

# RECYCLE WEEK 2022



**CAMPAIGN  
TOOLKIT**

**We all have questions about recycling.**

Get real answers at [recyclenow.com/RecycleWeek](https://recyclenow.com/RecycleWeek)

 [recyclenow.com](https://recyclenow.com)  
 [@recycle\\_now](https://twitter.com/recycle_now)  
 [@recyclenow](https://facebook.com/recyclenow)  
 [@recyclenow\\_uk](https://instagram.com/recyclenow_uk)

**LET'S GET REAL  
ABOUT RECYCLING**

**#RecycleWeek**



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## **An introduction to Recycle Week 2022**

# **LET'S GET REAL ABOUT RECYCLING**

Recycle Week is the largest national annual recycling campaign and is delivered by Recycle Now.

Since 2004, Recycle Week has been the one week where retailers, brands, waste management companies, trade associations, governments and the media come together to meet one goal: to galvanise the public into recycling more of the right things, more often.

**This year, Recycle Week  
runs from**

**19-25**

**SEPTEMBER**

Recycle Week has been growing for 18 years, and we are aiming for this September's to be our biggest yet. We need your help to make this happen.





## This year's theme

**LET'S GET REAL  
ABOUT RECYCLING**

**#RecycleWeek**

- Real progress.
- Real difference.
- Real Recyclers.

Right now, people are searching for radical transparency in every walk of life. As we get honest about where we can make personal change, we look for it in everyone around us. Citizens are taking no nonsense this year. And their quest for the truth won't be over anytime soon.

So now is the perfect time to get real about recycling. **Getting real is the first step towards real change.**



## How you can get involved

- Use the Recycle Week campaign assets on your own communication channels and show you are part of a campaign which is accelerating positive behaviour change
- Post your own content using the Recycle Week theme and make sure you use #RecycleWeek
- Promote your activity through PR and social media
- Tailor our template press release for your own PR\*
- Use the iconic Recycle Now swoosh alongside your logo; visibly aligning yourself with this high profile national event
- Embed Recycle Now's recycling locator onto your website. For more information, email us at [\*\*partnerenquiries@wrap.org.uk\*\*](mailto:partnerenquiries@wrap.org.uk)
- Amplify social content by liking, sharing and retweeting Recycle Week posts
- Use your iconic buildings or landmarks by lighting them up green to raise the profile of Recycle Week 2022

\*Coming soon!



# SUPPORTING COPY AND LOCALISATION



# Social post copy

	VISUAL – RECYCLING CONTAINER	VISUAL – TOOTHPASTE TUBE	VISUAL – WINE GLASS	VISUAL – FOILS, GLASS, PLASTICS AND AEROSOLS
Barrier to recycling	<b>Recycling isn't worthwhile</b>	<b>Wishcycling is a key part of contamination</b>	<b>Wishcycling is a key part of contamination</b>	<b>Recycling is too confusing</b>
Headline	<p>Question: <b>Does my recycling really make a difference?</b></p> <p>Answer: <b>Yes, it does!</b></p>	<p>Question: <b>One item in the wrong bin can't hurt, can it?</b></p> <p>Answer: <b>Yes, it can!</b></p>	<p>Question: <b>One item in the wrong bin can't hurt, can it?</b></p> <p>Answer: <b>Yes, it can!</b></p>	<p>Question: <b>Recycling's so confusing, isn't it?</b></p> <p>Answer: <b>It doesn't have to be!</b></p>
Social post copy	<p><b>We all have questions about recycling.</b> Get real answers at <a href="https://recyclenow.com/RecycleWeek">recyclenow.com/RecycleWeek</a></p>			
Tagline	<p><b>Let's get real about recycling.</b></p>			
Hashtag	<p><b>#RecycleWeek</b></p>			



# How to tailor supporting copy

On the following pages you'll find a selection of ready-to-go and editable social media and print assets, supporting copy to make it as easy as possible for you to get involved in this year's campaign.

If you prefer to tailor your supporting copy, for consistency, we would recommend incorporating the following messaging, call to action and hashtag in your posts.

**Call to action** — We all have questions about recycling.  
Get real answers at [recyclenow.com/RecycleWeek](https://recyclenow.com/RecycleWeek)  
**#RecycleWeek**

URL

Hashtag

Further information on what the public can do to make a difference this Recycle Week will be provided on our campaign landing page [recyclenow.com/RecycleWeek](https://recyclenow.com/RecycleWeek)



# Creating the Recycle Now localised mark

Using the localised Recycle Now mark template is an easy and quick way to create a customised mark. The 'Location' text within the template is editable so you can customise it to your **area/community/organisation/brand**.

This approach is incredibly flexible and it's easy for you to create your own specific mark.

