

# **Guidance on recycling terms for communicating with householders**

# Contents

<b>3</b>	<b>Background and purpose of guidance</b>
<b>4</b>	<b>Consumer testing</b>
<b>6</b>	<b>What's included?</b>
<b>7</b>	<b>Section 1: Material stream headings</b>
<b>8</b>	<b>Section 2: Detailed material information</b>
9	Paper, card and cardboard
13	Plastics, metals and cartons
18	All colours of glass bottles and jars
<b>21</b>	<b>Section 3: Additional helpful information</b>
<b>22</b>	<b>Other communications support</b>
<b>23</b>	<b>Further support</b>



# Background and purpose of guidance

The Code of Practice associated with Scotland's Household Recycling Charter states that the use of consistent, tested terms to communicate with householders is an essential element of a recycling service.

This includes using standardised terms to communicate the three main dry recycling streams:

- Paper and card.
- Metals, plastics and cartons.
- Glass.

This guidance has been developed to support Household Recycling Charter signatories to use in their communications.

It can also be used by local authorities when communicating other waste and recycling service information.

The terminology will help to ensure a standardised approach to communicating waste and recycling to householders.

The recommended terms have been thoroughly researched and tested giving confidence in their ability to communicate information, messages and instructions effectively.

Using these terms will help to optimise the quality and quantity of recyclables collected and prevent contamination.



# Consumer testing

Robust qualitative and quantitative research was carried out to inform the development of this guidance.

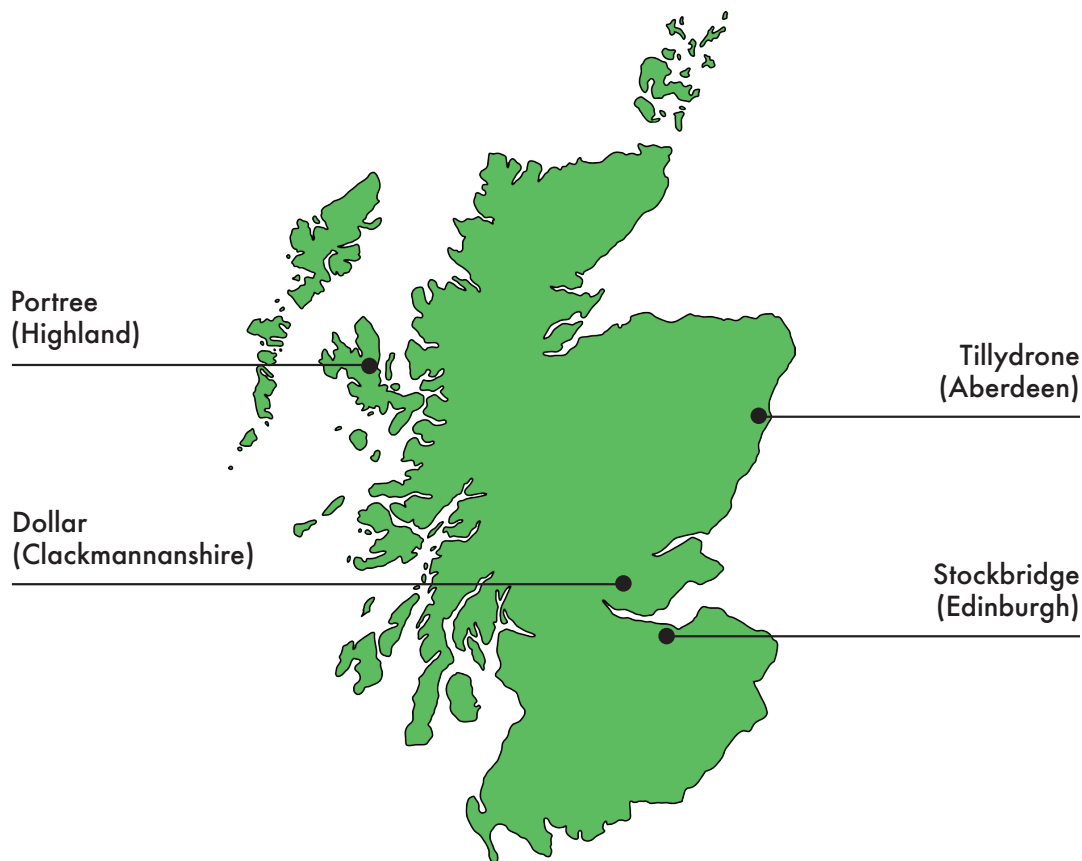
## Qualitative Research: Focus Groups

Four focus groups were run with householders across Scotland in September 2016 to identify the most effective terms which engaged, informed and motivated participation in, and optimisation of, good recycling behaviours.

