

 recycle for Scotland

Communications Toolkit

Service Change



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

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Zero Waste Scotland created these materials to help Scottish local authorities communicate with householders about any changes to their waste and recycling service, including changes to the containers used, materials being collected, or date and frequency of collection.

Over the past years several local authorities across Scotland have implemented comprehensive, high-performing recycling services. However in order to meet ambitious recycling targets while maximising cost efficiency, it might be necessary to make changes to the service, for example increasing the number of materials which can be collected or changing the recycling containers used. The following materials have been designed to help local authorities to communicate these changes effectively to their residents, importantly explaining why the change is happening and encouraging householders to participate and manage their waste and recycling effectively.

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.

Your strategy should help you communicate:

- Any new materials which are now being collected
- Any changes to the containers being used
- Any change in collection dates or frequency of collection
- The full range of the council's waste and recycling collection services

Getting your communications right will help optimise householder participation in recycling.

Your internal communications strategy

Use this to engage, review and increase understanding and awareness of the forthcoming service changes. It will help support an efficient and effective implementation by:

- Briefing internal audiences on the schedule, implementation areas and strategic importance of the changes
- Promoting communication within, and between, departments to ensure all staff know about the activities being undertaken, and are aware of changes to key documents, such as FAQs

Internal staff may live in the council area.

Treat them as a target audience; encourage them to change their behaviour and act as ambassadors for the service.

Email
support@recycleforscotland.com
for further advice on writing your communications strategy.



Example of communicating a key recycling tip

External communications strategy

Use this to let householders know well in advance about the service changes. It should provide clear and concise information on:

- Any change in which materials are being collected
- And change in the collection dates or the frequency of collections
- Making better use of existing recycling containers, and using the right containers or the right materials
- Encouraging householders to participate in all of the council's recycling services

Think about designing your strategy around these three key phases:

Get Ready (Engage) – four to six weeks before the introduction of the service change, used to raise awareness and inform the public of the forthcoming changes.

Go (Enable) – during the introduction of the service change, used to inform and encourage residents to fully utilise their recycling containers and follow the new collection schedule and any date changes for their waste and recycling containers.

Remind (Encourage) – after the service changes have been introduced in each area, to encourage the ongoing use of the waste and recycling collection services.

Your strategy will work best if it's supported by a detailed:

- Community engagement plan
- Digital and social media plan
- Press and PR plan

Guidance for editing templates

All templates mentioned in this toolkit are available for download:

www.zerowastescotland.org.uk/FrequencyToolkit

Other useful links include:

Recycle for Scotland brand guidelines:

www.zerowastepartners.org.uk/rfs-brand-guidelines/rfs-brand-guidelines/

Improving Recycling Through Effective Communications:

