

Recycle Week 2024 Toolkit

DON'T LET IT GO TO WASTE

 recycle for Scotland



All templates mentioned in this toolkit are available for download:
www.zerowastescotland.org.uk/recycle-week-2024

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INTRODUCTION

Zero Waste Scotland created these materials following our recently published 'The Composition of Household Waste at the Kerbside in 2021-23 report'¹, which uncovered a worrying fact – that over half of waste disposed of at the kerbside (52%) in Scotland could have been recycled.

This toolkit has been designed to help local authorities educate householders to recycle better and why it's important, to ensure they fully make the most of their kerbside recycling services.

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:



¹ Zero Waste Scotland (2023). Household Waste Composition Analysis. [online] Zero Waste Scotland. Available at: <https://www.zerowastescotland.org.uk/resources/household-waste-composition-analysis> [Accessed 15 Aug. 2024].

THE RESEARCH

During last year's Recycle Week, Zero Waste Scotland published the Household Waste Composition Analysis, a significant piece of work exploring the composition of household waste collected at the kerbsides of Scotland.

The study uncovered some interesting but worrying findings – that more than half of waste disposed at the kerbside (52%) could have been recycled. Clearly, kerbside services in Scotland are not being used as effectively as they could be.

Further research at the start of this year (conducted through qualitative focus groups across Scotland) showed that there are several reasons why householders aren't always correctly recycling the waste that is currently going into their general waste bins, such as:

- Confusion about what items can (or can't) be recycled in each local authority area, due to a lack of clear and simple information on specific items or about new recycling services
- Contradictory information from manufacturers and on packaging about what can be recycled

- A lack of feedback and updates on how their individual efforts on recycling (and avoiding contamination by recycling correctly) positively contributes towards their local area, the environment and on local authority finances and other services.

Our Recycle Week campaign 'Don't let it go to waste' champions all the efforts we make to recycle in Scotland, whilst also making the point that we very often fall at the final hurdle – in terms of putting the right things in the right bins. It talks to both not letting our effort go to waste, including the items we recycle too.

These campaign materials have been developed to help local authorities deliver communication and behavioural interventions to overcome these issues, with the end goal of increasing participation in kerbside recycling collection services.

The assets available are flexible and should be used with statistics from your local authority area, to provide the most relevant reasons for people to recycle better where they live.

COMMUNICATIONS

To reach our audience in as many ways as possible, we have developed a range of campaign assets that can be adapted and used across in-home, outdoor and online communication channels.

SUGGESTED IN-HOME CHANNELS

- Leaflets
- Residual bin stickers
- Local press ads
- Local authority website and social channels

SUGGESTED EXTERNAL CHANNELS

- Event/roadshow engagement, with banners, posters and flyers

SUGGESTED INTERNAL COMMUNICATIONS

- Posters within local authority buildings
- Digital adverts for display screens in council contact centres
- Newsletters and colleague reminders
- Email footers for local authority staff



HERO FILM

Our hero film – ‘Don’t let it go to waste’ – acknowledges the current efforts that households make to recycle, whilst also showing the fact that over half of what we put in general waste could have been recycled.

These videos are all accompanied with subtitles, so they can be used when sound isn’t available such use on digital screens.

The hero film is 47 seconds long with cutdown available in 30 second, 15 second and 10 second versions.

It can be used on your website or social media channels.

HERO FILM 1:1

Supplied as MP4s with subtitles embedded, 47 seconds length.



HERO FILM 16:9

Supplied as MP4s with subtitles embedded, in the following lengths: 47 seconds, 30 seconds, 15 seconds, 10 seconds.



POSTERS

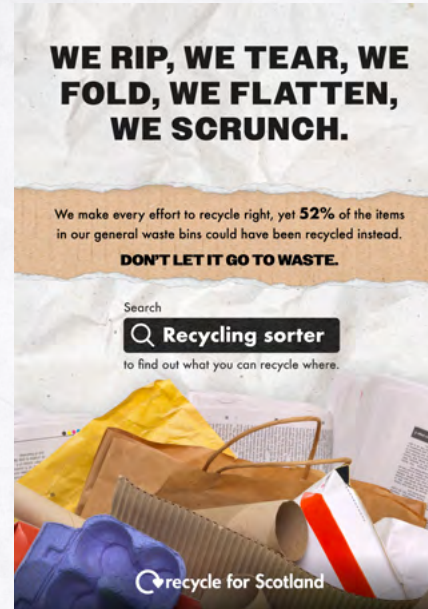
Poster templates can be tailored to include statistics that are relevant to individual local authorities. The 'Recycle for Scotland' logo can also be substituted with the appropriate local variant.

Posters supplied as 2 x 8 page InDesign files packaged, a print-ready PDF and individual posters exported as JPEGs.

MATERIAL STREAMS POSTERS 1 Paper and Cardboard

Original

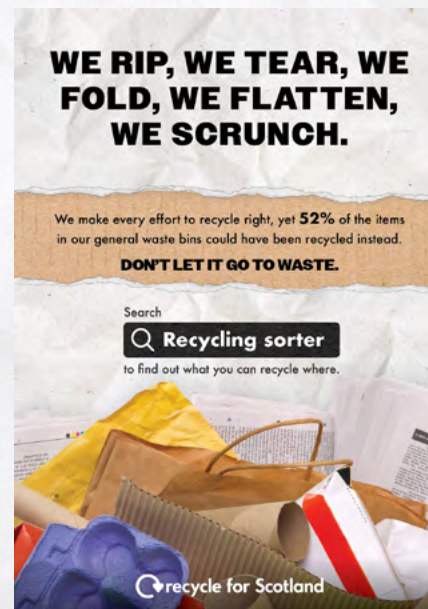
1



Recycle Week 2024



2



MATERIAL STREAMS POSTERS 2 Plastic

Original

Recycle Week 2024

1

**WE SORT,
RINSE,
SQUISH,
SQUEEZE.**



We make every effort to recycle right, yet **52%** of the items in our general waste bins could have been recycled instead.

DON'T LET IT GO TO WASTE.

Search **Recycling sorter**
to find out what you can recycle where.

 recycle for Scotland

1

**WE SORT,
RINSE,
SQUISH,
SQUEEZE.**



RECYCLE WEEK 2024
14 - 20 October

We make every effort to recycle right, yet **52%** of the items in our general waste bins could have been recycled instead.

