

recycle for Scotland

East Dunbartonshire Recycling Centre

For more information call 0300 123 4510

www.recycleforscotland.com

recycle for Scotland

Recycling Point

paper

cardboard

books

clear glass bottles & jars

brown glass bottles & jars

green glass bottles & jars

food tins & drink cans

plastic bottles

textiles

No Illicit Tipping - Please Ensure Materials are Placed Inside the Containers Provided

Don't let a good thing go to waste

For more information call 0300 123 4510

www.recycleforscotland.com

Recycling Results for East Dunbartonshire

Period	Waste Recycled (Tons)
JAN - MAR	4814
APRIL - JUNE	7825
JULY - SEPT	7298
OCT - DEC	4853

Since 2007 East Dunbartonshire Council Has Recycled

Year	Percentage Recycled
2007/08	32%
2008/09	33%
2009/10	35%
2010/11	40%

www.recycleforscotland.com



Recycle for Scotland

Brand in Action
August 2012



Foreword



Zero Waste Scotland has worked hard to create Recycle for Scotland, a recognisable tool to help engage people across Scotland with recycling and support an increase in our overall recycling rate.

As part of our comprehensive support to local authorities, we are drawing on Recycle for Scotland to support the creation of effective local engagement materials, which aim to encourage Scottish householders to make best use of local recycling services and recycle a wide range of materials more often. Ultimately, this will increase the amount of recycling that is collected in Scotland bringing economic and environmental benefits.

Recycle for Scotland is a strong, familiar brand, tested for effectiveness with Scottish householders. Flexibility has been

deliberately embedded within its creation, to allow our partners to reflect consistency with existing or previous local communications and retain their individuality.

Recycle for Scotland is the Scottish version of Recycle Now, a UK consumer programme launched by the Waste & Resources Action Programme (WRAP) in 2004. Zero Waste Scotland is the Scottish programme delivered by WRAP on behalf of the Scottish Government, and as such, we share tried-and-trusted knowledge, expertise, and successes.

Recycle Now is the UK's first national consumer recycling programme designed to encourage individuals and organisations to recycle more things, more often. Both Recycle Now and Recycle for Scotland benefit from the support of over 120 brands and retailers, who display the Recycle Now symbol on many everyday products. It is widely recognised across the UK.

The following pages provide a wide range of examples of how easy and adaptable Recycle for Scotland is, and how it can be effectively applied to vehicles, bins and a variety of other engagement materials.

Iain Gulland, Director, Zero Waste Scotland



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Recycle for Scotland Brand Guidelines

Aberdeen

Aberdeen City Council has applied the Recycle for Scotland branding across a wide range of information and communications materials, including leaflets, bin decals, Recycling Point signs, and vehicles, including the Waste Aware Bus. Recycle for Scotland is an informal, fun design which is easy for designers to work with and clearly understood by customers.

Elaine Gibb, Marketing Officer, Aberdeen City Council





ABERDEEN
CITY COUNCIL



Aberdeen



Aberdeen



Aberdeen



Clackmannanshire



Clackmannanshire
Council



A nationally recognisable brand that is not only clearly identifiable to residents but also to visitors is vital for us to ensure that we maximise the effectiveness of our recycling services: here in Clackmannanshire we are pleased to be a part of that.

Jacqueline Reid, Waste Education Officer,
Clackmannanshire Council



Clackmannanshire



Clackmannanshire Council



East Dunbartonshire



East Dunbartonshire Council

www.eastdunbarton.gov.uk



East Dunbartonshire



East Dunbartonshire Council

www.eastdunbarton.gov.uk



East Dunbartonshire



East Dunbartonshire Council

www.eastdunbarton.gov.uk



recycle for Scotland

sustainable thriving achieving
East Dunbartonshire Council
www.eastdunbarton.gov.uk

Protect East Dunbartonshire's environment, use your local recycling service.

Don't let a good thing go to waste

For more information call 0300 123 4510 www.recycleforscotland.com

006203

East Dunbartonshire



East Dunbartonshire Council

www.eastdunbarton.gov.uk



East Lothian



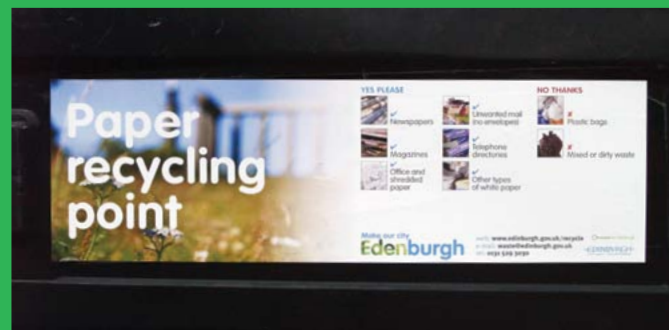
East Lothian



Edinburgh

The RFS band is really useful and flexible. It is already used on a range of different materials including bin stickers and leaflets. The fact that there is one unified brand across the country helps to reduce confusion.

Angus Murdoch, Edinburgh City Council



Edinburgh





With the new Recycle for Scotland branding we have had access to better images to add clarity to our promotional materials.