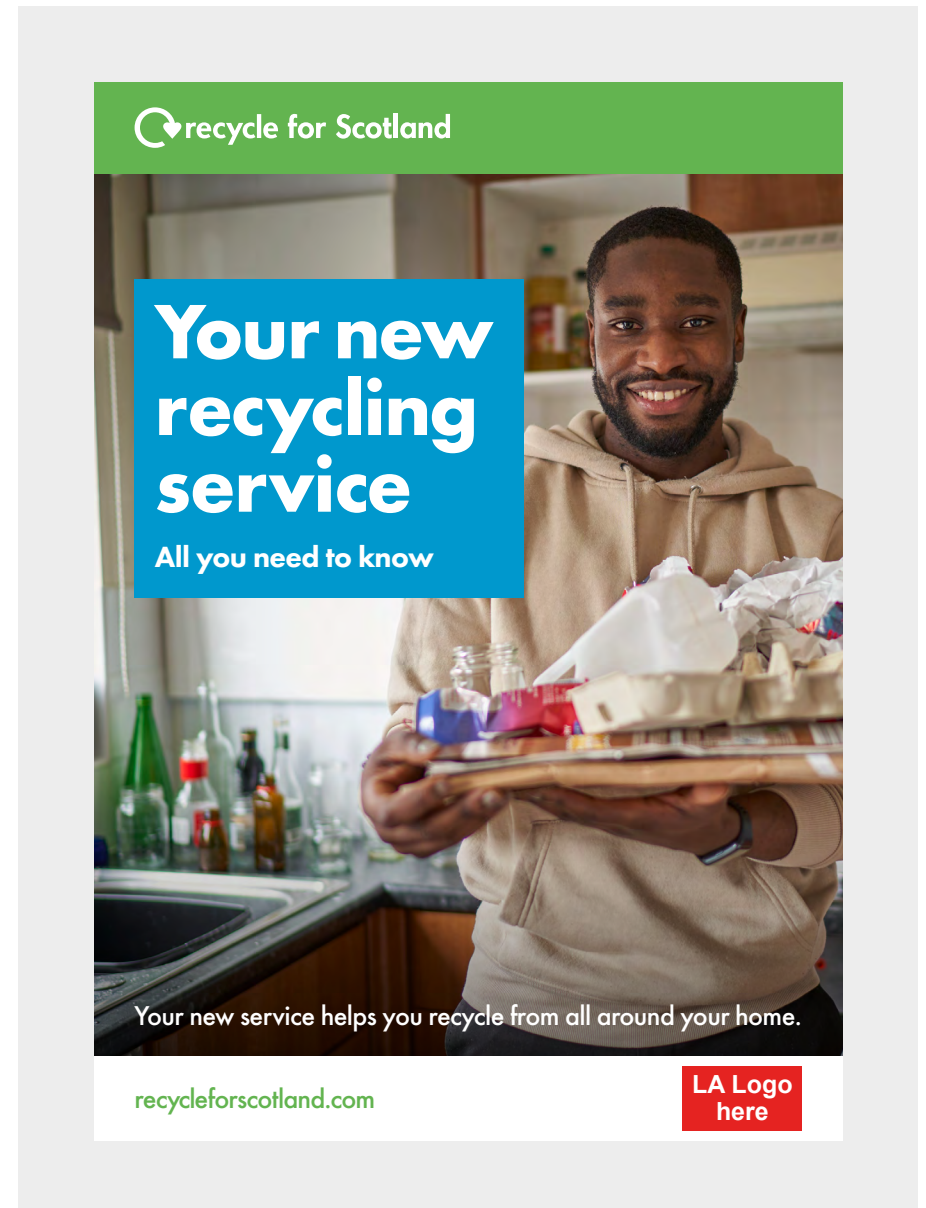
www.zerowastepartners.org.uk/communications-guidance/

The leaflet gives householders detailed information about how to participate fully in the recycling service. This is a 16 page A5 leaflet that contains:

- The full rationale for the change in service
- Guidance on correct use of each container
- A list of frequently asked questions

Remember that leaflets must be printed on recycled paper.

[All resources available for download here](#)



What's changing?

Why?

- We are making improvements to your recycling and waste services so we can deliver these collections more efficiently. This means we can make savings which will help maintain other important local services, improve recycling rates and positively impact our environment.
- By making these changes we are also helping to move Scotland closer to more consistent recycling across the country, meaning no matter where you live, recycling services will be easier to use and understand.
- It will be worth the investment you savings to be realized by making the service change, if applicable.**

What's happening?

- Your grey bin for non-recyclable waste is changing from weekly to every two weeks.
- All other recycling collections will remain the same.
- You can now recycle cartons in your green bin.
- To help you recycle more additional recycling bins and food waste caddies are available free of charge.

For more information:
 @HighlandCouncil
 www.council.gov.uk
 0800 123 1020

Blue Bin
 Paper, Card and Cardboard
 Collected every 2 weeks

Green Bin
 Plastics, Metals and Cartons
 Collected every 2 weeks

Purple Bin
 All Colours of Glass Bottles and Jars
 Collected every 2 weeks





Food Waste Caddies
 Collected every 2 weeks

Please refer to your new calendar to check if your collection day has changed.