The localised mark is easy to create:

**Swoosh + [Location/brand/organisation] + recycles**



Example localised mark:



Follow these steps to create a localised Recycle Now mark:

1. Replace the word '[Location]' or '[Long name two line location]' in the below and delete the brackets
2. Align first letter of your location or organisation/brand to right edge of 'Fig A'
3. The space between your [Location/brand/organisation] and **recycles** should be equal to 'Fig B' (as shown on the left)
4. Outline the font and save file as an .ai file
5. Delete the layer labelled 'Guides' to remove these instructions

## How to use it

Without resizing the template, type over the placeholder location text using Futura EF Demi Bold. Align left edge of location with the clear space of the swoosh as shown here, the right edge should have a clear space equal to the 'r' of recycles.

Once the templates have been modified you can resize the complete personalised Recycle Now marks in your required applications.

This font is available to local authorities and organisations on request from Recycle Now for both PC and Mac platforms.

Email: [partnerequiries@wrap.org.uk](mailto:partnerequiries@wrap.org.uk)

**You can only customise the 'Location' lettering. The Recycle Now mark cannot be altered in any way or its relationship to the customised lettering changed.**



# STATIC SOCIAL MEDIA POSTS



# Ready-to-go Static social media posts

## FACEBOOK AND INSTAGRAM

4:5 – 1080X1350px

Assets also available with the NI recycles logo



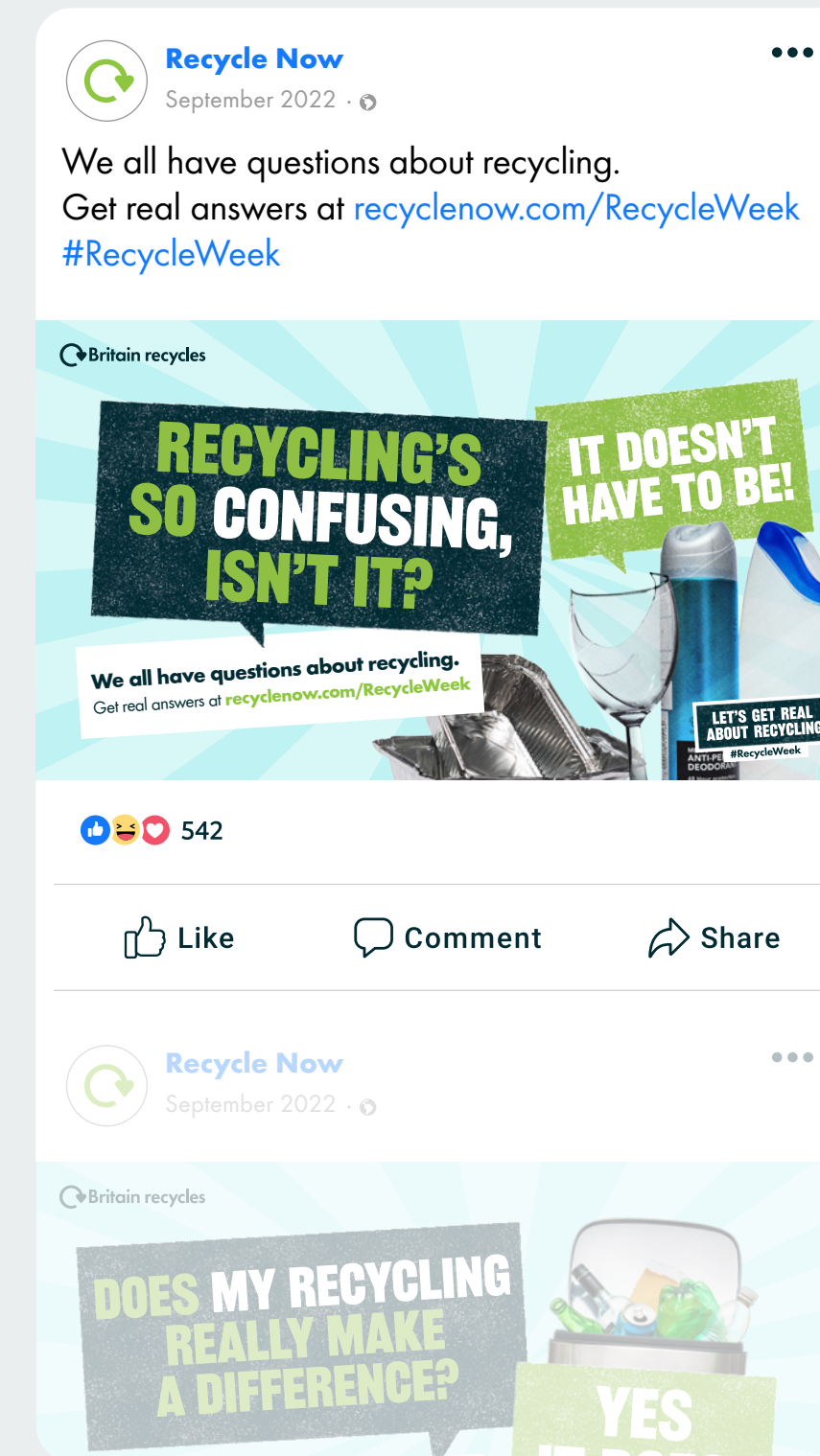
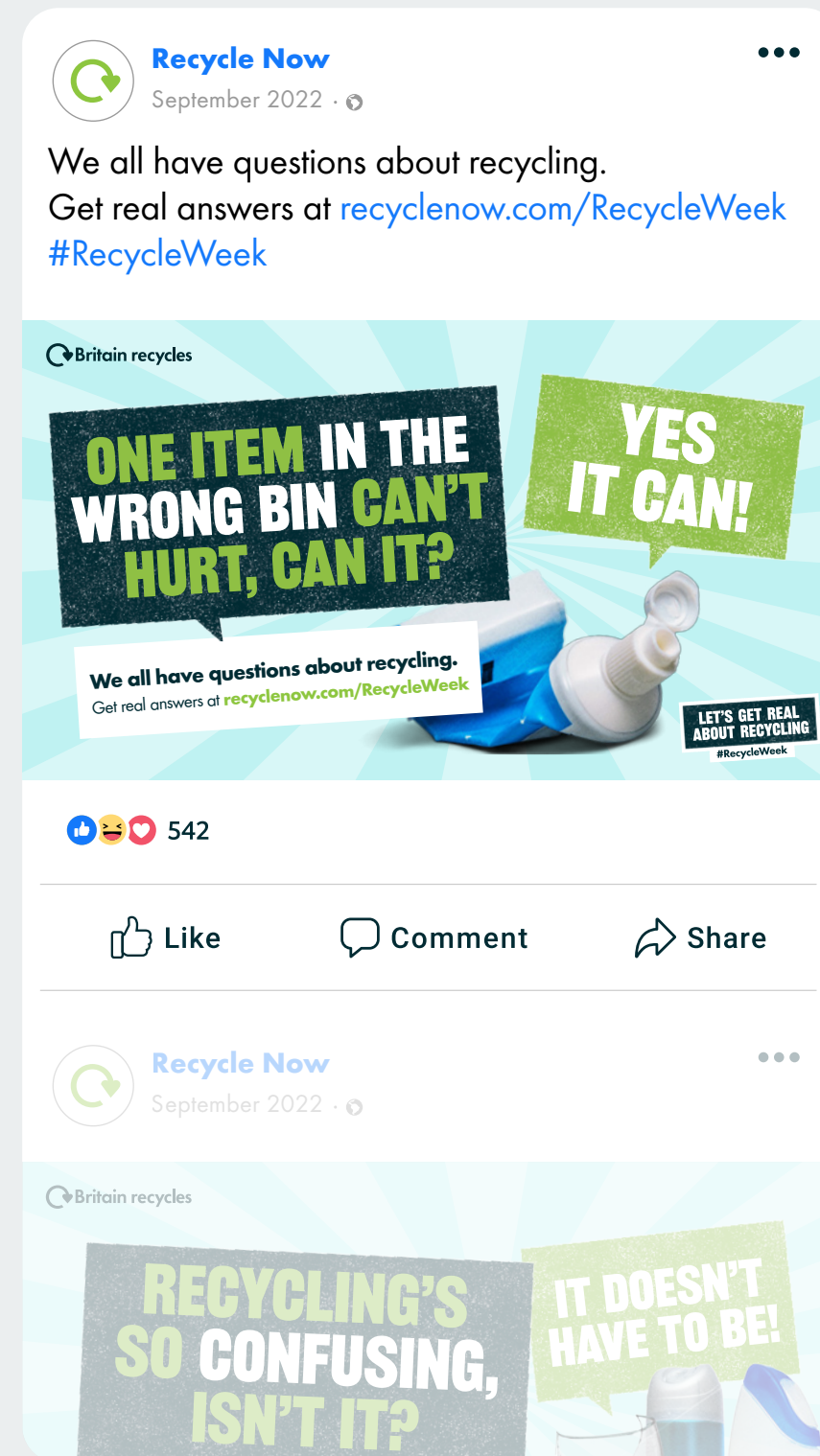
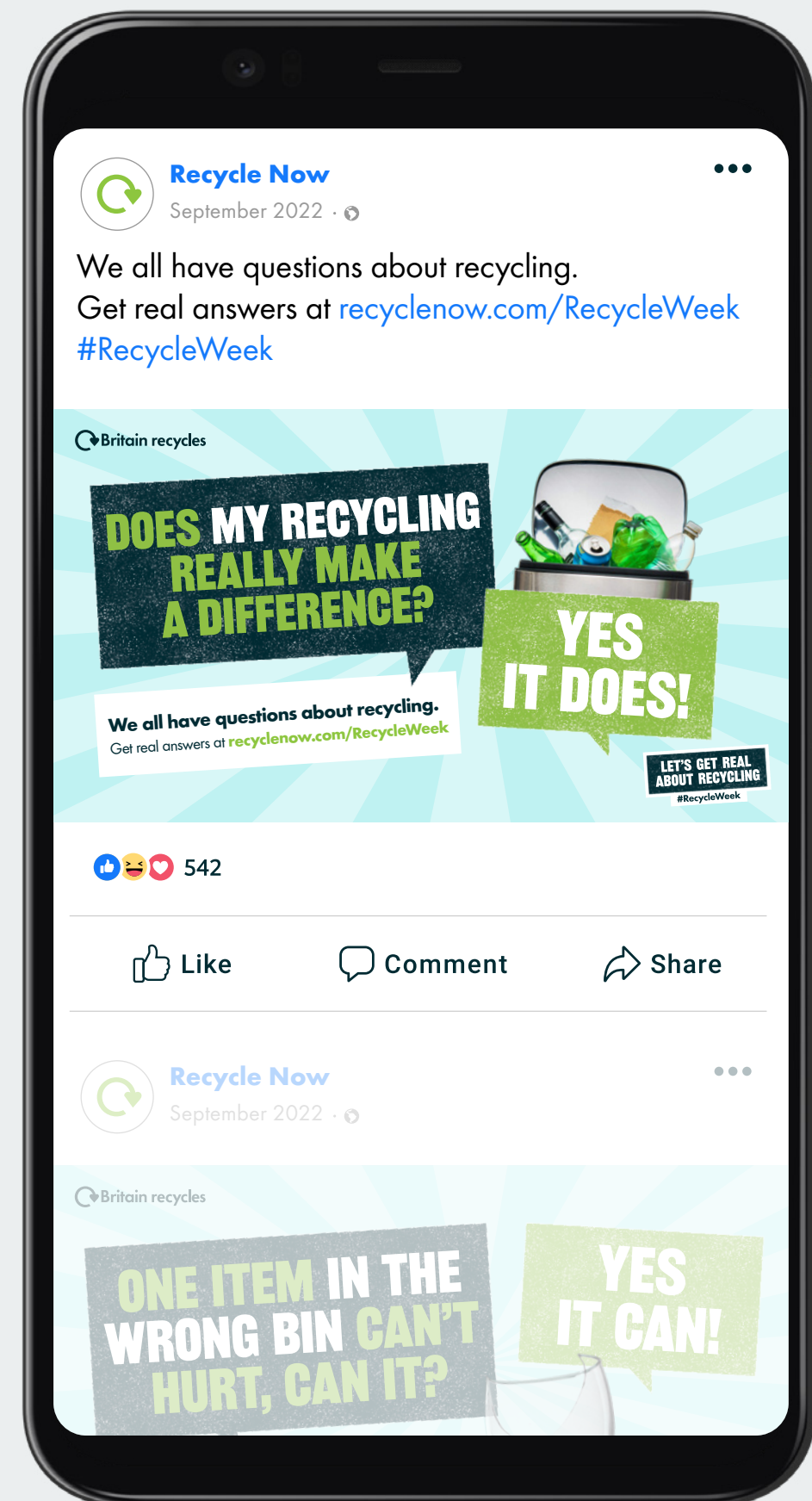


