

Communications Toolkit

Reducing contamination in dry mixed recycling collections – rinsing



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We created this guide to help Scottish Local Authorities educate householders about why it's important to keep the items in their recycling bins free from contamination.

The materials encourage householders to rinse their cans, bottles and food containers so that they don't contaminate other materials. We envisage that they'll be used once a kerbside recycling service has been established for some time, and there's a fairly high participation rate.

We plan to develop more materials in the future to highlight other forms of contamination.

For further guidance, please contact the Zero Waste Scotland Communications Team:
support@recycleforscotland.com

Developing our messages

When we developed these new template materials we spoke to consumers about the key messages via qualitative research, and gained insights into their behaviour towards recycling, contamination and rinsing.

The research highlighted these key points. They're worth keeping in mind when you use these materials, and when you communicate with householders about contamination.

What our research has found

Householders don't think of themselves as **'contaminators'**, and don't understand that including incorrect items, or not rinsing, could cause their recycling to be spoiled

Contamination isn't widely understood in the context of recycling. It's linked to disease, hospitals or radioactive waste. So it's important to **use the word with care**, and always along with simple descriptions on how it can spoil their hard work recycling and what householders can do to avoid contaminating

'Wasted efforts' is a theme which resonates with many people. They don't want to think that their materials will go to landfill after they've made a lot of effort to recycle them. This was found to be particularly motivating

Participants think it's **worthwhile** to be asked to rinse their materials once the impacts of contamination on the recycling process are explained

Consumers wanted to know about the different **steps of the recycling process**, not just what the materials might be turned into

Value messages tested well in the research as well as local benefits messages

Reduced landfill messages tested particularly well in the research

To engage householders in their recycling services and reduce contamination of their dry mixed recycling we would recommend using a mix of in-home and outdoor communications channels.

Suggested in-home channels

- leaflets/flyers (clear behavioural messaging, near the point of action)
- kerbside bin stickers and hangers (simple behavioural prompts, right at the point of action)
- postcards, stickers (also provide engaging reminders near the point of action)
- local press advertisements (good for targeting people across a relatively wide area)
- Local Authority website (offers lots of opportunities to communicate the desired behaviours and benefits to site visitors)

Suggested external channels

- engagement at road shows and events, event materials, such as pull-ups and posters (to attract attention of the public)
- vehicle livery (to engage over a wide geographical area)

Suggested internal communications

- posters within council buildings (for reaching your own internal audiences)
- digital adverts for display screens in council contact centres
- briefings for collection crews and call centre staff (to help them answer questions from residents about their recycling and contamination issues)

We have created a selection of these materials (page 8) as editable templates to illustrate how campaign messaging can be used across a variety of touch points.

If you need support developing your communications strategy, please contact:
support@recycleforscotland.com

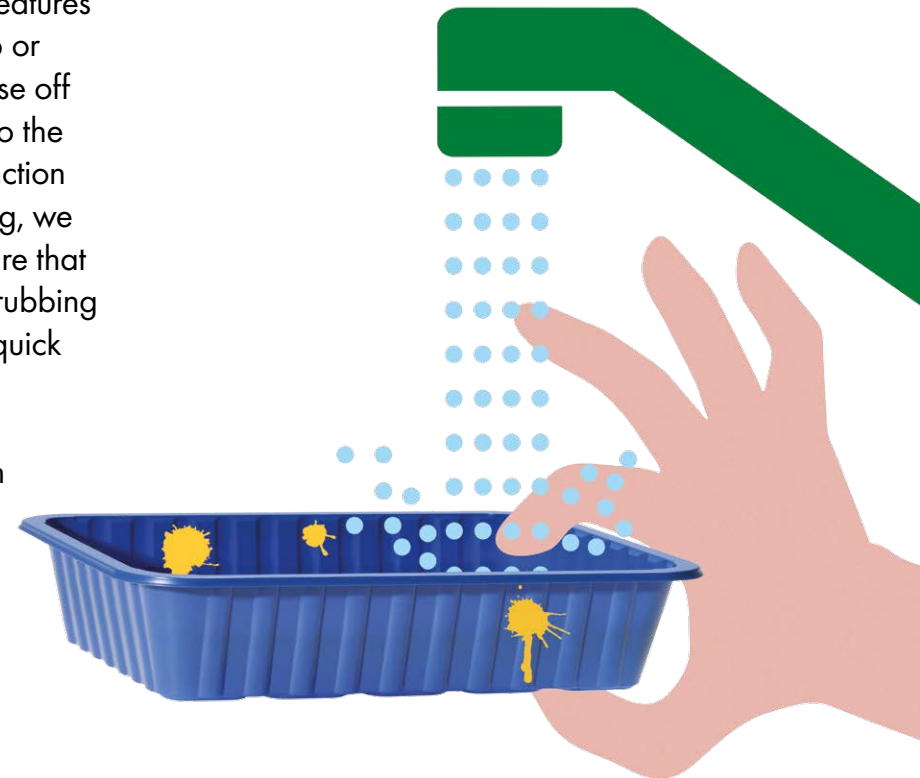
For these new templates the Recycle for Scotland brand has evolved to deliver key messages using a new graphical approach.