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 – reuse them by taking to a charity shop.
- Glitter free wrapping paper




Cardboard
Flatboxed

- Large and small cardboard boxes – for example cereal, detergent boxes and packaging
- Brown corrugated packaging
- Toilet and kitchen roll tubes
- Glitter free greeting cards



No

- Tissues and napkins
- Padded envelopes
- Kitchen towels
- Cardboard contaminated with food
- Nappies

Top Tip!
 Remove all plastic inserts and polystyrene, as well as packing tape from boxes.

- Collect your recycling and flatten your cardboard.
- Place your recycling into the right bin.

- Place your 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.

Collected every 2 weeks

Plastics, Metals and Cartons

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

Yes

Metals
Empty and rinsed

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

Plastics
Rinsed and squashed



- Food and drink bottles
- Toiletary bottles
- Toilet and medicine bottles
- Pot, tubs and trays
- Lids and caps
- Yoghurt pots

Cartons
Rinsed and squashed



- Fruit juice, milk, soup and sauce cartons

No

- Plastic bags, liners and cling film
- Bubble wrap
- Polythene
- Plastic-wrappers
- Plastic netting

- Rinse your metals, and rinse and squish your plastics and cartons.
- Place your recycling into the right bin.

- Place your bin at the kerbside on your collection day and we will collect it every two weeks.
- Recycled materials are used to create all sorts of items such as packaging, bags, car components, furniture, building materials and even airplane parts!

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
- Condenser bottles and jars
- Toiletary and perfume bottles




Metal bottle tops and corks can go in this recycling bin.

These types of items have different properties to bottles and jars. If they are accidentally recycled with bottles and jars they will not melt at the same temperature in the glass furnace and will create impurities in the recycled glass.



Broken glass
Broken glass is hazardous. Please wrap it carefully in newspaper and put it in your non-recyclable waste bin.

No

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

- Wash your glass bottles and jars.
- Place your recycling into the right bin. Metal bottle tops and corks can go in the bin too.

- Your 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.

Collected every week

Food Waste

All types of food waste – cooked and uncooked

Yes

Cooked and uncooked

- Dairy and eggshells
- Fish, meat and bones
- Fruit and vegetables (and peelings)
- Bread and cakes
- Rice, pasta and pizza
- Tea bags and coffee grounds
- Pet foods
- Unpackaged out-of-date food



Keeping your caddy clean

- You can empty your kitchen caddy as often as needed.
- Your caddy can be stored anywhere including in a cupboard or outside.
- Avoid spillages by only filling the liner 3/4 full before tying.
- Close your caddy as quickly as after emptying it and then replace the liner.


No

- Liquids and oils
- Packaging

Top Tip!
 Keep your indoor caddy clean and fresh by using new liners. And remember, you can even recycle meat and bones.

- Put all cooked and uncooked food waste into your kitchen caddy which should be lined with a compostable liner, or newspaper.
- When the liner is almost full, tie and remove it from the kitchen caddy.




- Put the full liner into your kerbside caddy, then place it at the kerbside on your collection day and we will collect it every week.
- Your food waste is then shredded and treated to turn it into valuable resources such as agricultural fertilisers and energy.

Love Food Hate Waste

Scotland throws away 600,000 tonnes of food and drink from our homes every year, most of which could have been eaten.

This waste costs us over £1 billion a year, or £440 for the average household.

While your food waste recycling service is great for disposing of unavoidable food waste like peelings, bones and fruit cobs, reducing the amount we waste in the first place can save us money and benefit the environment.

For hints, tips and recipes to help use up your leftovers visit scotland.lovefoodhatewaste.com



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This waste costs us over £1 billion a year, or £440 for the average household.

Re-use

Every year in Scotland many potentially re-usable items are sent to landfill.

There are great re-use organisations in the region that offer alternative ways to dispose of your unwanted items whilst helping your local community, the environment, and reducing the volume and cost of waste sent to landfill.