This research explored the collective terms that could be used for each of the material streams:

- Paper and card.
- Plastics, metals and cartons.
- Glass.

It also investigated the accepted and non-accepted items for each material stream and an understanding of other recycling terminology.



# Consumer testing

## Quantitative Research: National Online Survey

The research findings from the focus groups were further tested using an online survey in February 2017.

A nationally representative sample of 500 people were asked a series of questions developed from the outputs of the focus group research.

Respondents were recruited from a panel provider with a pool of over 6 million people. Screening questions were included to ensure that respondents did not reject the concept of recycling, nor were they environmental activists.

The sample selected matched the standard demographics of the Scottish population using quota controls on age and gender.

Quotas also included areas of Scotland, household type, employment status and type, and total annual household income.

The questions were designed to explore if the focus groups findings reflected the opinions of the wider Scottish population.

The results corroborated the qualitative research findings.



# What's included?

## Section 1: Material stream headings

This section provides the material stream headings.

## Section 2: Detailed material information

This section provides the following information for each material stream:

- The list of accepted and non-accepted items.
- Supplementary information explaining why certain items cannot be recycled.
- Useful guidance on how to prepare materials for recycling.
- Additional information about recycling processes.

## Section 3: Additional helpful information

This section provides helpful information about other recycling terminology.



# Section 1: Material stream headings

This section details the headings to be used for each of the material streams:

- Paper and card.
- Plastics, metals and cartons.
- Glass.

The accompanying images can be used alongside each heading to further enhance understanding of the types of items accepted within each material stream.

## Paper and card

The heading for this material stream is:

**Paper, card and cardboard**



## Plastics, metals and cartons

The heading for this material streams is:

**Plastics, metals and cartons**



## Glass

The heading for this material stream is:

**All colours of glass bottles and jars**



## Section 2: Detailed material information

This section details lists for the accepted and non-accepted items for each material stream.

These lists will help householders to have confidence to use their recycling services correctly.

The lists are concise enabling them to be easily understood, read quickly and not take up too much space on communication materials.

This section also provides supplementary information explaining why certain items cannot be recycled.

Useful guidance on how to prepare materials for recycling and additional information about recycling processes is also included.

It is subdivided into the following sections:

**Paper, card and cardboard**

**Plastics, metals and cartons**

**All colours of glass bottles and jars**





# Paper, card and cardboard

\*In addition to the lists provided, clarification should also be provided for why certain items cannot be recycled.

Please include the supplementary information provided overleaf as part of your communications.

## Yes

### Paper

- ✓ Newspapers
- ✓ Magazines, catalogues and directories
- ✓ Junk mail
- ✓ Letters and envelopes (including windows)
- ✓ Office and shredded paper
- ✓ Paperback books - consider donating to charity before recycling
- ✓ Wrapping paper\* - no foil or glitter

### Card and cardboard

- ✓ Large and small cardboard boxes - for example, cereal, detergent boxes and packaging
- ✓ Brown corrugated packaging - remove tape and staples
- ✓ Toilet and kitchen roll tubes
- ✓ Greetings cards\* - no glitter

## No

- ✗ Tissues and napkins\*
- ✗ Padded envelopes
- ✗ Hardback books - please donate to charity
- ✗ Kitchen towels\*
- ✗ Wallpaper\*
- ✗ Disposable cardboard cups
- ✗ Cardboard contaminated with food - for example, pizza boxes

# Paper, card and cardboard

## Supplementary information explaining why certain items cannot be recycled

### Wrapping paper

- Only certain types of wrapping paper can be recycled. Good quality paper which is bright white on the non-printed side can be recycled. All other types, including glitter and metallic wrapping paper, cannot be recycled.

### Greetings cards

- Cards with glitter cannot be recycled - why not cut them up and use them as gift tags?

### Tissues and napkins

- These cannot be recycled as they are produced from short paper fibres.

### Kitchen towels

- These cannot be recycled as they are produced from short paper fibres.

### Wallpaper

- Some types of wallpaper contain a high concentration of synthetic inks and dyes that is difficult and costly to separate from the paper.

# Paper, card and cardboard

## How to prepare items for recycling

### Paper

- Remove any plastic wrapping and free gifts from newspapers and magazines and put them in the bin for non-recyclables

### Card and cardboard

- Remove all plastic inserts, polystyrene and tape from cardboard packaging
- Tear off any glitter and remove badges and batteries from greetings cards

## Additional information

- If you scrunch paper and it doesn't spring back then it can be recycled
- Paper is one of the most valuable recyclable materials - but only when it is clean and dry
- Consider donating paperback books to your local charity shop before recycling them

# Paper, card and cardboard

Here is an example showing how the terminology can be applied to a leaflet spread for paper, card and cardboard.

