

The overarching finding from all of this research was that the participants view were overwhelmingly positive for the messages that did not give the 'usual environmental message and that included 'new' information for most.

# Message

## Millions of reasons

The concept 'Millions of reasons to recycle' was created based on a social norm/financial message. Based on the Hall Test research 93% of respondents rated the clarity of the message as very clear and 85% said they were likely to read on. The cover is visually appealing, but it is the words that work hardest – 4 in 5 respondents noting them as a reason for reading on.

The inclusion of a social norm message is important because it:

- Empowers people to understand that their actions can make a difference to their community and the area in which they live
- Promotes recycling as an already embedded cultural behavior – 'everyone does it'
- Uses peer pressure and personal values to showcase part of being a good citizen

The creative route has been picked as it shows a very clear cross section of the Scottish population and is flexible and adaptable for local specific messaging. The financial message is intrinsic to the concept while complementing the social norm message.

The creative can be easily expanded across various communication channels including social/digital content.

You can download this asset here:

[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)



## Message

### A little effort

The concept 'A little effort goes a long way' was a route created based on a thank you/financial message. Based on the research 93% of respondents rated the clarity of the message as very clear and 83% said they were likely to read on.

The inclusion of a thank you/feedback message is important because it:

- Allows us to provide factual information to residents on the good work that they have already done and the avoided costs/improvements that could still be made
- Reinforces the reasons why we are asking residents to make the effort and gives an opportunity to educate householders on the financial impact of their actions.

The message empowers citizens to work together to make a difference, while the financial message is reflected through the values avoided by good recycling practices

By showing examples of how individual actions can deliver value which, when added together, can make a massive difference, this content is very shareable on social media.

Again, the creative route has been created with a cross section of the Scottish population in mind and visually represents how easy it is to recycle.

You can download this asset here:

[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)



# Message

## 60%

The concept 'Room for improvement' was a route created based on a personal responsibility/financial message. Based on the research 93% of respondents rated the clarity of the message as very clear and 83% said they were likely to read on. The primary message coming through is more can be done, there is room for improvement.

The inclusion of a personal responsibility message is important because it:

- Gives the opportunity to educate householders to be aware of the financial and environmental impact that they have when they dispose of waste incorrectly
- Reinforces the idea that it's your waste so it's your responsibility to ensure you are using the recycling service correctly

This message is harder hitting than the previous two, showing householders that more can be done since 54% of the items going into the non-recyclable bin can be recycled.

The creative route has been created as a very direct visual/message.

You can download this asset here:

[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)



**To connect with as many householders as possible we would have created a 4pp leaflet which can include information on what can and can't be recycled and the back page is also available for a collection calendar.**

## **Direct Mail/Leaflet distribution**

This ties back to the recycling Code of Practice which states that a range of information need to be communicated to householders. By speaking to residents in their home you can give them time to digest the information and also allow them to retain the collection dates (many calendars end up on peoples fridges).

## **Roll out to leaflets/posters/billboard/press adverts/vehicle livery**

All three of the concepts can be rolled out to other materials. Zero Waste Scotland can advise on how your design department can best utilize the files that have been created.

## **Social Media**

We have created a suite of social media materials that go beyond the standard 'text and image' to cut through the noise of information on social media channels

These social media collateral include an animation, gifs and an infographic. The infographic can be adapted to reflect each Local Authorities information and further details on this can be found on Page 17.



# 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.

# Template

## Millions of reasons

We have created a selection of materials as editable templates to illustrate how campaign messaging can be used across a variety of touch points.

The campaign message can be tailored for your requirements, changing the 'reasons to recycle' to reflect the services that you provide.

The sub message can also be tailored to contain specific LA information.

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

Local authority brand marque variation

Headline  
Links to the social and financial messaging

Sub message  
Can be tailored with LA specific information

recycle for Scotland

# Millions of reasons to recycle!

In Scotland in 2015/16, we spent over £57million on landfilling items which could have been recycled.

I recycle because:  
IT'S BETTER THAN GOING TO LANDFILL

I recycle because:  
I like to do my bit for the planet!

I recycle because:  
I learned about it at School

I recycle because:  
IT'S EASY AND I FEEL GOOD DOING MY BIT!

I recycle because:  
It's expected of me!

recycleforscotland.com

Council brand marque and further information/contact details optional

# Template spread

## Millions of reasons

The inside spread of the 4pp calendar leaflet should be used to provide financial support messages.

The financial information within this spread needs to be personalised to reflect the figure for each local authority.

For each material stream LAs can calculate the amount of landfill tax avoided. This can be calculated using this formula:

*(Cost of landfill per tonne - cost of recycling per tonne) x Number of tonnes of material recycled.*

You can contact Zero Waste Scotland if you require any further guidance on how to ensure these figures are accurate.

