


# Recycle Week 2024 social copy



## Recycle Week Social Copy

The posts can be edited and localised to include details or highlights of your activity during Recycle Week. It is an opportunity to encourage your audience to get behind Recycle Week and remind them of their local recycling provision.

Our call to action is to encourage individuals to use our Recycling Sorter to check what can be recycled where: <https://zws.scot/recycling-sorter-tool>

Asset	Copy
Hero video	<p>Across Scotland we put loads of effort into recycling. But still over HALF of what we put in general waste could have been recycled.</p> <p>This #RecycleWeek24, let's get everything in the right bins so we don't let our effort go to waste.</p> <p>Find out what you can recycle where with the Recycling Sorter: <a href="https://zws.scot/recycling-sorter-tool">https://zws.scot/recycling-sorter-tool</a></p>
Asset 1 - Material stream – paper and cardboard 	<p>We scrunch. We flatten. We rip. We put so much effort into recycling our paper, but still over HALF of what goes in our general waste bin could have been recycled.</p> <p>This #RecycleWeek24, let's get everything in the right bins so we don't let our effort go to waste.</p> <p>Check what you can recycle where with the Recycling Sorter: <a href="https://zws.scot/recycling-sorter-tool">https://zws.scot/recycling-sorter-tool</a></p>



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<p>Asset 2 - Material stream – plastic</p>  A collection of various plastic bottles and containers in different colors (yellow, white, green, blue) arranged on a surface. The background has a repeating pattern of the text "WE SQUEEZE, WE SORT, WE RINSE, WE SQUISH, WE SQUEEZE." in a light blue font.	<p>We sort. We rinse. We squish and we squeeze. We put so much effort into recycling our plastics, but still over HALF of what goes in our general waste bin could have been recycled.</p> <p>This #RecycleWeek24, let's get everything in the right bins so we don't let our effort go to waste.</p> <p>Discover what items you can recycle where with the Recycling Sorter: <a href="https://zws.scot/recycling-sorter-tool">https://zws.scot/recycling-sorter-tool</a></p>
<p>Asset 3 - Material stream – food waste</p>  A white plate with food waste, including a slice of tomato, a piece of mushroom, and some yellowish residue. The plate is set against a green background with a circular pattern of the text "WE BAG, WE SCRAPE, WE PEEL, WE EMPTY, WE BAG, WE SCRAPE, WE PEEL, WE EMPTY." in a white font.	<p>We scrape. We peel. We bag. We put so much effort into recycling our food waste, but still over HALF of what goes in our general waste bin could have been recycled.</p> <p>This #RecycleWeek24, let's get everything in the right bins so we don't let our effort go to waste.</p> <p>Learn what you can recycle where using the Recycling Sorter: <a href="https://zws.scot/recycling-sorter-tool">https://zws.scot/recycling-sorter-tool</a></p>
<p>Asset 4 - Material stream – metals</p>  A collection of metal cans and containers, including a silver can and a gold-colored can. The background has a repeating pattern of the text "WE SQUASH, WE FLATTEN, WE SORT, WE RINSE, WE SQUASH, WE FLATTEN." in a light blue font.	<p>We sort. We rinse. We squash and we flatten. We put so much effort into recycling our metals, but still over HALF of what goes in our general waste bin could have been recycled.</p> <p>This #RecycleWeek24, let's get everything in the right bins so we don't let our effort go to waste.</p>



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<p>Contamination - different bins asset 1</p>  <p><b>YOUR BINS ARE FOR RECYCLING DIFFERENT MATERIALS</b></p>	<p>Your bins are used for different materials. If the wrong items end up in the wrong bins, then it can damage machinery that isn't designed to recycle it.</p> <p>This #RecycleWeek24, let's get everything in the right bins so we don't let our effort go to waste.</p> <p>Check what you can recycle where with the Recycling Sorter: <a href="https://zws.scot/recycling-sorter-tool">https://zws.scot/recycling-sorter-tool</a></p>
<p>Contamination – glass asset 2</p>  <p><b>PUTTING THE WRONG RECYCLING IN THE WRONG BIN CAN RUIN ALL OF IT.</b></p>	<p>The wrong items in the wrong bin can affect all of our recycling.</p> <p>Drinking glasses and Pyrex are made from a different type of glass to common glass bottles and jars which means they can't be recycled.</p> <p>This #RecycleWeek24, let's get everything in the right bins so we don't let our effort go to waste.</p> <p>Discover what items you can recycle where with the Recycling Sorter: <a href="https://zws.scot/recycling-sorter-tool">https://zws.scot/recycling-sorter-tool</a></p>



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<p>Contamination – packaging asset 3</p> 	<p>It's important to remove packaging from your food waste before recycling it in your food caddy.</p> <p>Removing packaging at the compost facility is more expensive, can damage equipment and be a hazard to staff. Not to mention it can leave small plastic parts in the compost.</p> <p>This #RecycleWeek24, let's get everything in the right bins so we don't let our effort go to waste.</p> <p>Learn what you can recycle where using the Recycling Sorter: <a href="https://zws.scot/recycling-sorter-tool">https://zws.scot/recycling-sorter-tool</a></p>
<p>Contamination animation 1 – pizza boxes</p> 	<p>Greasy pizza boxes covered in oil patches can't be recycled. Rip up your pizza box, separating out the clean parts to recycle while disposing of the oily contaminated part of the box in your general waste bin.</p> <p>This #RecycleWeek24, let's get everything in the right bins so we don't let our effort go to waste.</p> <p>Check what you can recycle where with the Recycling Sorter: <a href="https://zws.scot/recycling-sorter-tool">https://zws.scot/recycling-sorter-tool</a></p>

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<p>Contamination animation 2 – types of plastic</p>  <p>A graphic with a light green background. At the top, it says "THERE ARE MANY TYPES OF PLASTICS" in bold, black, uppercase letters. Below the text is a collection of various plastic items including bottles, containers, and bags. Surrounding these items are several recycling symbols, each with a different number (1, 2, 3, 4, 5, 6, 7) and the word "PLASTIC" written below it.</p>	<p>Plastics can often cause confusion, with lots of different types of plastics out there. Plastic pots tubs and trays can be recycled in your recycling bin and soft plastics such as plastic bags and crisp packets can be taken to your local supermarket.</p> <p>This #RecycleWeek24, let's get everything in the right bins so we don't let our effort go to waste.</p> <p>Discover what items you can recycle where with the Recycling Sorter: <a href="https://zws.scot/recycling-sorter-tool">https://zws.scot/recycling-sorter-tool</a></p>
<p>Contamination animation 3 – clean recycling</p>  <p>A graphic with a light blue background. It shows a silver faucet with water running over a white plastic container and a metal tin. Below the items, it says "GIVE YOUR TINS, CANS AND PLASTIC A QUICK RINSE" in bold, black, uppercase letters.</p>	<p>Items covered in food can't be recycled. If your recycling isn't clean, then it can ruin the rest of the recycling in your bin – making all your effort, and the efforts of others, go to waste.</p> <p>Don't forget to give your tins, cans and plastic a quick rinse before recycling.</p> <p>This #RecycleWeek24, let's get everything in the right bins so we don't let our effort go to waste.</p> <p>Check what you can recycle where with the Recycling Sorter: <a href="https://zws.scot/recycling-sorter-tool">https://zws.scot/recycling-sorter-tool</a></p>