Collected every 2 weeks

## Paper, Card and Cardboard



### Yes

**Paper**  
**Clean and dry**

- ✓ Newspapers
- ✓ Magazines, catalogues and directories
- ✓ Junk mail
- ✓ Letters and envelopes (including windows)
- ✓ Office and shredded paper
- ✓ Paperback books - only if not suitable for taking to a charity shop
- ✓ Glitter free wrapping paper

**Cardboard**  
**Flattened**

- ✓ Large and small cardboard boxes - For example cereal, detergent boxes and packaging
- ✓ Brown corrugated packaging
- Remove all plastic inserts and polystyrene, as well as packing tape.

### Yes (continued)

- ✓ Toilet and kitchen roll tubes
- ✓ Glitter free greetings cards

### No

- ✗ Tissues and napkins
- ✗ Padded envelopes
- ✗ Kitchen towels
- ✗ Cardboard contaminated with food - Once soiled with grease, paper cannot be recycled because the fibres cannot be separated from the oils during the recycling process.





1 Collect your recycling and flatten your cardboard.



2 Place your recycling into your blue bin.



3 Place your blue bin at the kerbside on your collection day and we will collect it every two weeks.



♻️ Paper and card can be recycled into new newspapers and packaging.

# Plastics, metals and cartons

\*In addition to the lists provided, clarification should also be provided for why certain items cannot be recycled.

Please include the supplementary information provided overleaf as part of your communications.

## Yes

### Plastic Bottles, Pots, Tubs and Trays

- ✓ Food and drink bottles
- ✓ Toiletry bottles
- ✓ Tablet and medicine bottles
- ✓ Pots, tubs and trays
- ✓ Lids and tops

### Tins, Cans, Aerosols, Foil and Metal Lids

- ✓ Tins
- ✓ Drinks cans
- ✓ Empty aerosols
- ✓ Foil trays
- ✓ Aluminium foil
- ✓ Chocolate and biscuit tins
- ✓ Metal lids

### Food and Drink Cartons

- ✓ Food and drink cartons

## No

- ✗ Plastic bags, liners and cling-film\*
- ✗ Bubble wrap
- ✗ Polystyrene
- ✗ Plastic wrappers
- ✗ Plastic netting
- ✗ Plastic disposable cups\*
- ✗ Straws
- ✗ Hard plastics\* - for example, plastic toys
- ✗ Small and large electricals
- ✗ Batteries
- ✗ Oil and paint cans
- ✗ Cutlery
- ✗ Gas bottles
- ✗ Pots, pans and trays
- ✗ Wire

You should be able to recycle electricals, batteries and other metal items at your local recycling centre.

# Plastics, metals and cartons

## Supplementary information explaining why certain items cannot be recycled

### Plastic bags, liners and cling-film

- These can cause technical issues with the automated sorting equipment, resulting in missorting and the rejection of otherwise good materials.

### Plastic disposable cups

- These cannot be recycled as they are made of a different type of plastic.

### Hard plastics

- Plastic items are sorted by optical scanners which use the reflection of light to identify the different types of plastics. Hard plastic doesn't reflect light so can not be seen and sorted by the scanners.

# Plastics, metals and cartons

## How to prepare items for recycling

### Plastic bottles and containers

- Remove any dispenser pumps and put them in the bin for non-recyclables
- Leave on labels - these will be removed in the recycling process
- Bottles can be squashed to save space
- Remove any plastic film or absorbent trays and place these in the bin for non-recyclable waste
- Empty and rinse and put lids and tops back on

### Tins, cans, aerosols and foil

- Place tin lids inside the tin
- Remove plastic caps and recycle with plastics
- Scrunch foil to form a ball
- Empty and rinse
- Leave on labels - these will be removed in the recycling process

### Food and drink cartons

- You can leave plastic tops on cartons - these will be removed and recycled
- Empty and rinse

# Plastics, metals and cartons

## Additional information

- Leftover food or liquids can contaminate other recyclables
- Liquids can damage the recycling machinery



# Plastics, metals and cartons

Here is an example showing how the terminology can be applied to a leaflet spread for plastics, metals and cartons.