# Ready-to-go Static social media posts

## TWITTER

16:9 – 1920X1080px

Assets also available with the NI recycles logo





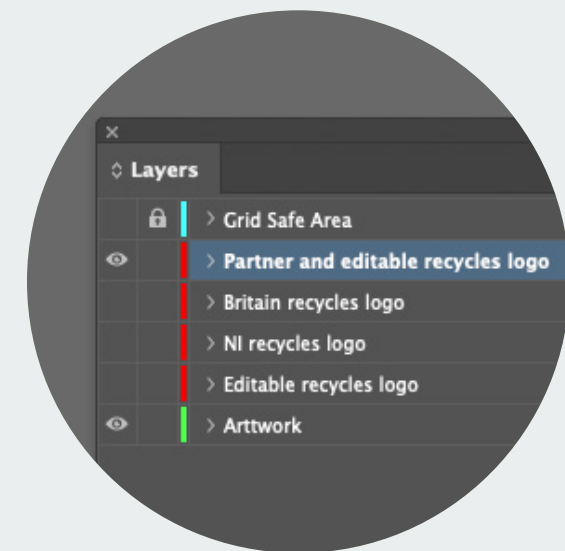
# Editable Static social media posts

## LOCAL AUTHORITY AND PARTNER BRANDING

### Editing partner logos in InDesign

We have provided you with a full set of static social posts as editable InDesign files. Within these files you can add in your logo (please follow the rule lines within the files for correct placement of your logo).