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

**Whatever your reason to recycle, we have avoided £# million on landfill tax thanks to you. The more we recycle the more your community benefits.**



**Food waste caddies**  
Cooked and uncooked food waste, such as:  
✓ Fruit and vegetables  
✓ Meat and fish  
✓ Cheese and eggs

Collected weekly

**By putting the right material in the right container...**

you have avoided £###,### on landfill tax\*



**Blue bin**  
✓ Card  
✓ Cardboard  
✓ Paper

Two weekly collection

you have avoided £###,### on landfill tax\*



**Purple bin**  
✓ Food and drink bottles and jars  
✓ Condiment bottles and jars  
✓ Toiletty and perfume bottles

Two weekly collection

you have avoided £###,### on landfill tax\*



**Green bin**  
✓ Tins and cans  
✓ Aerosols  
✓ Plastic bottles and pots  
✓ Plastic tubs and trays  
✓ Food and drink cartons

Two weekly collection

you have avoided £###,### on landfill tax\*



**Grey bin**  
✓ Plastic film  
✓ Polystyrene  
✓ Nappies

Two weekly collection

But, on average 60% of material in the grey bin could have been recycled which **WOULD HAVE SAVED £#,###,### on landfill tax\***

**Play your part!**

\*April 2015 to March 2016

Bin and contents should be personalised for each local authority

Financial information should be personalised to reflect the figure for each local authority

# Template

## A little effort

The message highlights the ease of recycling and points to the benefits. The bins can be tailored to reflect the colour schemes/bin make-up of each Local Authority.

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

Local authority brand  
marque variation optional

Headline  
Fact that can't be  
denied/dismissed

Sub message  
Can be tailored with  
LA specific information

Council brand marque  
and futher information/  
contact details optional

recycle for Scotland

**A little  
effort  
goes a  
long way**

If everyone recycled everything thing could,  
Scotland could save £57 million.

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

# Template

## A little effort – Box variation

We have created a selection of materials as editable templates to illustrate how campaign messaging can be used across a variety of touch points.

The message highlights the ease of recycling and points to the benefits. The bins can be tailored to reflect the colour schemes/bin make-up of each Local Authority.

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

Local authority brand  
marque variation optional

Headline  
Fact that can't be  
denied/dismissed

Sub message  
Can be tailored with  
LA specific information

Council brand marque  
and futher information/  
contact details optional

recycle for Scotland

**A little effort goes a long way**

If everyone recycled everything thing could,  
Scotland could save £57 million.

recycleforscotland.com

# Template spread

## A little effort

The inside spread of the 4pp calendar leaflet should be used to provide financial support messages.

The financial information within this spread needs to be personalised to reflect the figure for each local authority.

For each material stream LAs can calculate the amount of landfill tax avoided. This can be calculated using this formula:

*(Cost of landfill per tonne - cost of recycling per tonne) x Number of tonnes of material recycled.*

You can contact Zero Waste Scotland if you require any further guidance on how to ensure these figures are accurate.

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

**Thank you [local authority name], because of the effort that you have made, we have avoided over £#m on landfill tax – that can now be spent on benefiting your community.**



**Food waste caddies**  
Cooked and uncooked food waste, such as:  
✓ Fruit and vegetables  
✓ Meat and fish  
✓ Cheese and eggs

Collected weekly

**By putting the right material in the right container...**

**you have avoided £###,### on landfill tax\***



**Blue bin**  
✓ Card  
✓ Cardboard  
✓ Paper

Two weekly collection

**you have avoided £###,### on landfill tax\***



**Purple bin**  
✓ Food and drink bottles and jars  
✓ Condiment bottles and jars  
✓ Toiletary and perfume bottles

Two weekly collection


**you have avoided £###,### on landfill tax\***



**Green bin**  
✓ Tins and cans  
✓ Aerosols  
✓ Plastic bottles and pots  
✓ Plastic tubs and trays  
✓ Food and drink cartons

Two weekly collection

**you have avoided £###,### on landfill tax\***



**Grey bin**  
✓ Plastic film  
✓ Polystyrene  
✓ Nappies

Two weekly collection

**But, on average 60% of material in the grey bin could have been recycled which**  
**WOULD HAVE SAVED £#,###,### on landfill tax\***

Play your part!

Bin and contents should be personalised for each local authority

Financial information should be personalised to reflect the figure for each local authority

\*April 2015 to March 2016

# Template

## 60%

The message '60%' hits a little harder than the previous two concepts. The figure comes from average waste composition data which estimates that 60% of items in the non-recyclable bin could be recycled (recyclable paper, card, glass, metals, plastics and food waste).

The '60%' figure could be localised if you have accurate waste composition data.