Simon Jaynes, Technical Officer, Fife Council



Glasgow



Glasgow City Council has welcomed assistance from Zero Waste Scotland enabling Glasgow to re-brand communication material to include a symbol which is easily identifiable by members of the public and will assist to promote recycling further.

Scott Armstrong,
Recycling Strategy Manager,
Glasgow City Council

Glasgow



Glasgow



Glasgow



Glasgow



Glasgow



Glasgow



Glasgow



Highland



Highland



What's in your bin?

A waste analysis of household refuse bins in Highland showed that over 70% of the waste we produce could be recycled or composted.

- Paper and Card 23%**
 - Recycle from-siding
 - Blue bins
 - Recycling Points (paper only)
 - Recycling Centres
 - Compost bins
- Waste Electricals 1%**
 - Take them to your Recycling Centre
 - Electrical appliances
 - Gas cylinders
 - Low energy light bulbs and fluorescent tubes
- Glass Bottles and Jars 8%**
 - Use Recycling Points and Centres to recycle all glass bottles and jars
 - Recycle jars e.g. horticultural jars
- Food and Garden Waste 22%**
 - Start home composting
 - Use food taster bins
 - Take kitchen garden waste to your Recycling Centre
 - Produce food waste
- Metal 2%**
 - Recycle your tins and cans in your blue bin
 - Recycle other metals at your local Recycling Centre
- Plastic 10%**
 - Recycle this by:
 - Recycling plastic bottles in your blue bin
 - Not buying items with excess plastic packaging such as pre-packed fruit
 - Using reusable shopping bags
- Textiles 3%**
 - Take reusable textiles to a charity shop
 - Recycle textiles at your local Recycling Point if available for reuse
- The Remaining 18%**
 - Other materials such as wood, foil and other items are recycled at Recycling Centres
 - Produce repair waste by using Free Repairs

Don't let a good thing go to waste
Na leig rud math a dhìth

www.highland.gov.uk/recycle www.recycleforScotland.com

What happens to my recycling?

This is what happens to the recyclable items in your blue kerbside recycling bin

Don't let a good thing go to waste
Na leig rud math a dhìth

www.highland.gov.uk/recycle www.recycleforScotland.com

Kerbside Recycling Use this

...and help save this!

Don't let a good thing go to waste
Na leig rud math a dhìth

☎ 01349 886603 ✉ recycle@highland.gov.uk
www.highland.gov.uk/recycle
www.recycleforScotland.com

Highland



Highland



Highland



North Ayrshire



North Ayrshire



North Ayrshire



North Ayrshire



North Ayrshire



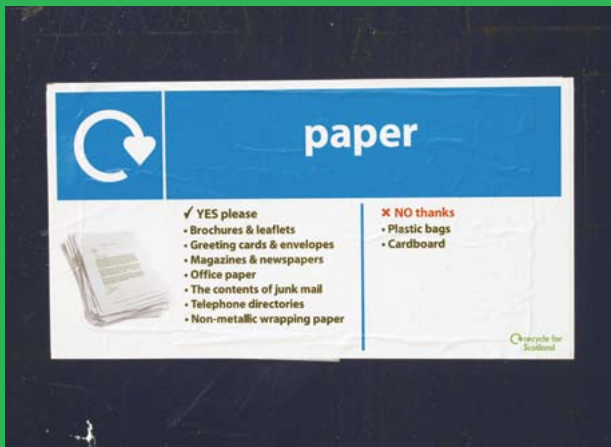
North Ayrshire



Perth & Kinross



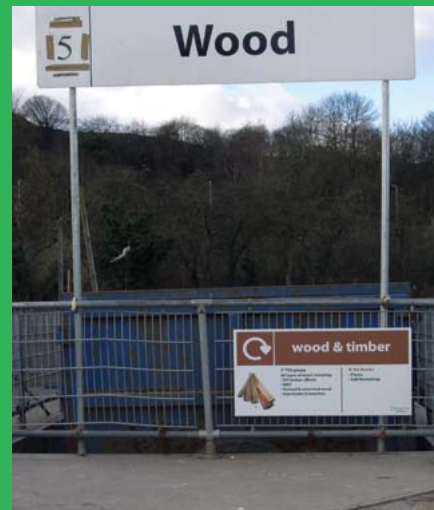
Perth & Kinross



Perth & Kinross



Perth & Kinross



West Dunbartonshire



West Dunbartonshire



**Recycle
your aerosols
in your blue bin**

recycle for Scotland

For more information, please visit
www.wdcweb.info or call **0845 111 0050**.


West
Dunbartonshire
Council

www.agripa.com

110dB

The advertisement is a rectangular sign with a green background. It features several illustrations of aerosol cans in various sizes and orientations. The text is in white, with the main message in a large, bold, sans-serif font. At the bottom right, there is a small logo for West Dunbartonshire Council and a website URL. The sign is mounted on a white frame, and a small electrical panel is visible at the bottom left.

West Lothian



West Lothian
Council



West Lothian



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For further information about support available to local authorities visit

www.zerowastescotland.org.uk/category/sector/local-authorities

or contact

localauthorities@zerowastescotland.org.uk

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For more details please see our terms and conditions on our website at www.zerowastescotland.org.uk



Working together for
a world without waste



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a world without waste



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a world without waste

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