**Recycle Now localised mark**  
Within the InDesign files you can toggle the layers for pre-defined ready-to-use marks.  
Create your own 'location/organisation recycles' logo following the guide on P10.  
If you are not adding your own partner logo, please use the layer options inside the InDesign file to either use a pre-defined ready-to-use mark or place your own 'location/organisation recycles' logo.



### FACEBOOK AND INSTAGRAM

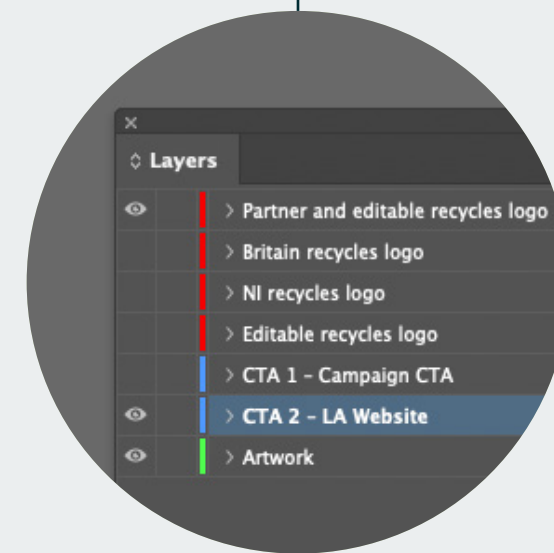


**Instagram grid guide**  
If you are posting on Instagram you will need to ensure logos do not get partially cropped within this frame.

**This grid guide does not apply for Facebook or Twitter.**

**Partner logo**  
If you are posting on Instagram you will need to use the guides within the file to ensure logo does not get cropped in Instagram grid view.  
**This grid guide does not apply for Facebook or Twitter.**

### TWITTER



**Call to action**  
Within the InDesign files you can toggle the layers for pre-defined ready-to-use call to action or add your own website.

See P24 for more information on how to edit printed assets.