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

The image shows a recycling bin template with several callout boxes pointing to different parts of the design:

- Local authority brand marque variation:** Points to the 'recycle for Scotland' logo at the top left.
- Headline:** Points to the main text 'Keep your good recycling out of the grey bin.' in a green box.
- Sub message:** Points to the text 'ON AVERAGE 60% OF WHAT'S IN THIS BIN COULD STILL BE RECYCLED' on the side of the bin.
- Bin colour:** Points to the grey bin, with a note that it can be changed to reflect the colour of the non-recyclable bin.
- Council brand marque and further information/contact details optional:** Points to the 'recycleforscotland.com' website address at the bottom.

# Template spread

## 60%

The inside spread of the 4pp calendar leaflet should be used to provide financial support messages.

The financial information within this spread needs to be personalised to reflect the figure for each local authority.

For each material stream LAs can calculate the amount of landfill tax avoided. This can be calculated using this formula:

*(Cost of landfill per tonne - cost of recycling per tonne) x Number of tonnes of material recycled.*

You can contact Zero Waste Scotland if you require any further guidance on how to ensure these figures are accurate.

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

### We throw away £# million a year in tax, landfilling materials that could be recycled. Can you recycle more?



**Food waste caddies**  
Collected weekly

Cooked and uncooked food waste, such as:  

- ✓ Fruit and vegetables
- ✓ Meat and fish
- ✓ Cheese and eggs

**By putting the right material in the right container...**

**you have avoided £###,### on landfill tax\***



**Purple bin**  
Two weekly collection

- ✓ Food and drink bottles and jars
- ✓ Condiment bottles and jars
- ✓ Toiletry and perfume bottles

**you have avoided £###,### on landfill tax\***



**Blue bin**  
Two weekly collection

- ✓ Card
- ✓ Cardboard
- ✓ Paper

**you have avoided £###,### on landfill tax\***



**Green bin**  
Two weekly collection

- ✓ Tins and cans
- ✓ Aerosols
- ✓ Plastic bottles and pots
- ✓ Plastic tubs and trays
- ✓ Food and drink cartons

**you have avoided £###,### on landfill tax\***



**Grey bin**  
Two weekly collection

- ✓ Plastic film
- ✓ Polystyrene
- ✓ Nappies

**But, on average 60% of material in the grey bin could have been recycled which**  
**WOULD HAVE SAVED £#,###,### on landfill tax\***

## Play your part!

Bin and contents should be personalised for each local authority

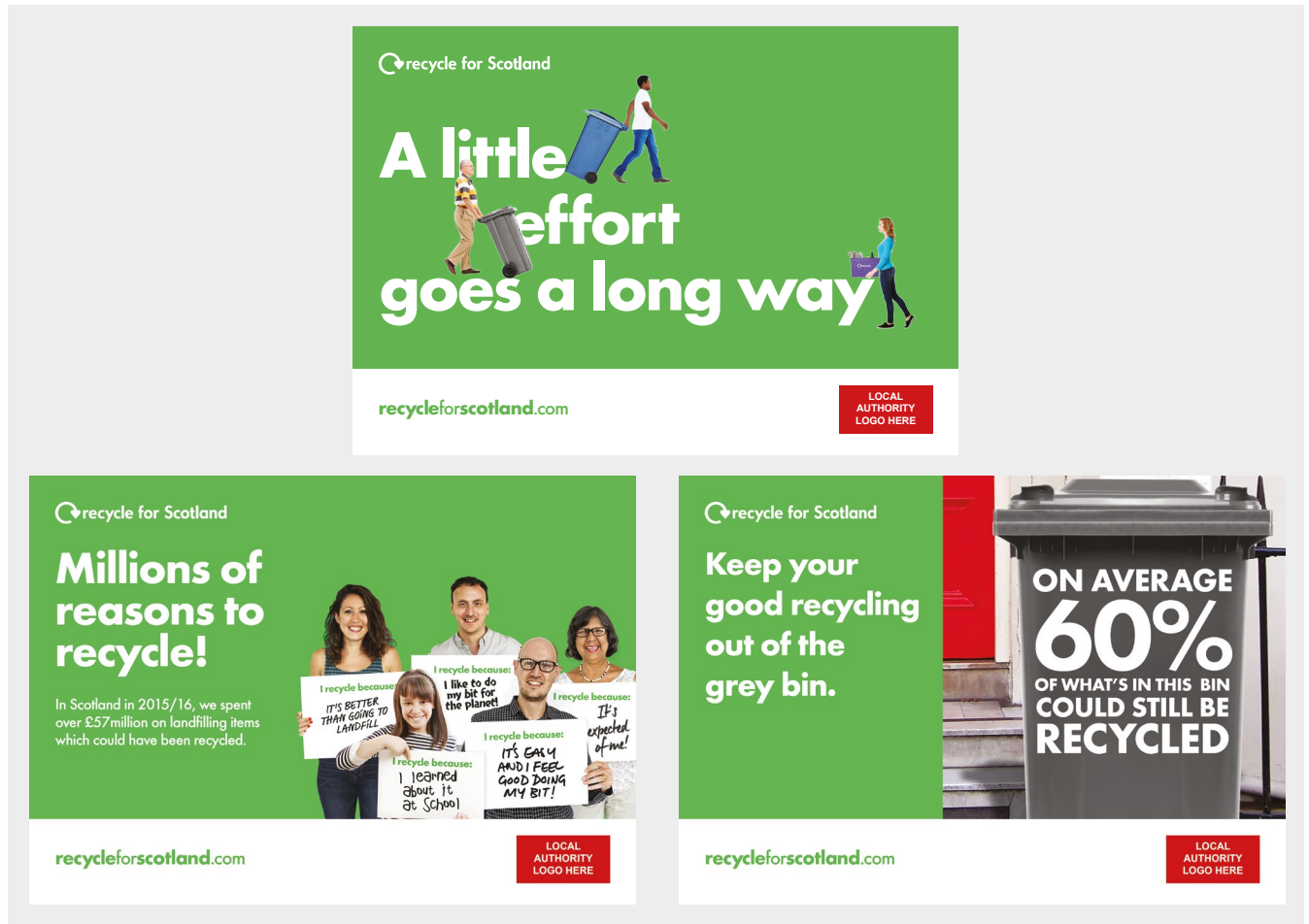
Financial information should be personalised to reflect the figure for each local authority