DON'T LET IT GO TO WASTE.

Search **Recycling sorter**
to find out what you can recycle where.

 recycle for Scotland

2

**WE SORT, WE SORT,
WE RINSE, WE RINSE,
WE SQUISH, WE SQUISH,
WE SQUEEZE, WE SQUEEZE.**



We make every effort to recycle right, yet **52%** of the items in our general waste bins could have been recycled instead.

DON'T LET IT GO TO WASTE.

Search **Recycling sorter**  recycle for Scotland
to find out what you can recycle where.

2

**WE SORT, WE SORT,
WE RINSE, WE RINSE,
WE SQUISH, WE SQUISH,
WE SQUEEZE, WE SQUEEZE.**



RECYCLE WEEK 2024
14 - 20 October

We make every effort to recycle right, yet **52%** of the items in our general waste bins could have been recycled instead.

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to find out what you can recycle where.


MATERIAL STREAMS POSTERS 3 Food waste

Original

Recycle Week 2024

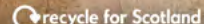
1

**WE SCRAPE,
EMPTY,
PEEL,
PICK,
BAG.**



We make every effort to recycle right, yet **52%** of the items in our general waste bins could have been recycled instead.

Search **Recycling sorter**
to find out what you can recycle where.

 recycle for Scotland

1

**WE SCRAPE.
EMPTY,
PEEL,
PICK,
BAG.**



RECYCLE WEEK 2024
14 - 20 October


We make every effort to recycle right, yet **52%** of the items in our general waste bins could have been recycled instead.

Search **Recycling sorter**
to find out what you can recycle where.

 recycle for Scotland

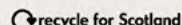
2

**WE PICK, WE BAG, WE SCRAPE, WE EMPTY,
WE PEEL, WE SCRAPE, WE SCRAPE, WE SCRAPE.**




We make every effort to recycle right, yet **52%** of the items in our general waste bins could have been recycled instead.

DON'T LET IT GO TO WASTE.

Search **Recycling sorter**  recycle for Scotland
to find out what you can recycle where.

2

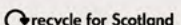
**WE PICK, WE BAG, WE SCRAPE, WE EMPTY,
WE PEEL, WE SCRAPE, WE SCRAPE, WE SCRAPE.**



RECYCLE WEEK 2024
14 - 20 October

We make every effort to recycle right, yet **52%** of the items in our general waste bins could have been recycled instead.

DON'T LET IT GO TO WASTE.

Search **Recycling sorter**  recycle for Scotland
to find out what you can recycle where.

MATERIAL STREAMS POSTERS 4 Metals

Original

Recycle Week 2024

1



**WE FLATTEN,
SQUASH,
RINSE,
SORT.**

We make every effort to recycle right, yet **52%** of the items in our general waste bins could have been recycled instead.

DON'T LET IT GO TO WASTE.

Search
🔍 Recycling sorter 🔄 recycle for Scotland
to find out what you can recycle where.



**WE FLATTEN,
SQUASH,
RINSE,
SORT.**

RECYCLE WEEK 2024
14-20 October

We make every effort to recycle right, yet **52%** of the items in our general waste bins could have been recycled instead.

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🔍 Recycling sorter 🔄 recycle for Scotland
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2



**WE FLATTEN, WE SORT, WE RINSE,
WE SQUASH,**

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🔍 Recycling sorter 🔄 recycle for Scotland
to find out what you can recycle where.



**WE FLATTEN, WE SORT, WE RINSE,
WE SQUASH,**

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14-20 October

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Search
🔍 Recycling sorter 🔄 recycle for Scotland
to find out what you can recycle where.

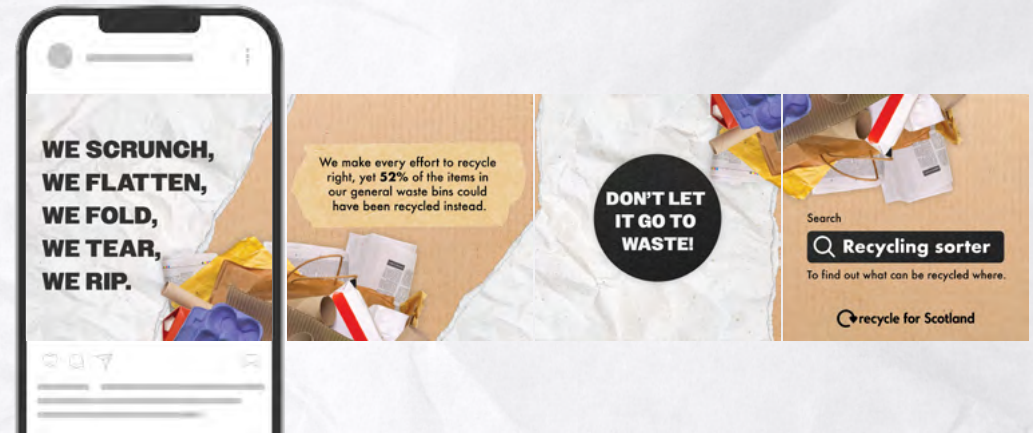
SOCIAL MEDIA ASSETS

These digital recycling assets are available across a range of sizes for different platforms such as X, LinkedIn and Facebook. These assets have been designed to remind people to recycle correctly, by focusing on material streams such as paper and card, plastics, food, and metals.

It includes a selection of collateral that explain why contaminants can be problematic for recycling. This includes key contaminants such as glass, packaged food items and recycling in the wrong bin.

MATERIAL STREAMS ASSETS 1 Paper and Cardboard

1:1 ratio, supplied as a set of 4 x PNGs for Instagram and Facebook; and 1 x 4 page PDF for LinkedIn.



2:1 ratio, supplied as a set of 4 x PNGs for X/Twitter.



MATERIAL STREAMS ASSETS 2

Plastics

1:1 ratio, supplied as a set of 4 x PNGs for Instagram and Facebook; and 1 x 4 page PDF for LinkedIn.