# ANIMATED SOCIAL MEDIA POSTS

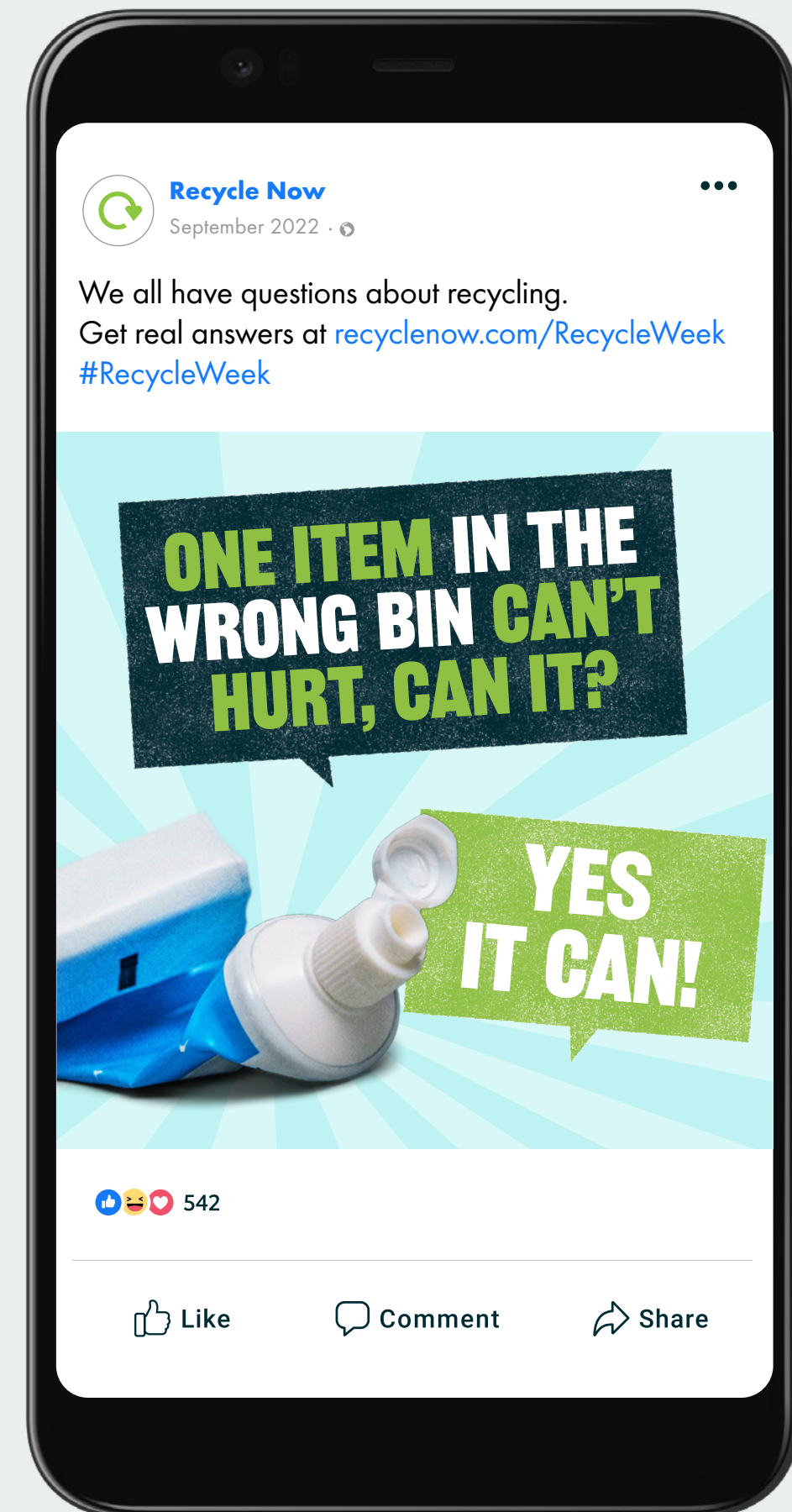


# Ready-to-go Animated social media posts

## FACEBOOK AND INSTAGRAM

1:1 – 1080X1080px

Assets also available with the NI recycles logo



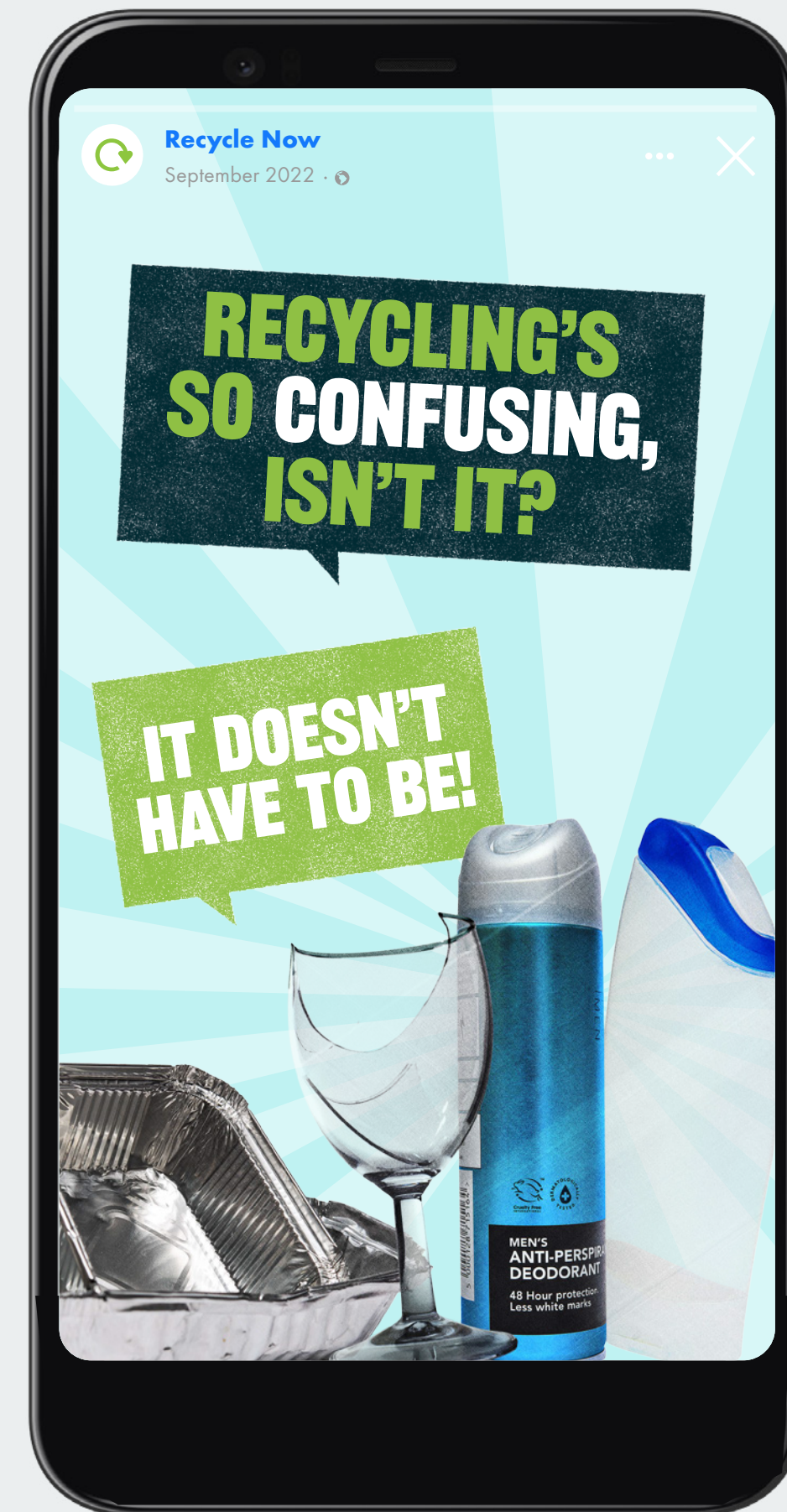


# Ready-to-go Animated social media posts

## FACEBOOK AND INSTAGRAM STORIES/REELS

9:16 – 1080X1920px

Assets also available with the NI recycles logo





# DIGITAL 6-SHEET ASSETS

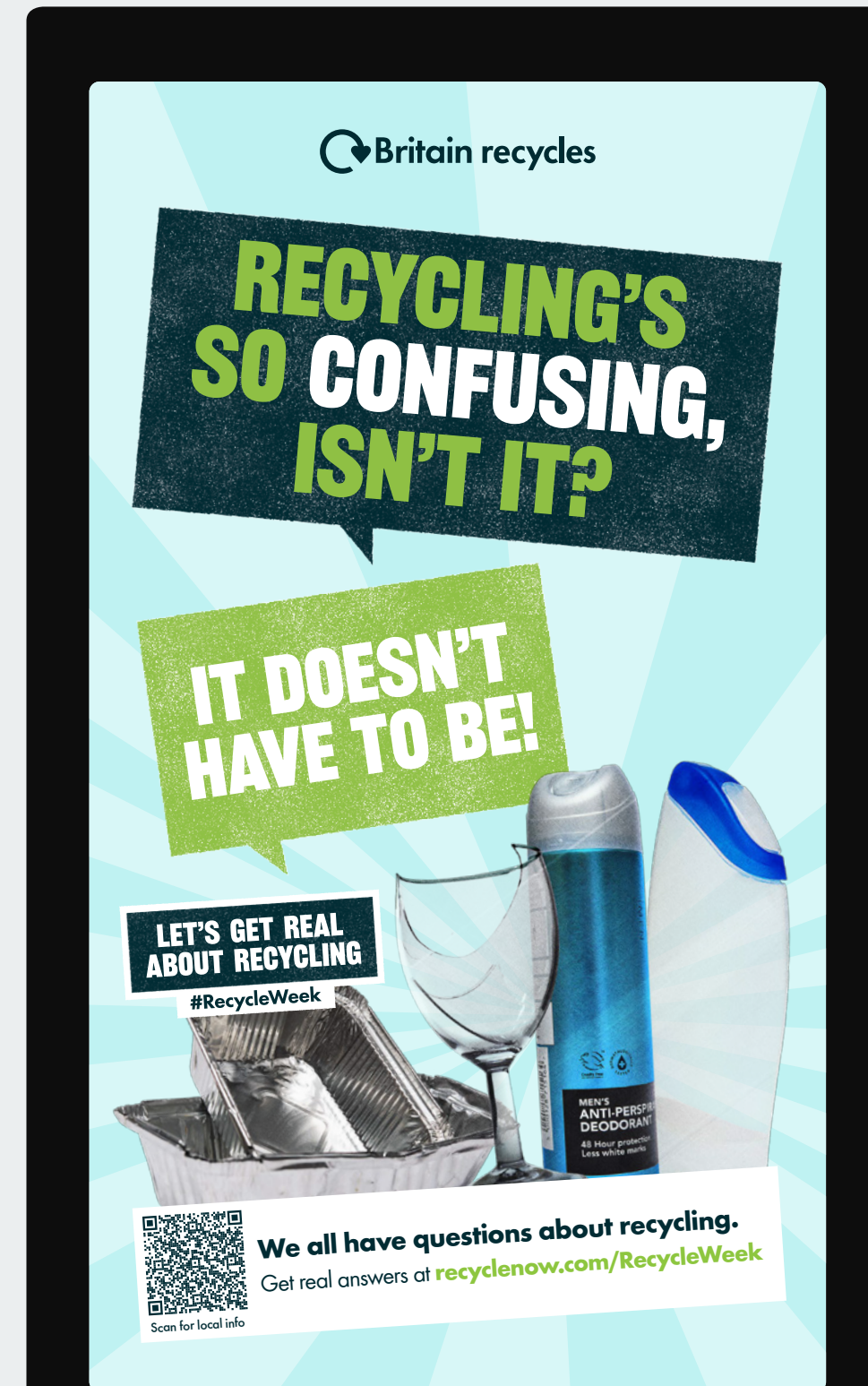


# Ready-to-go Digital poster assets

## 6 SHEETS ANIMATED

1080X1920px

Assets also available with the NI recycles logo





# PRINTED ASSETS



# Ready-to-go Printed assets

## 6 SHEETS

1200X1800mm

Assets also available with the NI recycles logo

Britain recycles

**DOES MY RECYCLING REALLY MAKE A DIFFERENCE?**

**YES IT DOES!**

LET'S GET REAL ABOUT RECYCLING  
#RecycleWeek

Scan for local info

We all have questions about recycling.  
Get real answers at [recyclenow.com/RecycleWeek](https://recyclenow.com/RecycleWeek)