Collected every 2 weeks

## Plastics, Metals and Cartons

Plastic bottles, pots, tubs and trays, tins, cans and aerosols



Yes	No
<b>Metals</b> <b>Empty and rinsed</b> <ul style="list-style-type: none"><li>✓ Tins</li><li>✓ Drinks cans</li><li>✓ Empty aerosols</li><li>✓ Foil trays</li><li>✓ Aluminium foil</li><li>✓ Chocolate and biscuit tins</li><li>✓ Metal lids</li></ul>	<ul style="list-style-type: none"><li>✗ Plastic bags, liners and cling-film</li><li>✗ Bubble wrap</li><li>✗ Polystyrene</li><li>✗ Plastic wrappers</li><li>✗ Plastic netting</li></ul>
<b>Plastics</b> <b>Rinsed and squashed</b> <ul style="list-style-type: none"><li>✓ Food and drink bottles</li><li>✓ Toiletty bottles</li><li>✓ Tablet and medicine bottles</li><li>✓ Pots, tubs and trays</li><li>✓ Lids and tops</li></ul>	
<b>Cartons</b> <b>Rinsed and squashed</b> <ul style="list-style-type: none"><li>✓ Food and drink cartons</li></ul>	





1 Rinse your metals, and rinse and squash your plastics and cartons.



2 Place your recycling into your green bin.



3 Place your green bin at the kerbside on your collection day and we will collect it every two weeks.



Metals, plastics and cartons can be recycled into new aerosols, plastic bottles, tins and cans.

# All colours of glass bottles and jars

\*In addition to the lists provided, clarification should also be provided for why certain items cannot be recycled.

Please include the supplementary information provided overleaf as part of your communications.

## Yes

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

## No

- ✗ Crockery, ceramics and Pyrex
- ✗ Windows and mirrors
- ✗ Drinking glasses
- ✗ Light bulbs
- ✗ Broken glass\*

These do not melt at the same temperature as bottles and jars and can ruin the recycling process.

# All colours of glass bottles and jars

## Supplementary information explaining why certain items cannot be recycled

### Broken glass

- Broken glass is hazardous to the workers who collect and sort your recyclables so should not be put in your glass recycling bin.

## How to prepare items for recycling

- Empty and rinse
- Metal lids and caps can be put back on - these will be removed and recycled

## Additional information

- Non-accepted glass items do not melt at the same temperature as bottles and jars
- Leftover food or liquids can contaminate other recyclables
- Liquids can damage the recycling machinery

# All colours of glass bottles and jars

Here is an example showing how the terminology can be applied to a leaflet spread for all colours of glass bottles and jars.

Collected every 2 weeks

## Glass Bottles and Jars

All colours of glass bottles and jars

### Yes

**Glass bottles and jars**

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







### No

- ✗ Crockery, ceramics and pyrex
- ✗ Windows and mirrors
- ✗ Drinking glasses
- ✗ Light bulbs

These types of glass do not melt at the same temperature as bottles and jars. If they enter the glass recycling process it can result in new containers being rejected.

- ✗ Broken glass

Broken glass is hazardous to the workers who collect and sort your recyclables so should not be put in your glass recycling bin.



- 1 Wash your glass bottles and jars *add whether lids are included in the collection or not.*
- 2 Place your recycling into your purple bin.
- 3 Your purple bin should be placed at the kerbside on your collection day and we will collect it every two weeks.

Glass bottles can be recycled into new glass bottles or into insulation to help keep homes warm.

## Section 3: Additional helpful information

This section provides helpful information about other recycling terminology that should be used when implementing the Household Recycling Charter.

### Non-recyclable waste

This term should be used to describe waste that cannot be recycled and in combination with an additional statement “only for items that cannot be recycled”.

The terms general waste or landfill waste should no longer be used.

### Recyclables

This term should be used to describe materials that can be recycled.

### Additional waste

This term should be used to describe waste that cannot fit into the non-recyclable waste bin.

The terms excess waste or side waste should no longer be used.



# Other communications support

In addition to this guidance, Zero Waste Scotland has produced a range of toolkits and template communication materials to help support the implementation of the Household Recycling Charter and any ongoing communications.

These toolkits are available for download from the Zero Waste Scotland Partners website.

## Reduced Collections Toolkit

This updated toolkit includes new headline messaging to communicate reduced capacity collections of non-recyclable waste, as well as reduced frequency collections.

## Annual Campaigns Toolkit

This new toolkit features three mini campaigns for cross channel engagement that local authorities can use as an annual campaign. Each campaign is focused on a theme and can be used as a reminder and additional encouragement for participation and capture.

## Contamination Toolkit

This new toolkit supports the implementation of the Household Recycling Charter's contamination policy.



# Further support

Please contact us, requesting '*Recycle for Scotland support*', if you have any questions about this document or need further support.

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



A **Zero Waste Scotland** initiative  
Ground Floor Moray House Forthside Way Stirling FK8 1QZ