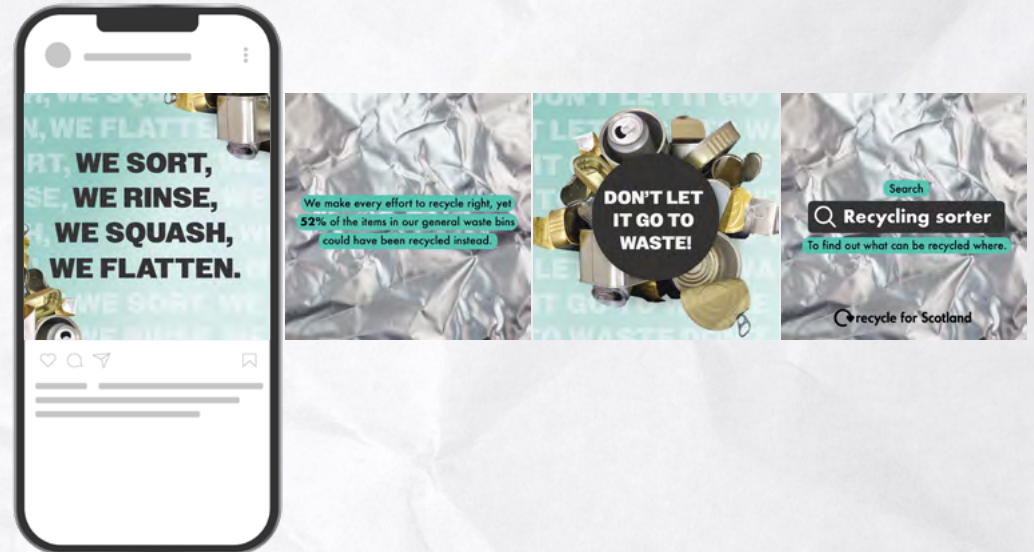
2:1 ratio, supplied as a set of 4 x PNGs for X/Twitter.



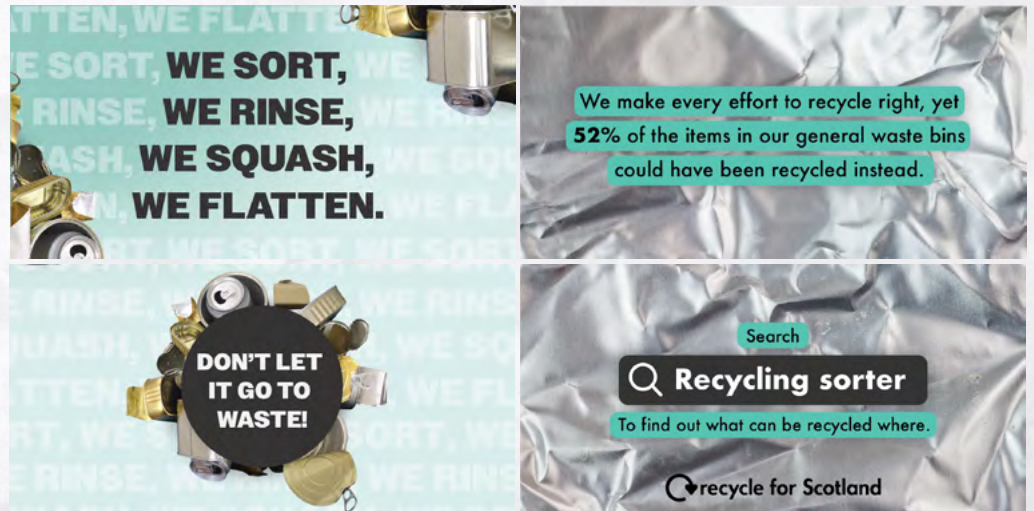
MATERIAL STREAMS ASSETS 3

Metals

1:1 ratio, supplied as a set of 4 x PNGs for Instagram and Facebook; and 1 x 4 page PDF for LinkedIn.



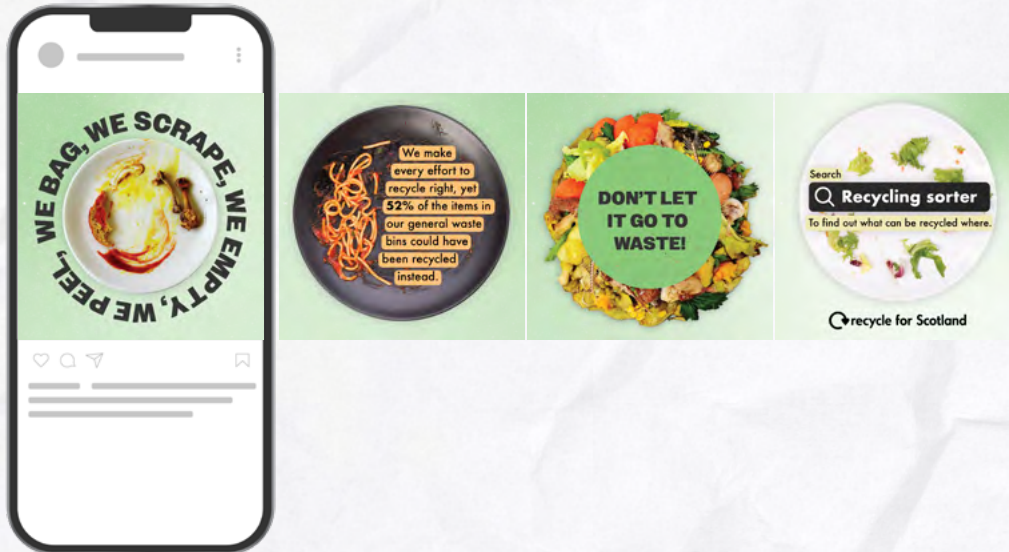
2:1 ratio, supplied as a set of 4 x PNGs for X/Twitter.



MATERIAL STREAMS ASSETS 4

Food waste

1:1 ratio, supplied as a set of 4 x PNGs for Instagram and Facebook; and 1 x 4 page PDF for LinkedIn.