Britain recycles

**ONE ITEM IN THE WRONG BIN CAN'T HURT, CAN IT?**

**YES IT CAN!**

LET'S GET REAL ABOUT RECYCLING  
#RecycleWeek

Scan for local info

We all have questions about recycling.  
Get real answers at [recyclenow.com/RecycleWeek](https://recyclenow.com/RecycleWeek)

Britain recycles

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#RecycleWeek

Scan for local info

We all have questions about recycling.  
Get real answers at [recyclenow.com/RecycleWeek](https://recyclenow.com/RecycleWeek)

Britain recycles

**RECYCLING'S SO CONFUSING, ISN'T IT?**

**IT DOESN'T HAVE TO BE!**

LET'S GET REAL ABOUT RECYCLING  
#RecycleWeek

Scan for local info

We all have questions about recycling.  
Get real answers at [recyclenow.com/RecycleWeek](https://recyclenow.com/RecycleWeek)



# Ready-to-go Printed assets

## POSTERS

A4 – 210X297mm

Assets also available with the NI recycles logo





# Ready-to-go Printed assets

## PULL-UP BANNERS

850X2000mm

Assets also available with the NI recycles logo





# Editable Printed assets

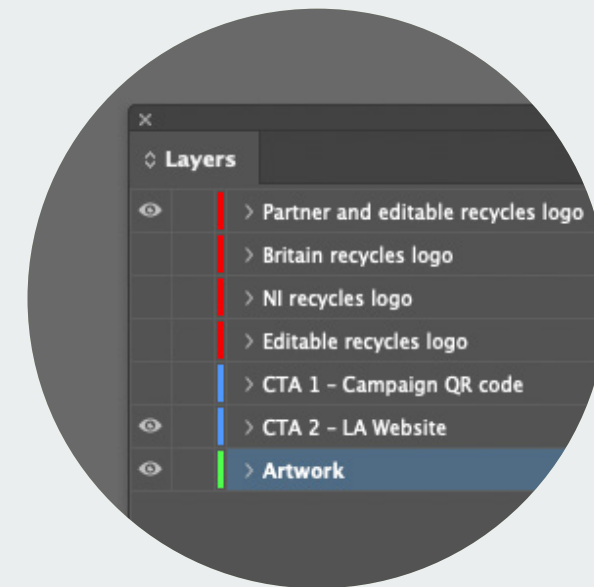
## LOCAL AUTHORITY AND PARTNER BRANDING

Editing partner logos and call to action in InDesign

We have provided you with a full set of printed assets as editable InDesign files.

Within these files you can add in your logo and update the URL with your own website if you have tailored content for Recycle Week, otherwise use the [recyclenow.com/RecycleWeek](http://recyclenow.com/RecycleWeek) URL.

**Recycle Now localised mark**  
Within the InDesign files you can toggle the layers for pre-defined ready-to-use marks.  
Create your own 'location/organisation recycles' logo following the guide on P10.  
If you are not adding your own partner logo, please use the layer options inside the InDesign file to either use a pre-defined ready-to-use mark or place your own 'location/organisation recycles' logo.



**Call to action**  
Within the InDesign files you can toggle the layers for pre-defined ready-to-use call to action and QR code.  
If you are adding your own website, the QR code has been removed to make it easier to update.

### 6 SHEETS AND POSTERS



### PULL-UP BANNERS



See P14 for more information on how to edit social media assets.

Keep this area clear to avoid important information being too close to the ground.



# CAMPAIGN TAGLINE



## Campaign tagline

We have provided you with the campaign tagline as a stand alone asset, this can be used on its own or as an endorser to support your own materials.

It is available to download from the WRAP Resource Library in both digital and print file formats.

**LET'S GET REAL  
ABOUT RECYCLING**

**#RecycleWeek**



**THANK YOU!**

For further information, please email  
[partnerenquiries@wrap.org.uk](mailto:partnerenquiries@wrap.org.uk)

 [recyclenow.com](http://recyclenow.com)  
 [@recycle\\_now](https://twitter.com/recycle_now)  
 [@recyclenow](https://www.facebook.com/recyclenow)  
 [@recyclenow\\_uk](https://www.instagram.com/recyclenow_uk)

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