\*April 2015 to March 2016



Vehicle livery templates have been developed so that councils can use the side of their collection fleet to promote the annual campaign.

The campaign message can be tailored for your requirements, changing the 'reasons to recycle' to reflect the services that you provide. The sub message can also be tailored to contain specific Local Authority information.



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

# Household Waste Recycling Centre Press Ad - Portrait

The purpose of the press ad/poster is to reinforce the annual campaign materials while promoting where the nearest Household Waste Recycling Centre is.

recycle for Scotland

## Millions of reasons to recycle!

In Scotland in 2015/16, we spent over £57million on landfilling items which could have been recycled.

**Your Recycling & Re-use Centre**

Please add here the nearest Recycling and Re-use Centre including address and / or postcode

I recycle because: IT'S BETTER THAN GOING TO LANDFILL

I recycle because: I like to do my bit for the planet!

I recycle because: I learned about it at School

I recycle because: IT'S EASY AND I FEEL GOOD DOING MY BIT!

I recycle because: It's expected of me!

recycleforscotland.com

LOCAL AUTHORITY LOGO HERE

You can download this asset here:

[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

# Household Waste Recycling Centre Press Ad - Landscape

The purpose of the press ad/poster is to reinforce the annual campaign materials while promoting where the nearest Household Waste Recycling Centre is.

**recycle for Scotland**

## Millions of reasons to recycle!

In Scotland in 2015/16, we spent over £57million on landfilling items which could have been recycled.

**Your Recycling & Re-use Centre**

*Please add here the nearest Recycling and Re-use Centre including address and / or postcode*