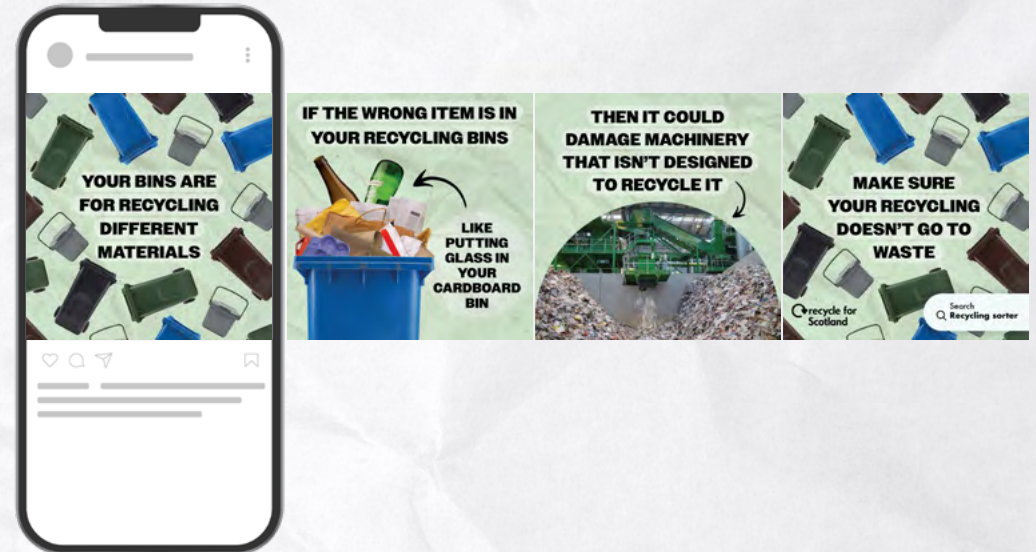
2:1 ratio, supplied as a set of 4 x PNGs for X/Twitter.



CONTAMINATION ASSETS 1

Bin types

1:1 ratio, supplied as a set of 4 x PNGs for Instagram and Facebook; and 1 x 4 page PDF for LinkedIn.



2:1 ratio, supplied as a set of 4 x PNGs for X/Twitter.

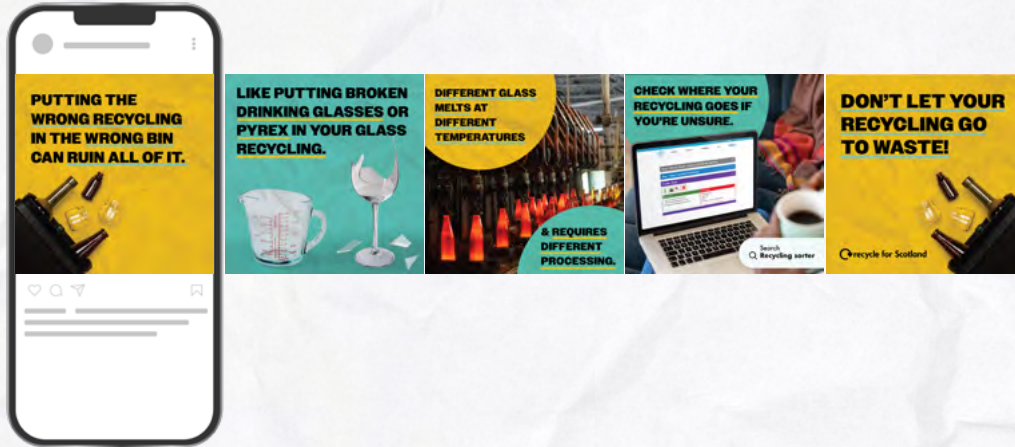


Download the asset suite here

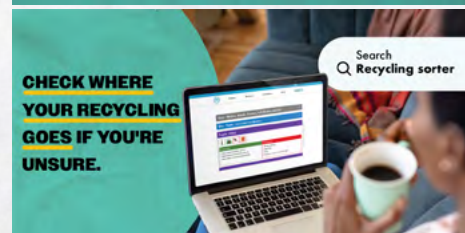
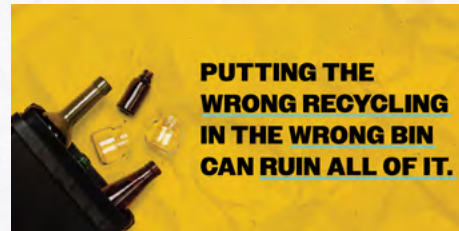
CONTAMINATION ASSETS 2

Glass types

1:1 ratio, supplied as a set of 5 x PNGs for Instagram and Facebook; and 1 x 5 page PDF for LinkedIn.



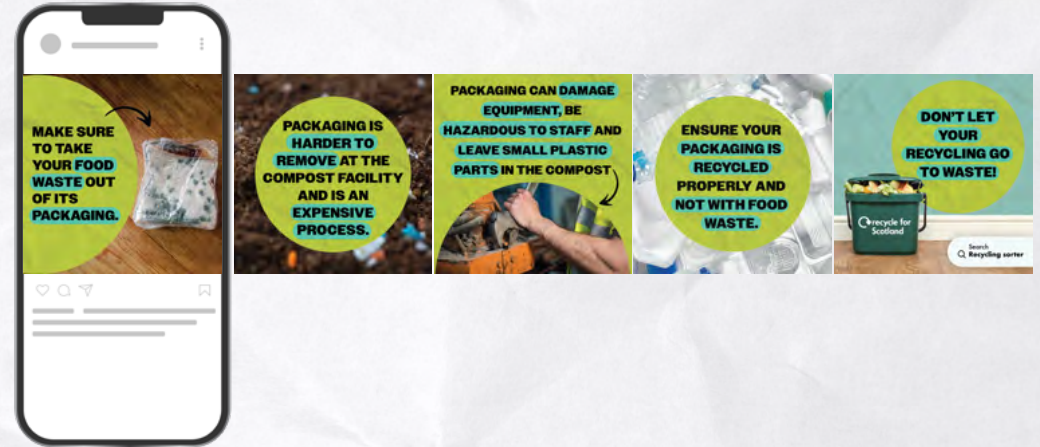
2:1 ratio, supplied as a set of 5 x PNGs for X/Twitter.



CONTAMINATION ASSETS 3

Food waste packaging

1:1 ratio, supplied as a set of 5 x PNGs for Instagram and Facebook; and 1 x 5 page PDF for LinkedIn.



2:1 ratio, supplied as a set of 5 x PNGs for X/Twitter.



ANIMATIONS

Our animations spotlight key contaminants that can often ruin our recycling, this includes greasy pizza boxes, food covered items and putting the wrong items in the wrong bins. They are short (under 30 seconds), to the point and offer solutions to common contamination issues.

All supplied as MP4 files.