The visual articulation of the rinse messages are designed to deliver a simple and clear message to support the headline and strapline copy. The focus is on delivering a very clear call to action - to quickly rinse off your recyclable packaging to increase its value and to reduce its chances of ending up in landfill.

We have used a combination of simple graphic illustration and photography to produce a series of punchy and bold images that instantly communicate this message very clearly. Across the series of four images we have used packaging images from the four main recycling groups that could need rinsed - plastics, glass and aluminium. Water features strongly and simply - water from the tap or 'grey water' (water being re-used to rinse off recycling materials before being put into the recycling bin). Audiences made a distinction between cleaning behaviour and rinsing, we have therefore taken great care to ensure that the images suggest a light rinse - not scrubbing or cleaning. The visuals suggest that a quick rinse is all that is needed.

The recycling material is central to each of the illustrations - and are visually distinctive from each other.

The purpose of producing four illustrations is to be flexible enough to be configured with headlines and key messages from the 'message matrix'. Moreover, this also allows Local Authorities to focus on a particular material if required.



Messages shown in the following table, and on the templates later in this document, have tested well with Scottish householders. **'Don't let your good recycling go to waste'** was the preferred headline from the consumer research, hence its inclusion on the template visuals throughout this document.

Message Matrix

Please choose **1 headline**, **1 sub message** and **1 call to action**. The way in which these messages have been written allows you to pick and choose, dependant on the overall messaging required.

Headline Message	Sub Message	Call To Action
Don't let your good recycling go to waste	Cleaner recycling means less landfill	Rinse your bottles, cans and food containers
A small effort makes a big difference	Cleaner recycling means a lot less waste and a lot less landfill	✓ Emptied ✓ Rinsed ✓ Sorted
Time spent rinsing your recycling is time well spent	Cleaner recycling means less waste, less landfill and more value	Rinse your containers
	✓ Emptied ✓ Rinsed ✓ Sorted	Recycling - keep it clean!
	Your recycling is twice as valuable when it's rinsed	
	Keep your recycling clean and it won't spoil all your good work	

Guidance for editing templates

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

Other useful guides to download from the Partners site include:

- Recycle for Scotland brand guidelines – providing guidance on using RfS branding, colour palette, typography and imagery.
- Household Recycling Service Change Communications Guidance - to help Scottish local authorities communicate with householders specifically about changes to their waste and recycling services that relate to implementing the Code of Practice (CoP) for the Household Recycling Charter.
- Guidance on recycling terms for communicating with householders - terminology to help ensure a standardised approach to communicating waste and recycling to householders.



This poster is intended for use at awareness-raising events and roadshows, or presentations in other community events and locations. It can also be displayed in communal bin storage areas or property stairwells.

The content has been designed as a portrait A3 poster, though it can easily be adapted for other sizes.

Templates are available to download in Adobe InDesign format:
www.zerowastescotland.org.uk/partners



The image displays three posters from Recycle for Scotland, each illustrating a step in the recycling process. The posters are set against a green background with white and blue accents. Each poster features the 'recycle for Scotland' logo at the top left and the headline 'Don't let your good recycling go to waste' in large white text. The first poster shows a hand pouring liquid from a brown bottle into a sink, with a white plate and a yellow mug nearby. The second poster shows a hand holding a blue plastic tray under a stream of blue water. The third poster shows a hand holding a silver can with a lid, with blue water splashing from it. Below the illustrations, each poster contains the text 'Cleaner recycling means less waste, less landfill and more value' and a checklist: '☑ Emptied ☑ Rinsed ☑ Sorted'. At the bottom of each poster, the website 'recycleforscotland.com' is listed on the left, and 'Local Authority Branding' is in a grey box on the right.

recycle for Scotland

Don't let your good recycling go to waste

Cleaner recycling means less waste, less landfill and more value

☑ Emptied ☑ Rinsed ☑ Sorted

recycleforscotland.com

Local Authority Branding

recycle for Scotland

Don't let your good recycling go to waste

Cleaner recycling means less waste, less landfill and more value

☑ Emptied ☑ Rinsed ☑ Sorted

recycleforscotland.com

Local Authority Branding

recycle for Scotland

Don't let your good recycling go to waste


Cleaner recycling means less waste, less landfill and more value

☑ Emptied ☑ Rinsed ☑ Sorted

recycleforscotland.com

Local Authority Branding

Adverts are intended for use in local press to raise awareness and encourage behaviour change.