**recycleforscotland.com**

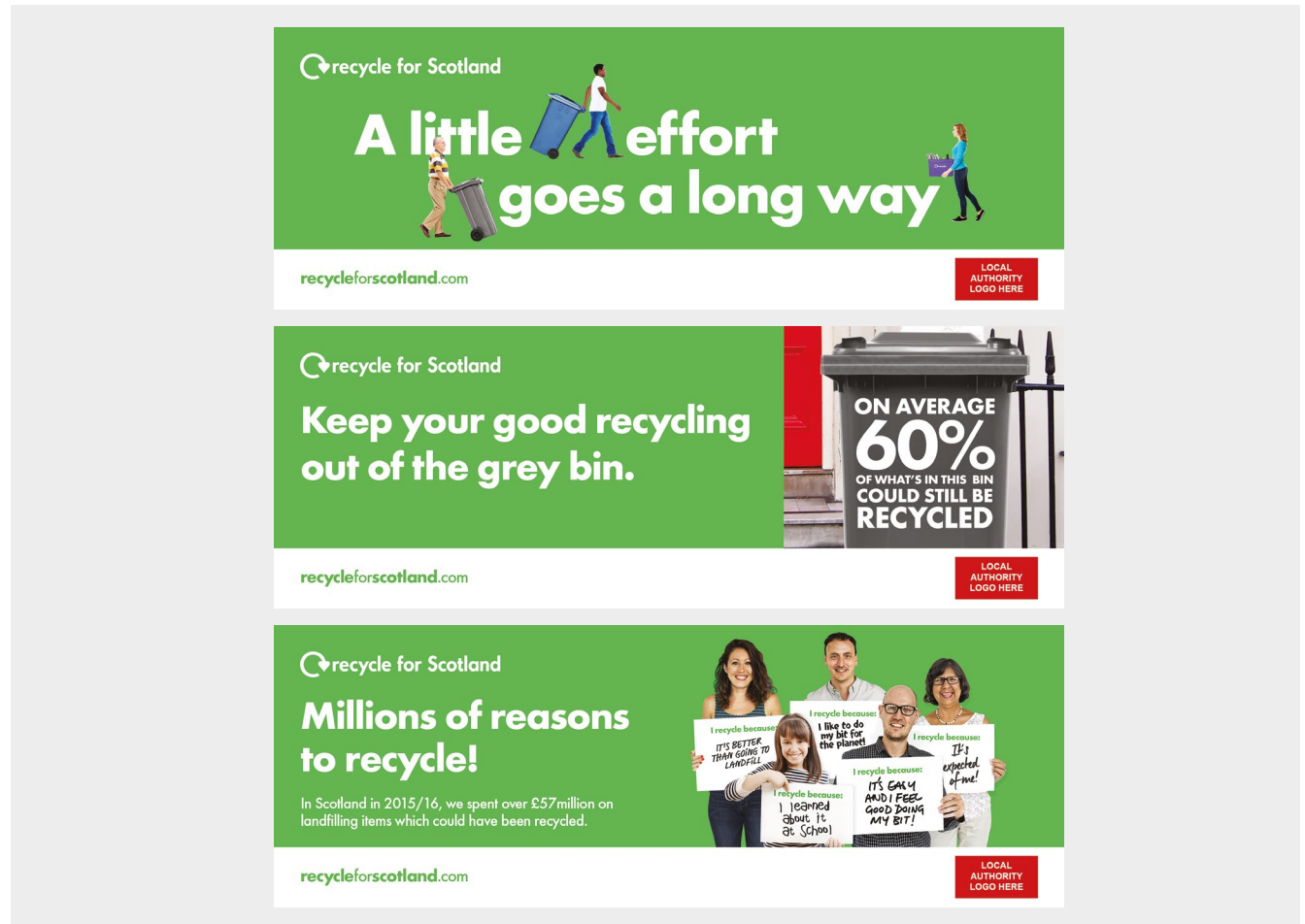
**LOCAL AUTHORITY LOGO HERE**

The advertisement features a group of five diverse people (three women and two men) smiling and holding white signs with handwritten text. The signs read: 'I recycle because: IT'S BETTER THAN GOING TO LANDFILL', 'I recycle because: I like to do my bit for the planet!', 'I recycle because: I learned about it at school', 'I recycle because: IT'S EASY AND I FEEL GOOD DOING MY BIT!', and 'I recycle because: It's expected of me!'. The background is a solid green color.

You can download this asset here:

[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

The purpose of the press ad/poster is to reinforce the annual campaign messaging. These assets can be localised and resized so they can be used in a range of publications.