CONTAMINATION VIDEO 1 Pizza boxes

1:1 ratio, 29 second animation



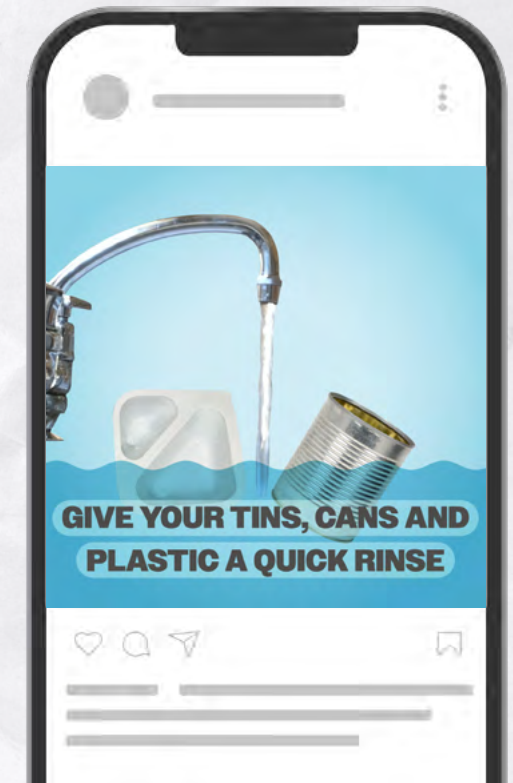
CONTAMINATION VIDEO 2 Types of plastic

1:1 ratio, 26 second animation



CONTAMINATION VIDEO 3 Clean recycling

1:1 ratio, 22 second animation



SOCIAL COPY

Hero films, animations and social media assets can be shared across different platforms – with associated post 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.

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 | Across Scotland we put effort into recycling the right things in the right bins. Despite this, over half of what we put in the general waste bin could have been recycled. This #RecycleWeek24, we want to make the most of our recycling and don't let your effort go to waste. Find out what you can recycle where with the Recycling Sorter: https://zws.scot/recycling-sorter-tool |
| Asset 1 - Material stream - paper and cardboard | Did you know that in Scotland, over half of what we put in the general waste bin could have been recycled? We scrunch, flatten and rip our paper and cardboard for recycling. This #RecycleWeek24, make the most of your recycling and don't let it go to waste. Check what you can recycle where with the Recycling Sorter: https://zws.scot/recycling-sorter-tool |




Recycle Week 2024 social copy 




| | |
|--|--|
| Asset 2 - Material stream - plastic | Did you know that in Scotland, over half of what we put in the general waste bin could have been recycled? We sort, rinse and squeeze our plastic bottles, pots, tubs and trays. This #RecycleWeek24, make the most of your recycling and don't let it go to waste. Discover what items you can recycle where with the Recycling Sorter: https://zws.scot/recycling-sorter-tool |
| Asset 3 - Material stream - food waste | Did you know that in Scotland, over half of what we put in the general waste bin could have been recycled? We scrape, peel and bag our leftover food waste. This #RecycleWeek24, make the most of your recycling and don't let it go to waste. Learn what you can recycle where using the Recycling Sorter: https://zws.scot/recycling-sorter-tool |
| Asset 4 - Material stream - metals | Did you know that in Scotland, over half of what we put in the general waste bin could have been recycled? We sort, rinse and squash our metal tins and cans. This #RecycleWeek24, make the most of your recycling and don't let it go to waste. Find out what you can recycle where with the Recycling Sorter: https://zws.scot/recycling-sorter-tool |





Recycle Week 2024 social copy 

| | |
|-----------------------|---|
| Contamination Asset 1 | Your bins are used for different materials. If the wrong items end up in the wrong bin, then it can damage machinery that isn't designed to recycle it. This #RecycleWeek24, make the most of your recycling and don't let it go to waste. Check what you can recycle where with the Recycling Sorter: https://zws.scot/recycling-sorter-tool |
| Contamination Asset 2 | The wrong items in the wrong bin can affect all of our recycling. 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. This #RecycleWeek24, make the most of your recycling and don't let it go to waste. Discover what items you can recycle where with the Recycling Sorter: https://zws.scot/recycling-sorter-tool |
| Contamination Asset 3 | It's important to remove packaging from your food waste before recycling it in your food caddy. 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. This #RecycleWeek24, make the most of your recycling and don't let it go to waste. Learn what you can recycle where using the Recycling Sorter: https://zws.scot/recycling-sorter-tool |

Recycle Week 2024 social copy 

| | |
|--|---|
| Contamination animation 1 - pizza boxes | 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. This #RecycleWeek24, make the most of your recycling and don't let it go to waste. Check what you can recycle where with the Recycling Sorter: https://zws.scot/recycling-sorter-tool |
| Contamination animation 2 - types of plastic | 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. This #RecycleWeek24, make the most of your recycling and don't let it go to waste. Discover what items you can recycle where with the Recycling Sorter: https://zws.scot/recycling-sorter-tool |
| Contamination animation 3 - clean recycling | 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. Don't forget to give your tins, cans and plastic a quick rinse before recycling. This #RecycleWeek24, make the most of your recycling and don't let it go to waste. Check what you can recycle where with the Recycling Sorter: https://zws.scot/recycling-sorter-tool |





SCHOOL RESOURCES

School resources have been developed to raise awareness of the importance of recycling to primary aged pupils during Recycle Week. The lessons are suitable for use by waste awareness and education staff, teachers and leaders of youth groups such as Girl Guiding and Scouts. Our pack includes two lessons, an assembly, lesson plan and activity sheets.

LOWER PRIMARY (P1 - P3)

Supplied as a 28 page PDF slideshow, 16:9 ratio

DON'T LET IT GO TO WASTE

P1 - P3

recycle for Scotland



WHAT IS RECYCLING?

Recycling is the process of turning waste materials, that would usually be thrown away, into new materials and objects.



CAN THIS BE RECYCLED?

Dirty yoghurt pot



WHAT CAN WE DO?

We all can do a bit more to be better recyclers!

Rip it



DO YOU REMEMBER?

1. Name one item that can be recycled
2. Why do we recycle?
3. What do you do if you don't know how to recycle something?



DON'T LET IT GO TO WASTE!

Your effort in recycling plays a huge part in how we recycle in Scotland.

So, if you wash out those plastic tubs, sort your recycling into the correct bin and separate out the different bits to recycle then you're giving recycling your best effort.



