



**Recycle Week 2020 FREE assets launched
21-27 September 2020**

Good news - your FREE Recycle Week social media assets are now available for you to download on the Zero Waste Scotland Partners website.

2020 has been a year like no other, so we are focusing on the fact that Scotland has kept on recycling and taking the opportunity to say THANK YOU to householders and communities. Our assets feature activities we've all been doing a lot more of in 2020, whilst tapping into the many ways us Scots like to say thank you.

Assets include both static graphics and suggested copy, GIFs, email signature and web button. All assets include the tagline 'Scotland Recycles' however you could personalise this to your own local authority name instead. If you would like to do this, then ask your design team to get in touch and we can share the files with them. **Please note that assets should not be used prior to Monday 21st September (Recycle Week).**

We will be putting out a media release on Monday 21st August. We'd encourage you to consider your own Recycle Week plans as they could help generate some positive PR for you locally.

Remember to check out our How to Waste Less website and social media channels during Recycle Week, share our content and use the hashtag #RecycleWeek to help gain maximum impact during the week.

If you have any questions about communications around Recycle Week or want to share your plans with us, please get in touch via email support@recycleforscotland.com

We are looking forward to yet another brilliant Recycle Week!

GRAPHIC & THEME	SUGGESTED COPY
1. Thank you for recycling	<p>It's been a year like no other. This Recycle Week, we want to thank you for continuing to recycle no matter what and helping to protect our environment.</p> <p>Scotland recycles. #RecycleWeek</p>



Recycle Week

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#RecycleWeek

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THANK YOU FOR RECYCLING



<p>2. Thank you for recycling in Gaelic</p>	<p>Tapadh leibh airson ath-chuairteachadh.</p> <p>Scotland recycles. #RecycleWeek</p>
<p>3. Recycling superhero</p>	<p>To all the frontline heroes and stay at home stars, however you helped keep the country safe during lockdown. Thank you for continuing to be a recycling superhero every day.</p> <p>Scotland recycles. #RecycleWeek</p>
<p>4. Oan yersel' (fitness theme focus on plastic bottles)</p>	<p>Online yoga or walks in the park, however you've been working up a sweat a home oan yersel' for recycling any plastic water bottles.</p> <p>Scotland recycles. #RecycleWeek</p>
<p>5. Ya belter (music/celebration focus on glass bottles)</p>	<p>Whatever music has been the soundtrack to your wild nights in recently – you are a belter for recycling all your glass bottles.</p> <p>Scotland recycles. #RecycleWeek</p>
<p>6. Ta very much (arts & crafts)</p>	<p>Whether you have been star baking or mess making: ta very much for recycling no matter the activity.</p> <p>Scotland recycles. #RecycleWeek</p>
<p>7. Yer some recycler (nights in)</p>	<p>Movie nights or box-set binge watching, one thing's for sure there will be snacks involved. Yer some recycler for making sure the right item goes in the right bin!</p> <p>Scotland recycles. #RecycleWeek</p>



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<p>8. Pure dead brilliant (cooking focus on food waste recycling)</p>	<p>Whether you are perfecting your Cordon bleu or rustling up something quick for dinner, we think that its pure dead brilliant that you recycle your food scraps and peelings into your caddy.</p> <p>Scotland recycles. #RecycleWeek</p>
<p>9. Keep it up (gardening focus on recycling garden waste)</p>	<p>Maybe you're a gardener who spends hours tending to the garden or a minimalist who just cuts the grass. No matter how green your fingers are, keep on recycling your garden waste!</p> <p>Scotland recycles. #RecycleWeek</p>
<p>10. Cheers (sport focus on drinks cans and glass bottles)</p>	<p>Football fan? Revel in the rugby? Crazy for cricket? Whichever sport you enjoy watching we want to say 'Cheers' to you for doing your bit and recycling.</p> <p>Scotland recycles. #RecycleWeek</p>
<p>11. Ya beauty (being outdoors focus on recyclable items that are littered)</p>	<p>Ya beauty! A Scottish summer sometimes means four seasons in one day but that doesn't stop us getting outdoors! Thanks for taking all your litter home with you and recycling when you can.</p> <p>Scotland recycles. #RecycleWeek</p>
<p>12. Smashing stuff (home improvements and visiting recycling centres)</p>	<p>From a fresh lick of paint to finally getting around to that upcycling project. Whatever home improvements you've been making we think it's smashing stuff that you visit your local recycling centre to recycle all you can!</p> <p>Scotland recycles. #RecycleWeek</p>



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<p>13. Yer a star (working from home focus on paper)</p>	<p>Your house is your home, your office, your gym and so much more. As we keep adapting to a new way of working just remember yer a star for recycling every last shred of paper at home!</p> <p>Scotland recycles. #RecycleWeek</p>
<p>14. Much appreciated (online shopping focus on cardboard packaging)</p>	<p>We are all ordering more online than ever before. It's much appreciated that you take the time to recycle all your cardboard packaging!</p> <p>Scotland recycles. #RecycleWeek</p>
<p>GIFs x 6</p> <p>These are generic and your own copy/theme can apply.</p>	