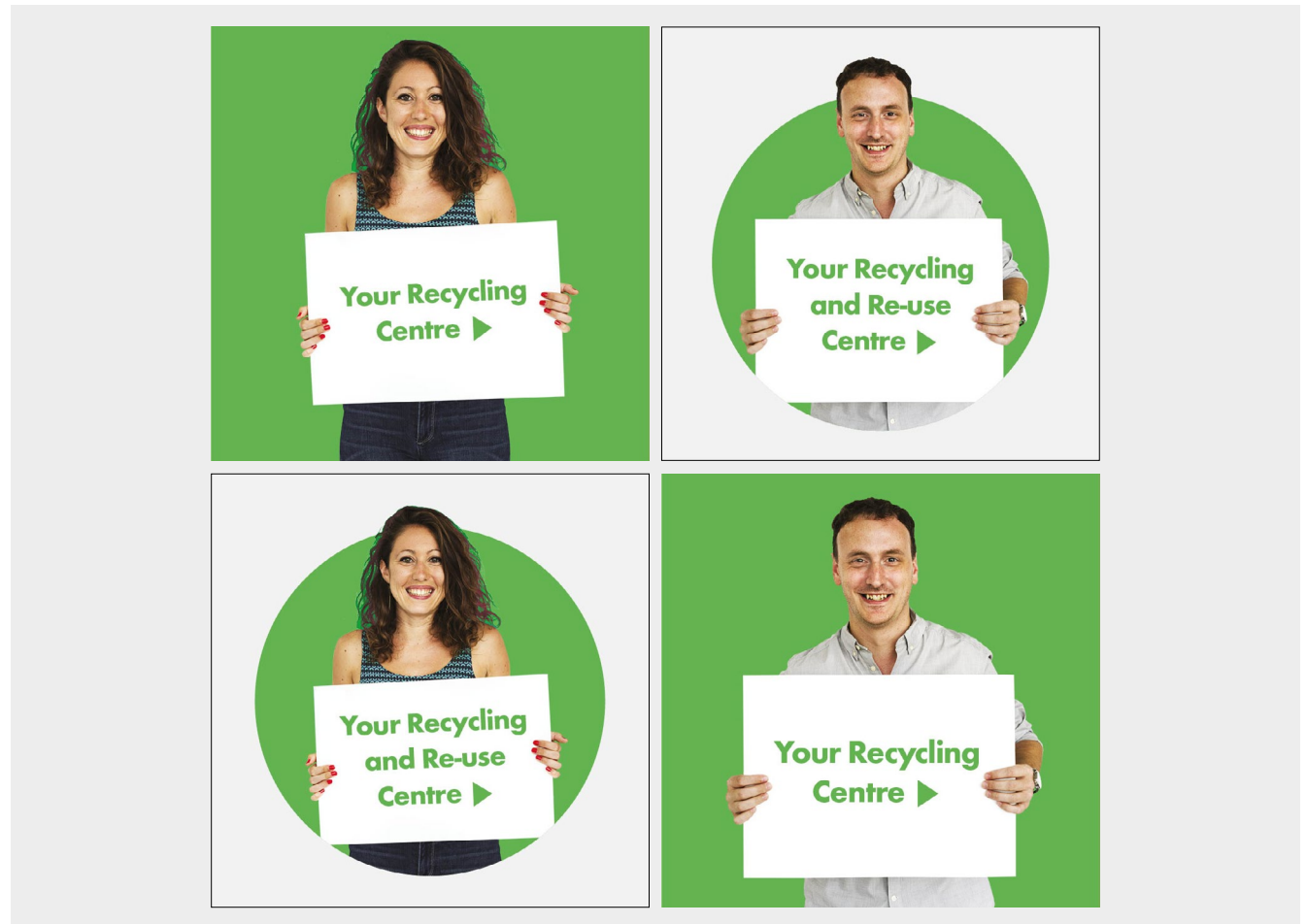


You can download this asset here:

[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

Four different web buttons have been created which can be used on the council website.

These web buttons can be used to link householders directly to information about Recycling Centres including the addresses, opening times and the materials collected.



You can download this asset here:

[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

Some of the messages within the infographic can be adapted to reflect Local Authority numbers/recycling messages. But the majority of the information is nationally representative statistics.

Examples of social media posts that could accompany the infographic:

- There are millions of reasons to recycle, what's yours?
- Aberdeen (or insert local authority) could recycle more. There are millions of reasons to recycle.

The infographic is titled "recycle for Scotland" and is divided into several informational panels. At the top, it states that in Scotland, in 2015 and 2016, £95 million was spent on household waste landfill tax, with 60% of this waste being recyclable. It highlights that £57 million of this could have been avoided and spent on community benefits. A central panel shows four recycling bins: Food waste (£XXX), Paper, card and cardboard (£XXX), Plastics, metals and cartons (£XXX), and Glass bottles and jars (£XXX). Several panels use visual metaphors to show the impact of recycling: recycling food waste could save £500,000 in landfill tax; recycling one drink can saves £400,000 a year; recycling one more clear glass bottle saves £3 million a year; recycling one more juice carton saves £500,000 a year; recycling one smart bar saves £400,000 a year. A calendar icon indicates that recycling all of Scotland's food waste would power a city the size of Dundee for 6 months. Another panel shows that recycling enough steel cans in just nine days could make another pair of Kelpies. The website www.recycleforscotland.com is listed at the bottom.

You can download this asset here:

[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

# Social media Infographic

The messages within the infographic can be adapted to reflect Local Authority numbers/ recycling messages.

Examples of social media posts that could accompany the infographic:

- There are millions of reasons to recycle, what's yours?
- Aberdeen (or insert local authority) could recycle more. There are millions of reasons to recycle.

**There's millions of reasons to recycle!**

In Scotland last year, we spent £95million in household waste landfill tax

On average 60% of this waste could have recycled

£57m that could have been avoided

That's £57m that could have been avoided

£57m that could have been spent benefiting your community

recycle for Scotland

recycleforscotland.com

Can be adapted to closer reflect local authority

You can download this asset here:

[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

# Social media Animation

These materials are based on Scottish numbers rather than Local Authority numbers so they should not be altered in any way. When using them online/on social media, the text accompanying the animation/gifs should be aware of this.