UPPER PRIMARY (P4 - P7)

Supplied as a 30 page PDF slideshow, 16:9 ratio

DON'T LET IT GO TO WASTE

P4 - P7

recycle for Scotland

WHAT IS RECYCLING?

Recycling is the process of turning waste materials, that would usually be thrown away, into new materials and objects.

NOW LET'S LOOK AT ITEMS THAT CAN BE RECYCLED...

WHAT DO I BECOME?

| | | | | |
|--|----------------|---|--|-----------------------------------|
| | Metal cans | → | | Car parts |
| | Paper | → | | Cardboard boxes |
| | Glass bottles | → | | Glass wool insulation (for homes) |
| | Plastic bottle | → | | Clothes |

SOME WAYS WE CAN BE BETTER

WHY DO THE WRONG THINGS END UP IN THE WRONG BINS?

Can't be bothered

Too busy

Don't care

Not enough space

Don't know where things go

DO YOU REMEMBER?

- Why is recycling important?
- What is contamination?
- Name two ways we can reduce contamination
- Where does our recycling go if it's contaminated?
- What do you do if you don't know how to recycle something?

DON'T LET IT GO TO WASTE!

Your effort in recycling plays a huge part in how we recycle in Scotland.

So, if you wash out those plastic tubs, sort your recycling into the correct bin and separate out the different bits to recycle then you're giving recycling your best effort.

ASSEMBLY

Supplied as a 16 page PDF slideshow, 16:9 ratio

RECYCLE WEEK

recycle for Scotland

WHAT IS RECYCLE WEEK?

Recycle Week is all about encouraging everyone to recycle well. Recycling is the process of turning waste materials, that would usually be thrown away, into new materials and objects.

WHAT DO I BECOME?

Can = Car parts, Appliances, Bike parts

WHAT DO I BECOME?

Paper = Egg carton, Toilet roll, New newspaper

WHAT DO I BECOME?

Plastic bottle = New plastic bottles, Backpacks, Clothes

DON'T LET YOUR EFFORTS GO TO WASTE

We want all our recycling to be the best! It can be so we can get the best quality of recycling possible.

However, there's a few things that we do that can impact our recycling...

YOUR RECYCLING CAN AFFECT OTHERS

If you don't have clean or the correct recycling in the bins at home or in school, then it can ruin all other recycling in the lorries.

Meaning that it's all a lower quality and will have to be wasted through landfill or incineration.

Your recycling affects others!

WHAT CAN YOU DO?

Ask a teacher, friend or family member

Check the labels on items

Check out the [Recycling Sorter](#)

RECYCLE WEEK ACTIVITIES

Supplied as a 4 page A4 PDF

LESSON PLAN

Supplied as a 23 page PDF

Recycle Week 2024 | Activity 1 

STYLE OUT YOUR RECYCLING SORT

A fun activity to challenge children to sort out a pile of recycling in the most creative way possible!

Zero Waste Scotland will crown the most creative recycling sort in Scotland. Signed permission slips will be required.


SUPPLIES:

- 5 pieces of paper/cardboard,
- 5 pieces of plastic (pots, tubs and trays)
- 5 pieces of metal (tins and cans). Please make sure recycling is clean and no hazards for the sort i.e. sharp parts
- Can be done singularly, in pairs or as teams.

INSTRUCTIONS:

- Mix the recycling in a bag so it's all sorted.
- Have three plastic containers ready for the sort, one for the paper/cardboard, one for the plastic and one for the metal (optional: can label the containers)
- Ask pupils either by themselves, in pairs or as teams to creatively sort the recycling into the correct container. Some examples include, fancy dress, dancing while sorting, not using their hands or acting like a dinosaur - the more creative the better!
- Film your recycling sort and if all the items have been sorted correctly, the video can be posted on Facebook or emailed to us at support@recycleforScotland.org.uk. Please use #RecycleWeek24. If you are sending the video content to Zero Waste Scotland, please fill out the permission form so we can share the content on our social media channels (Facebook/Instagram and X).
- Zero Waste Scotland will compile all the submissions and draw a winner that is randomly selected.
- The winner will be crowned as Zero Waste Scotland's most stylish recycling sorter and will be presented with a crown and certificate.

For an example of a recycling sort, you can watch one here: <https://www.youtube.com/watch?v=AGg02FSa9E>

Model Release Form 

This form MUST be completed by people who appear in a photograph/video content where their face or identity is recognizable and they are the focus of the material. If more than one person/face appears in the photograph/video, this form should be repeated and completed by all the people who are featured. If the people featured are minors, the form should be completed by all and signed by either a parent or guardian.

If the model release is not completed, the photograph/video will not be eligible for use in publicity and will therefore be rendered invalid.

Office Use: Location and date of photo/film shoot or event:

Name of person featured (please print):

Street address:

City, country, postcode:

With respect to the photograph/video content (hereafter the "photograph") in which I am featured, I hereby grant to Zero Waste Scotland the following, irrevocable rights:

To use and publish the photograph in printed or digital form, as Zero Waste Scotland see fit.

I hereby waive my right to request or approve any copy that is used in connection with the photograph and release and discharge Zero Waste Scotland and the photographer from any and all claims arising out of Zero Waste Scotland's use of the photograph for the purposes described above, including, but not limited to, any claims for libel and invasion of privacy. You have the right to access your information [personal data] as request and the right to ensure. For more information about your rights regarding your data please visit <https://www.recycleforScotland.org.uk/our-privacy>

Either: I am an adult and have read the foregoing and I fully understand its contents.

Signature _____ Date _____

Or: As a parent/guardian of the minor featured, I have read the foregoing and fully understand its contents.

Signature _____ Date _____

Name (please print) _____

Description of captured photograph - Please write recognizable characteristics such as clothing, physical appearance, description of point of view etc.

I, _____ A minor is anyone under the age of 18 years (at the time of signing this form).

TO MAINTAIN YOUR DATA PRIVACY PLEASE PASS THIS FORM ON TO A ZERO WASTE SCOTLAND MEMBER TO DISPOSE OF THIS FORM RESPONSIBLY.

DON'T LET IT GO TO WASTE

Lesson plan 



CONTENTS

| | |
|----------------|----|
| Aim | 3 |
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| P1 - P3 Lesson | 6 |
| P4 - P7 Lesson | 11 |
| Assembly | 19 |

These lessons have been created alongside Recycle Week campaign assets to encourage individuals to not let their recycling go to waste.