If you have large items at home that you no longer need and are still in good condition, why not donate them for re-use. You can search for re-use organisations in your area at ewss.co.uk/reuse-tool or use local sales and wanted sites, eBay, Freecycle or Fridge.

Why re-use?

- You'll be helping to reduce the amount of items being sent to landfill, reducing the environmental impact of waste. If items are in good condition, please put them in re-use containers where available.
- You'll be saving your Local Authority in landfill disposal costs, money which can be better spent in your community.



Furniture is a great example of what can be re-used.

Some things to bear in mind when editing

When adapting the leaflet, remember that the information you include doesn't have to just cover the recycling service itself. This could be a good opportunity to drop in information about the local household waste recycling centres, what to do with unwanted bulky waste or other items that aren't collected at the kerbside, or our Love Food Hate Waste campaign. Try to keep messages as localised as possible as this tested best in our focus groups. Posters or press ads from our other toolkits are also a good way to break up the information and incorporate other messages.

Your Household Recycling and Re-use Centres

There are a number of Recycling Centres throughout the region where you can drop off items for re-use and recycle a wide range of materials.

Items such as household furniture, small and large electrical items, garden waste, wood and jigs, clothing, shoes, lin-a-brac and much more can be recycled at these locations.

Further information about your local Recycling Centre, where it is and what can be recycled, can be found online or by contacting us:
www.council.gov.uk/recycle
recycle@ council.gov.uk
 01908 123 4567

How to use your Recycling Centre

- Always separate your waste before visiting the site
- Do not bring unsorted waste in bags as many items can be recycled at the site
- Do not put recyclable materials in the landfill skips

A local map could be included

Frequently asked questions...

Can I recycle electrical items?

There are a number of ways in which electrical goods can be recycled. The Waste Electrical and Electronic Equipment (WEEE) Directive sets targets for increasing the recycling rate for electrical goods.

At your local Recycling Centre there are facilities for recycling electrical goods. For further information about where your nearest facilities are visit:
www.council.gov.uk/recycle
recycle@ council.gov.uk
 01908 123 4567

Many companies that sell electrical goods will now also take away your old appliances when they deliver the new one.

Some charity shops will also accept electrical goods.

Why don't you accept plastic bags for recycling?

Plastic bags are made of a range of lower value plastics which are difficult to sort and re-process. They can contaminate other materials and become entangled in the sorting machinery. So use your carrier bags or take them to a supermarket that has a recycling collection bin bags. Many supermarkets will also take a wide range of plastics for recycling such as bread bags and fruit and vegetables.

Where can I get new food waste liners?

When you need more food waste liners, please fit a bag or food liner to the handle of your caddy. The collection crew will leave a new roll in the caddy after it has been emptied.

How can I reduce my waste?

Avoid packaging Buy loose where possible. Fruit and vegetables can often be bought without packaging and store cupboard essentials, like pasta, may be available at mill shops where you can take your own containers.

Only buy what you need (don't buy more, make a shopping list and stick to it)

Use up your leftovers (if you're not going to eat them in time, the freezer is your friend)

Check out if unwanted items can be re-used (even broken items are sometimes snapped up on Beecycle or Freecycle - just be honest about the quality of the items - some people love a repair project)

And make things last (look after things, repair them where necessary, check care/washing instructions etc)

If you require this leaflet in large print, audio or need it translated into other languages please contact:
 XXXX XXX XXXX

For more information:
www.council.gov.uk/recycle
info@ council.gov.uk
 freephone 0800 123 4567

All resources available for download here

Your external communications strategy can be reinforced by a range of communication materials that will support each phase of the service implementation.

Local authority brand
marque optional



Council brand marque and further
information/contact details optional

All resources available for download here

Vehicle livery templates have been developed so that councils can promote their new services on the side of their collection fleet. This style of poster can be adapted by local authorities to highlight the services available. Alternative images of various recyclable waste types are available on the Zero Waste Scotland partners site.