recycle for Scotland

Don't let your good recycling go to waste

Cleaner recycling means less waste, less landfill and more value

Emptied Rinsed Sorted

recycleforScotland.com

Local Authority Branding

White strip is removed for adverts printed on a white background

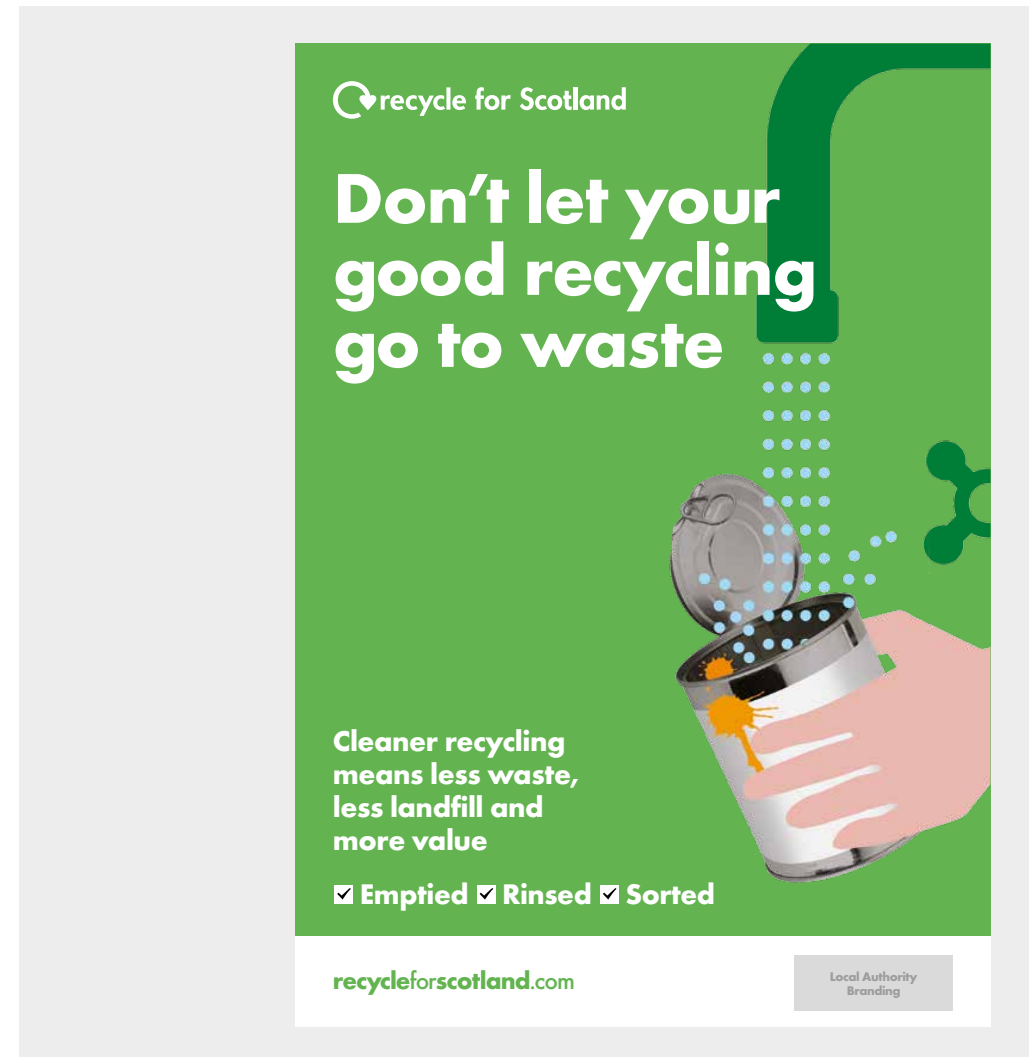
The advertisement features a green background with a white recycling symbol and the text 'recycle for Scotland' in the top left. The main headline 'Don't let your good recycling go to waste' is in large white font. Below it, a sub-headline reads 'Cleaner recycling means less waste, less landfill and more value', followed by a checklist: 'Emptied', 'Rinsed', and 'Sorted', each with a checked box. The website 'recycleforScotland.com' is at the bottom left. On the right, an illustration shows a hand holding a silver can with a yellow splat, while blue dots representing liquid fall from the open lid into a green recycling bin. A small grey box in the bottom right corner says 'Local Authority Branding'. A vertical line from the bottom left of the ad points to a note: 'White strip is removed for adverts printed on a white background'.