Recycle Week 2024 | Activity 2 

TRANSFORMING YOUR RECYCLING: DESK TIDIES MADE FROM TISSUE BOXES

SUPPLIES:

- Multiple empty tissue boxes of your choice
- Decorative paper such as comics, wrapping paper, scrap paper
- Pencil
- Glue
- Scissors (for adult use only)
- Transparent tape
- Stickers/pompons (optional)



Image source: www.Meenex.com

INSTRUCTIONS:

- Cut your tissue box in half. Keep the bottom part for your desk tidy and recycle the part with the hole. Adult supervision for scissor use.
- Use your choice of paper to decorate your box. You can wrap the box with wrapping paper or stick segments on. You can also papier mâché your desk tidy with paper scraps and glue.
- You can use a range of different tissue box sizes to create your own dividers.
- Add any decorative elements such as pompons, stickers or drawings.
- Let the box dry.
- Use in class to organise art supplies or use in students desk trays.

Recycle Week 2024 | Activity 3 

TRANSFORMING YOUR RECYCLING: PLASTIC BIRD FEEDER

SUPPLIES:

- Clean plastic container
- Box cutter/sharp scissors (for adult use only)
- String or craft wire
- Paint (or Sharpies for a less messy option)
- Paint brushes and palette
- Bird seed (sunflower seeds)



INSTRUCTIONS:

- With an adults help, cut a rectangular hole on two sides of the container using scissors. Make sure to leave the bottom intact as this is where your seeds will go.
- Pierce two holes near the top. Thread the string or craft wire and tie it together. This allows your feeder to hang.
- Add some colour and decorate your container with some paint. Go crazy!
- Let the paint dry.
- Fill the bottom of your new bird feeder with bird seed. Hang it somewhere sheltered outside, this could be from a tree, a roof overhang, or a dedicated bird feeder hook.

AIM

The aim of these lessons and shortened assembly is to educate primary school pupils aged 4-12 in Scotland about recycling during Recycle Week. These lesson plans are also suitable to be used as activities at groups such as Girl Guiding and Scout Groups.

It intends to inform children of Zero Waste Scotland's relevant key messages which include:

- Why we should recycle
- The transformation of recycling
- How to get the best quality of recycling including the impact of contamination

Zero Waste Scotland want to encourage everyone to give their best effort in recycling so we have a high quality of recycling.

The lesson has been designed to take approximately 50 minutes, the assembly around 25 minutes and activities around an hour each to be delivered by a class teacher, waste officer or session leader.

'Don't let it go to waste' lesson plan | Aim 3

| LEARNING OBJECTIVES | SUCCESS CRITERIA |
|---|--|
| P1-P3: To understand what recycling is with two examples of recyclable items | Complete thumbs up activity and end of lesson quiz |
| P4-P7: To understand what recycling is and why it's important | Explain three benefits of recycling and participate in lesson quiz |
| P1-P3: Identify items that can ruin recycling | Identify two things that can be done to reduce contamination (wrong item in the wrong bin). Take part in the Guinness world record activity to sort recycling in action. |
| P4-P7: Understand what contamination is and how it can impact recycling quality | Participate in the match activity in the lesson and take part in one of the additional activities. |
| P4-P7: To learn how recycling can transform into new items | |

'Don't let it go to waste' lesson plan | Aim 4

RESOURCES

Provided in this pack:

- Lesson guide
- 'Don't let it go to waste recycling lesson (P1-P3)
- 'Don't let it go to waste recycling lesson (P4-P7)
- 'Don't let it go to waste assembly
- Guinness World Record attempt activity
- Transform your recycling activities

Required in classroom:

- Computer with a large screen/projector
- Whiteboards (optional)
- Whiteboard pens (optional)
- Activity specific materials (detailed in sheets)

These lessons are designed for a specific duration. If your time is limited, you can shorten the lesson by removing pages of the PDF files using Adobe Acrobat or a free online tool such as [iLorePDF](https://www.pdfcrowd.com/).

'Don't let it go to waste' lesson plan | Resources 5

P1 - P3 LESSON

Please use the 'Don't let it go to waste' recycling lesson plan slides for P1 - P3.

| TIMING | TASK | NOTES |
|------------|--|--|
| 3 minutes | Recycle Week introduced | Recycle Week introduced |
| 2 minutes | What is recycling discussion and answer | Ask the class the question: what are their thoughts on what recycling is? Is it the same across pupils? |
| 10 minutes | What can be recycled? Thumbs up or down activity | For each slide ask pupils to put a thumbs up or down. Thumbs up if the item can be recycled or thumbs down if it can't. For the three that can't be recycled: greasy pizza box, wet paper towel and dirty yoghurt pot, ask pupils why. Why can't it be recycled? If recycling is wet, dirty or doesn't belong in the correct bin then it can ruin all the recycling in the bin. |

'Don't let it go to waste' lesson plan | P1 - P3 Lesson 6

P4 - P7 LESSON

Please use the 'Don't let it go to waste' recycling lesson plan slides for P4 - P7.

| TIMING | TASK | NOTES |
|-----------|--|--|
| 3 minutes | Recycle Week introduced, Learning Intentions & Success Criteria read out | Recycle Week is important to highlight why we recycle, the impact it has and how we can do better. |
| 2 minutes | What is recycling discussion and answer | Ask the class the question: what are their thoughts on what recycling is? Is it the same across pupils? |
| 2 minutes | What can be recycled? | Ask if the pupils can think of other items that can be recycled. Think of the different items at home and in school. What are the most common? |

'Don't let it go to waste' lesson plan | P4 - P7 Lesson 11

ASSEMBLY

Please use the 'Recycle Week' slides for Assembly.