All resources available for download here

Social posts have been developed to promote new services through council social media channels. We have included social posts across a variety of formats to encourage this communication. Included in this social post pack you will find 3 x static social posts and gifs sized for use across all social media channels.



Zero Waste Scotland

7h · 🌐



We're improving your recycling and waste collection services to make them more efficient, and also to help support consistency across Scotland.



recycleforscotland.com

Watch out for incorrect items in your recycling bin.

[Learn more](#)



Zero Waste Scotland

7h · 🌐



You might be surprised to learn what you can now recycle. From aerosol cans to tea bags, there's a coloured bin to put it in.



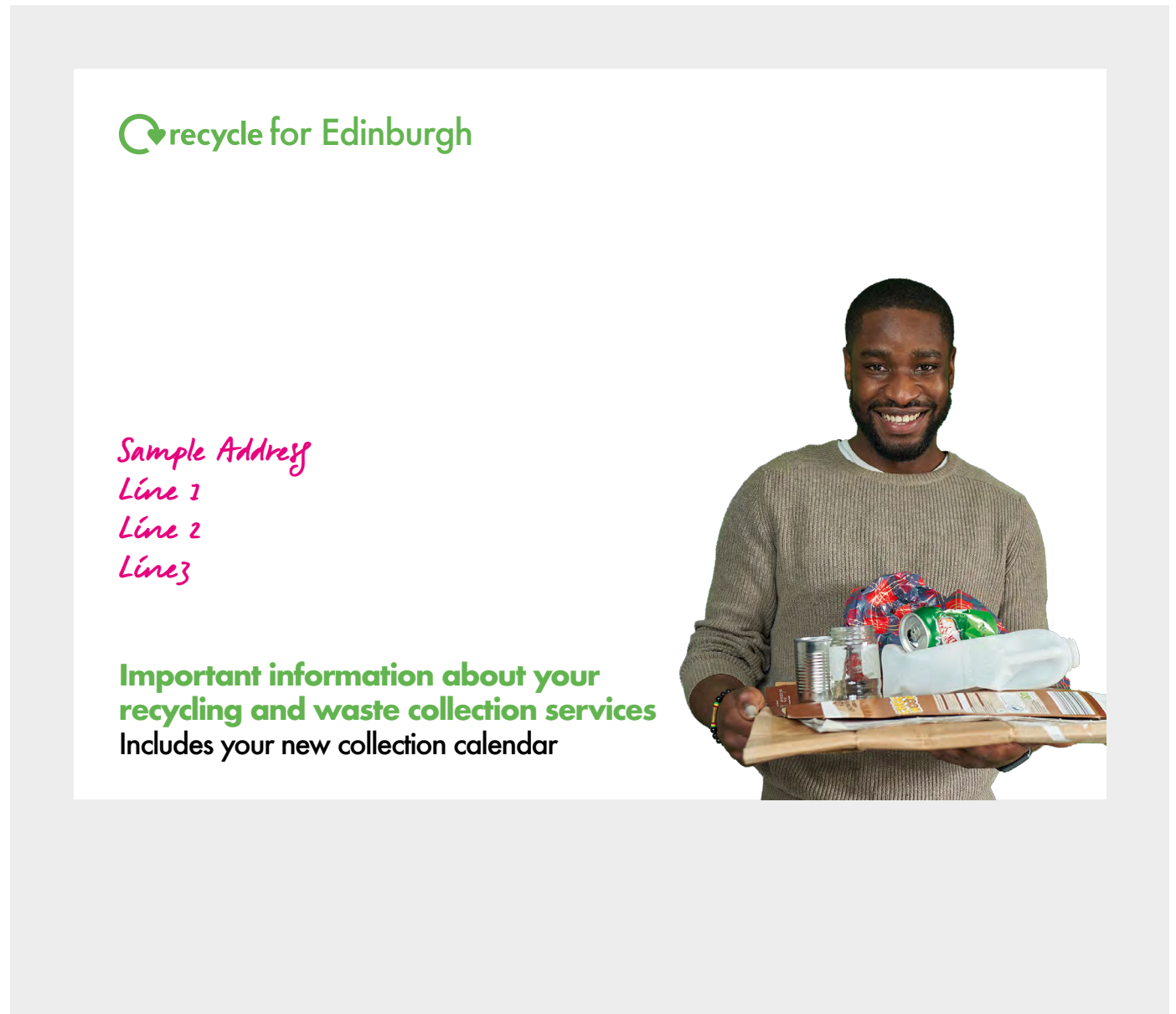
recycleforscotland.com

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[Learn more](#)

All resources available for download here

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All resources available for download here


Collection calendars let households know the collection dates for their recycling containers and non-recyclable waste bin. Instructions are provided for including a function on your website that lets residents download their collection dates directly to their digital calendar – such as Outlook, Google or iCal. This means they'll receive an automatic reminder on the evening before each collection. The reminder can also provide information on which containers are due to be collected and the times when containers need to be out for collection.

2022 – Your collection day is Tuesday

1  Your food caddy will be collected **every week**

2  Your blue and black recycling containers will be collected **every two weeks**

2  Your brown garden waste bin will be collected **every two weeks** (March - November only)

3  Your green non-recyclable bin will be collected **every three weeks**

May						
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30	31					

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July						
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25	26	27	28	29	30	31

August						
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September						
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October						
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31						



November						
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28	29	30				



December						
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January						
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February						