Examples of social media posts that could accompany the animation:

- Play your part, a little effort goes a long way
- Do you need a reminder of what can go in your recycling bin?



You can download this asset here:

[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)



# Social media

## Gif v.1

These materials are based on Scottish numbers rather than Local Authority numbers so they should not be altered in any way. When using them online/on social media, the text accompanying the animation/gifs should make reference to this to ensure it is clear.


Examples of social media posts that could accompany this gif:

- Did you know the difference that recycling one tea bag could make?
- Another great example of small differences all adding up.

You can download this asset here:

[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)


The gif is a vertical sequence of seven panels on a green background. Panel 1 shows a blue teapot. Panel 2 contains the text 'Putting all of our used teabags...'. Panel 3 contains '...in our food waste caddies,'. Panel 4 contains 'will save over £500,000 in landfill tax'. Panel 5 contains '...which can be spent benefiting your community.' and an illustration of a neighborhood with houses and a school. Panel 6 contains 'Don't let a good thing go to waste.' and an image of a tea bag. Panel 7 contains the 'recycle for Scotland' logo.


1. 


2. **Putting all of our used teabags...**

3. **...in our food waste caddies,**

4. **will save over £500,000 in landfill tax**

5. **...which can be spent benefiting your community.**  


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


7. 

# Social media

## Gif v.2

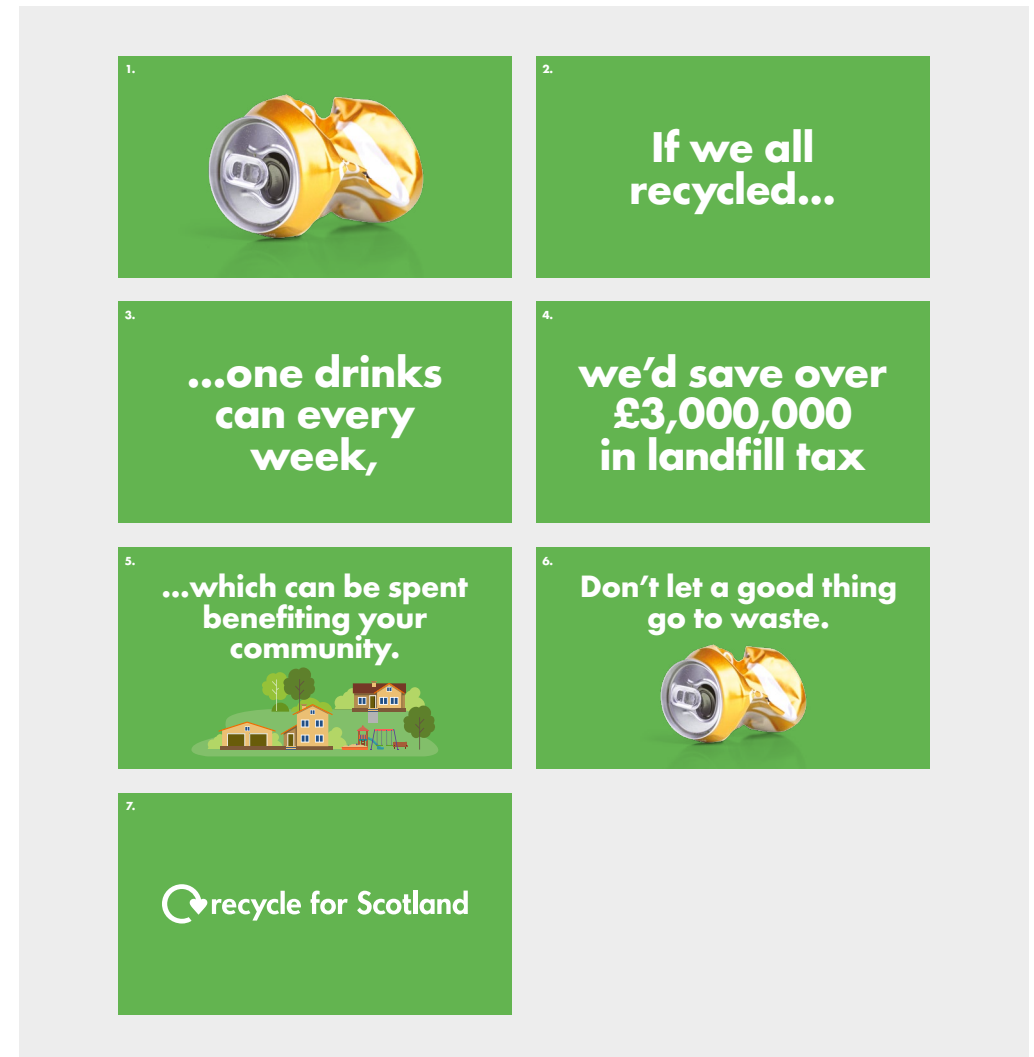
These materials are based on Scottish numbers rather than Local Authority numbers so they should not be altered in any way. When using them online/on social media, the text accompanying the animation/gifs should make reference to this to ensure it is clear.