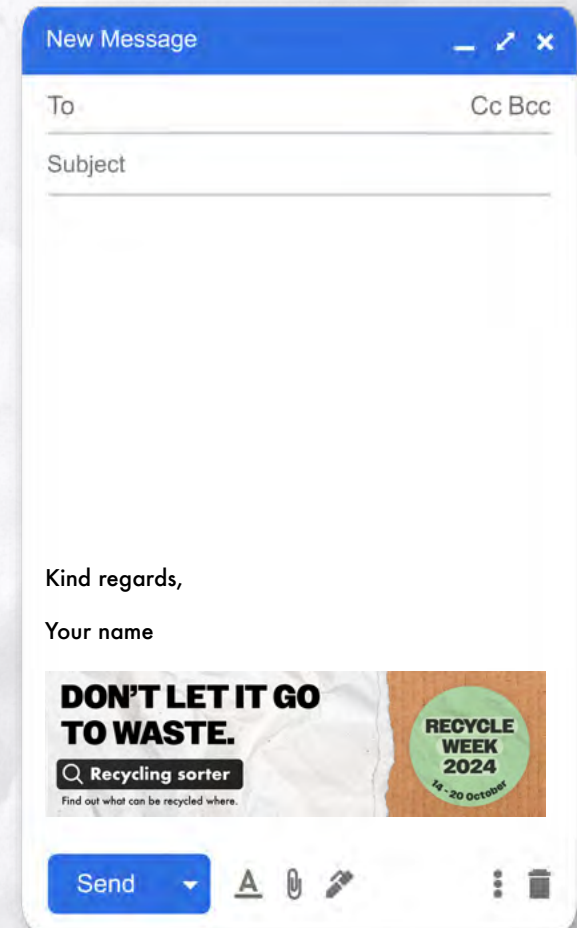
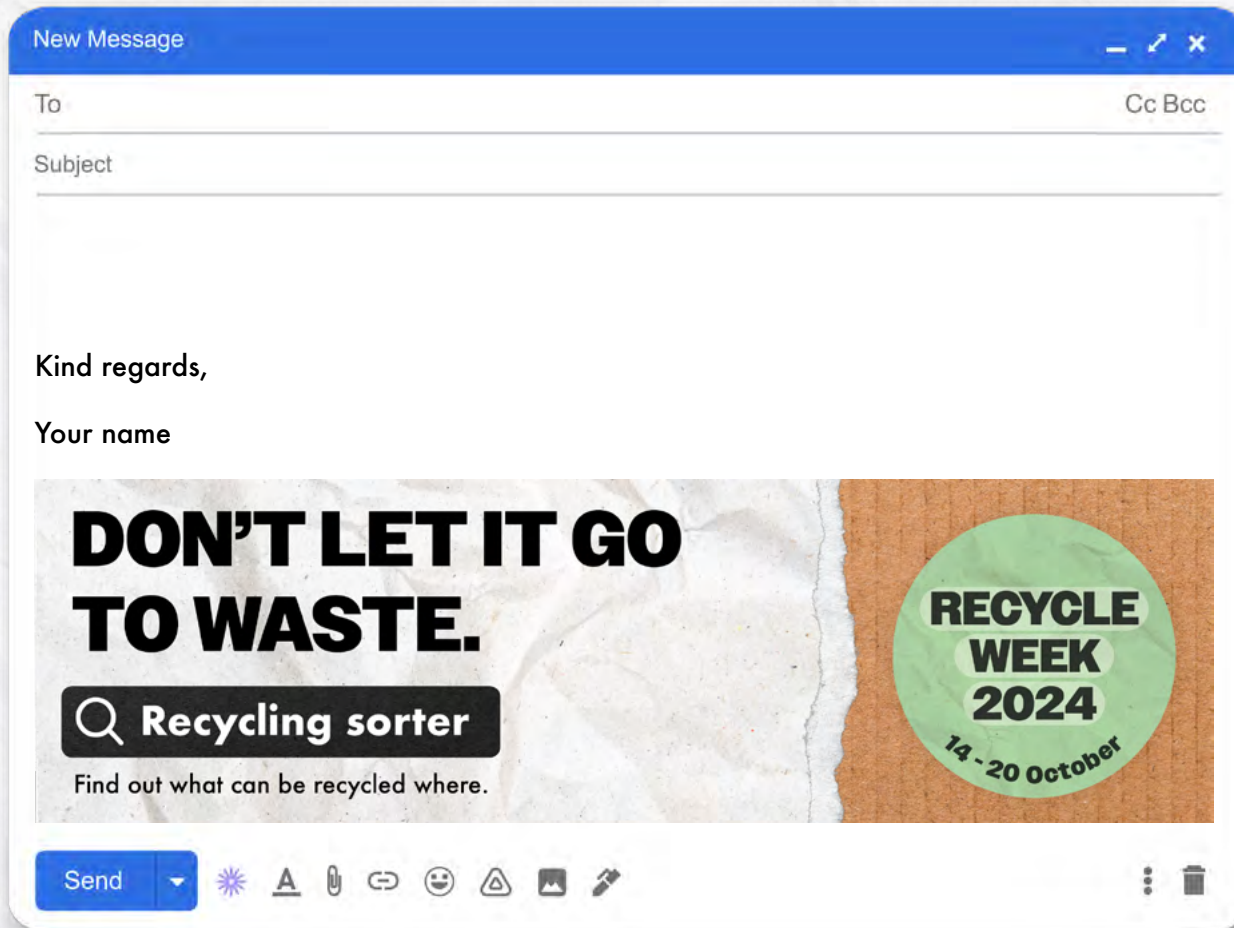
| TIMING | TASK | NOTES |
|-----------|------------------------------|--|
| 3 minutes | Introduction to Recycle Week | It's the one week of the year people come together to achieve one goal: to encourage the public into recycling more of the right things, more often. |
| 5 minutes | Why is recycling important? | Ask pupils to talk in pairs/groups and list as many reasons they can think of. Discussion points: <ul style="list-style-type: none"> Items can be used again and again instead of having to make them brand new. You can recycle glass and metal over and over again and it will always be as good as its first use. Reduces waste sent to landfills and incinerators, this is where general waste ends up. Explain landfill is big hole in the ground where we bury waste. Prevents pollution. Recycling also limits the pollution caused by operations when mining/logging for new materials. |

'Don't let it go to waste' lesson plan | Assembly 19

EMAIL BANNER

An email banner is an easy addition to your email signature. It highlights the campaign and promotes Recycle Week.

Supplied as a 650 x 189 px PNG file



BIN STICKERS

This simple A5 sticker is designed to prompt people at the point of disposal. It offers a clear, simple solution by encouraging people to search for the Recycling Sorter. QR codes can be used to allow residents to easily access up-to-date recycling information.

Supplied as a 2 page InDesign file package



FURTHER SUPPORT

Please contact us, requesting 'Recycle Week support', if you have any questions about these materials or need further support.



localauthorities@zerowastescotland.org.uk

 **recycle for Scotland**