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		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					



Collection key










For more information and to request free additional containers, contact:
info@council.gov.uk
www.council.gov.uk/recycling
 01563 554 033



Please note. The non-recyclable sticker should not contain the Recycle for Scotland brand marque as focus group testing found this to be confusing.

Stop! Can you recycle it?

This bin should **NOT** contain:

- x Food waste**
- x Recyclables**
- x Garden waste**

Use your recycling
and food waste bins to
recycle these materials
correctly.

For more information: Web. www.council.gov.uk Tel. **0845 000000** Email. info@council.gov.uk

Include local authority
contact details for people
to find out more

All resources available for download here

Bin hangers

Bin hangers can be placed on bins to let householders know why their bin wasn't collected — tick boxes let collectors inform them what caused the rejection. The hanger also contains information about what can be recycled in each container, and what goes in the non-recyclable waste bin.

All resources available for download here

recycleforScotland.com

recycle for East Ayrshire

We could not collect all your waste and recycling today

Reason:

- Today is not your collection day
- Your bin was overflowing and/or there was excess waste
- Your general waste bin contained recyclable items
- Your recycling bin/box/bag contained incorrect items and/or items that cannot be recycled

Please remove any incorrect items and put your bin out on your next scheduled collection day. To find out how to use your containers correctly please turn over.

Please contact the Council if you need...

- To know when your collections are
- More/replacement recycling containers
- Help with reducing waste
- Information on what we collect

Tel. 0845 000 000
Email: info@council.gov.uk

Ref.

For more information:
@EastAyrshire
www.east-ayrshire.gov.uk
01563 554 033

recycleforScotland.com

recycle for East Ayrshire

Think before you bin – can it be recycled?

Collected every 2 weeks

Paper and card

- ✓ Newspapers and magazines
- ✓ Brochures and catalogues
- ✓ Leaflets
- ✓ Office paper
- ✓ Yellow pages/directories
- ✓ Envelopes and wrapping paper
- ✓ Cereal boxes/cardboard packaging
- ✓ Brown corrugated cardboard boxes
- ✓ Toilet roll tubes

Collected every 3 weeks

- ✓ Metals, plastics and cartons

Collected every 2 weeks

- ✓ Glass bottles and jars

Collected every week

- ✓ Food waste (cooked and uncooked)

For more information:
@EastAyrshire
www.east-ayrshire.gov.uk
01563 554 033

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