Examples of social media posts that could accompany this gif:

- Do you know how much landfill tax could be saved by making one small change?
- Don't let a good thing go to waste, you can make a difference.

You can download this asset here:

[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)



# Social media

## Gif v.3

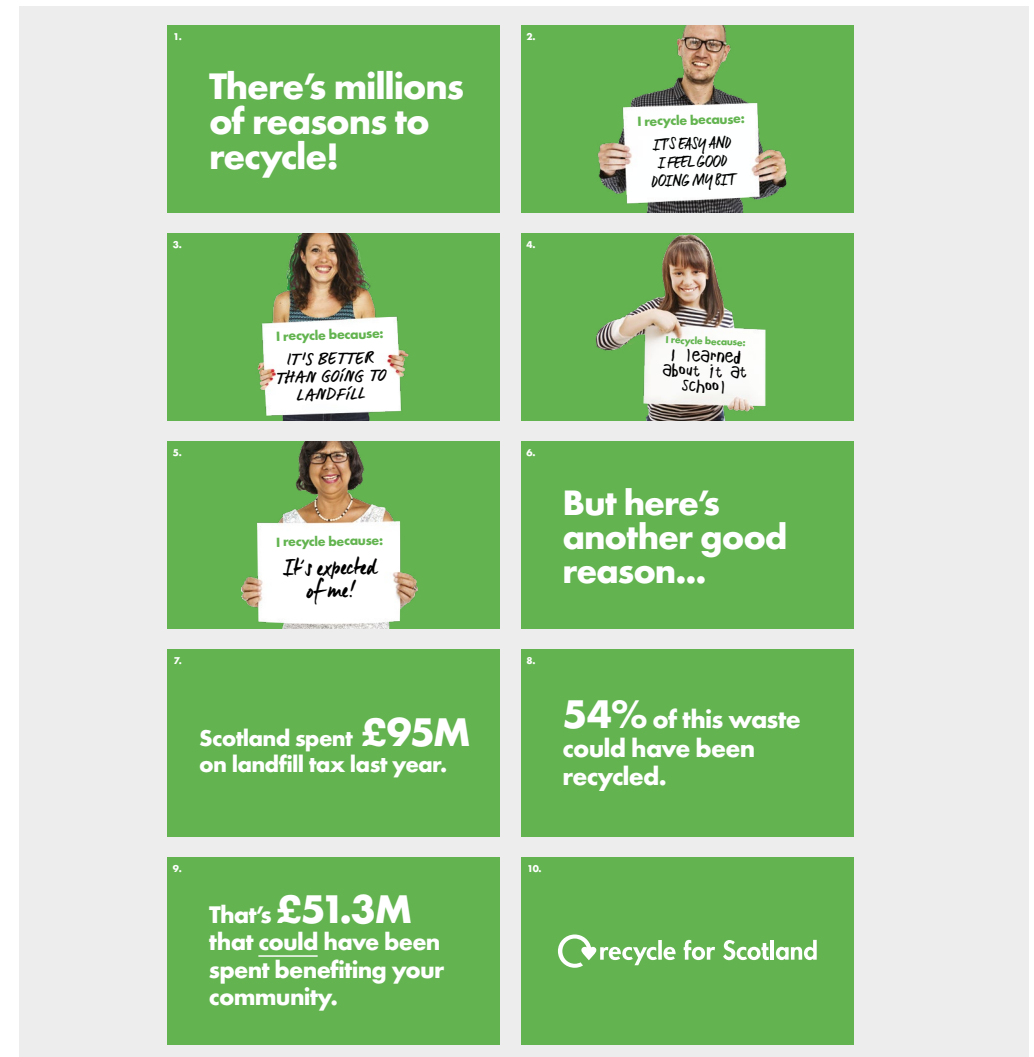
These materials are based on Scottish numbers rather than Local Authority numbers so they should not be altered in any way. When using them online/on social media, the text accompanying the animation/gifs should make reference to this to ensure it is clear.

Examples of social media posts that could accompany this gif:

- There are millions of reasons to recycling, what's yours?
- Do you know how much Scotland spent on landfill tax last year? You can make a difference.

You can download this asset here:

[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)



# Social Media Posts

Five different images have been created which can be used to make your social media posts more engaging. These images can be used on Facebook or Twitter.



You can download this asset here:

[www.zerowastescotland.org.uk/partners](http://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](mailto:support@recycleforscotland.com)**



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