Templates are available to download in Adobe InDesign format:
www.zerowastescotland.org.uk/partners

The leaflet gives householders detailed information about how to participate fully in the recycling service. This is a 12 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

Templates are available to download in Adobe InDesign format:
www.zerowastescotland.org.uk/partners



Your blue bin recycling service

What to recycle

If bottles, cans or other containers have any food waste on them, scrape this into your food waste caddy first, and then give them a quick rinse before you pop them in your blue recycling bin.

Remember

Don't put items with food waste on them straight in the blue bin – they can spoil paper and cardboard. This could mean it can't be recycled and may have to go to landfill. Take just a few seconds to rinse them – then your good efforts won't be wasted.

Yes

- ✓ Corrugated cardboard
- ✓ Telephone directories
- ✓ Newspapers & magazines
- ✓ Tins, cans & foils
- ✓ Plastic bottles
- ✓ Plastic packaging
- ✓ Cartons

No

- ✗ Food waste
- ✗ Black bag waste
- ✗ Nappies
- ✗ Liquids
- ✗ Glass
- ✗ Unrinsed items with food residue
- ✗ Items not pictured above



What happens to your recycling

Recycling is more valuable to councils when it is clean.



Your questions answered

Why do I need to rinse?

If you rinse your bottles, cans and plastic containers they won't spoil other items in your blue bin, like paper and cardboard. Fewer spoiled items means more is recycled, and less is sent to landfill.

Is using water to rinse items bad for the environment?

It only takes a quick rinse and it's better for the environment than having to send valuable recycling items to landfill because they're too dirty. If you can, rinse them in your soapy water – after you've washed the dishes – to cut down the amount of water you use.

Can the council not clean the recycling for us?

If it's spoiled by the time it reaches us, there's really not much we can do, especially with paper and cardboard. Spoiled items cost councils more to dispose of, as they have to be sent to landfill. If we all make an effort, we could save as much as £7 million a year to use on other council services across Scotland.

If you require this leaflet in large print, audio or need it translated into other languages please contact: **0808 100 2040**

For more information:
info@recycleforscotland.com
Freephone 0808 100 2040

A Zero Waste Scotland initiative
Ground Floor Moony House Forthside Way Stirling FK8 1QZ
01786 433 930



Printed on recycled paper

Vehicle livery templates have been developed so that councils can promote their new services on the side of their collection fleet.



Templates are available to download in Adobe InDesign format:
www.zerowastescotland.org.uk/partners

Digital adverts can be displayed in council facilities where the technology exists as a useful space for delivering key messages to an audience who may be present for some time rather than passing through.

Templates can also be adjusted to build adverts for use online. For small sized digital adverts consider the text length and size to ensure messaging is legible.

1. Lead with a headline

2. follow up with a sub-message

3. include a call to action

4. end on a way to find out more information

Templates are available to download in Adobe InDesign format:
www.zerowastescotland.org.uk/partners

This bin sticker could be provided to householders to attach to their recycling containers – ensuring that a motivational message and a behavioural reminder are constantly at the point of recycling.

recycle for Scotland

Don't let your good recycling go to waste

Tins, cans & foils Corrugated cardboard Telephone directories Newspapers & magazines Plastic bottles Plastic packaging Cartons

Cleaner recycling means less waste, less landfill and more value
✔ Emptied ✔ Rinsed ✔ Sorted

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

recycleforscotland.com

Local Authority Branding

Include local authority contact details for people to find out more

Templates are available to download in Adobe InDesign format:
www.zerowastescotland.org.uk/partners

Bin hanger

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.

Templates are available to download in Adobe InDesign format:
www.zerowastescotland.org.uk/partners

recycleforScotland.com

Sorry!

Your bin could not be collected as it contains one or more items on the No thanks list. Please remove these then put your bin out again on the next scheduled collection day.

recycle for East Ayrshire

Don't let your good recycling go to waste

No thanks	Yes please
<input type="checkbox"/> General Waste	<input checked="" type="checkbox"/> Paper
<input type="checkbox"/> Food Waste	<input checked="" type="checkbox"/> Cans
<input type="checkbox"/> Nappies	<input checked="" type="checkbox"/> Plastic Bottles
<input type="checkbox"/> Glass	<input checked="" type="checkbox"/> Cartons
<input type="checkbox"/> Plastic Bags	<input checked="" type="checkbox"/> Aluminium Foil & Trays
<input type="checkbox"/> Other	<input checked="" type="checkbox"/> Yoghurt Pots
	<input checked="" type="checkbox"/> Envelopes
	<input checked="" type="checkbox"/> Biscuit & Sweet Tins

Emptied Rinsed Sorted

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

This bin was not emptied because it contained one or more of the following. Please ensure this tear off is removed and passed to the contact centre.

General Waste Food Waste Nappies Glass
 Plastic Bags Other Ref.

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



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