

# Recycle Now

Food Recycling Communication Materials

## USER GUIDE



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# Introduction

Following consumer research, Recycle Now has produced a suite of new downloadable and adaptable communication templates for all partners to use when engaging with people on food recycling. The new resources feature leaflets, posters, vehicle livery and much more. They can be used on their own to support an existing food waste collection service to raise awareness of and increase participation in that service. All templates, apart from the A5 leaflet, can also be used alongside Recycle Now's existing 'Introductory' and 'Instructional' food recycling leaflets for local authorities rolling out new food recycling collections. These existing leaflets have been refreshed to reflect Recycle Now's 'Good to Know' campaign.

These materials use the font **Prater Sans**, in addition to the **Futura EF** fonts. Prater Sans is used to highlight headline messages and Futura is used for secondary messages. Recycle Now has a licence to supply both the **Prater Sans OT** and the **Futura EF** fonts to local authorities. Please email [partnerenquiries@wrap.org.uk](mailto:partnerenquiries@wrap.org.uk) to request a copy.



# Posters



- 1 Headline message**  
This should remain the same.
- 2 Imagery**  
The imagery should remain the same.
- 3 Good to Know heart**  
The shape, colour and position of this should remain the same.
- 4 Secondary message in green banner**  
This should remain the same.
- 5 Logos**  
Insert your logos and relevant website here. There is space for 2 logos. One logo must be the 'whiteout recycle for [area] logo' positioned bottom left.  
NB. If you are only adding one logo, remember to delete the other box.



**These posters are available in A4, A3 and 6 sheet templates!**

**!** For any help on changing the templates, please contact [partnerenquiries@wrap.org.uk](mailto:partnerenquiries@wrap.org.uk)

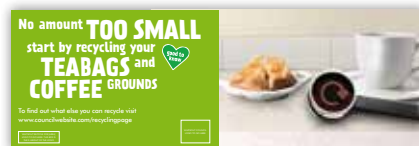


# Pull-up banners



- 1 Headline message**  
This should remain the same.
- 2 Imagery**  
The imagery should remain the same.
- 3 Good to Know heart**  
The shape, colour and position of this should remain the same.
- 4 Secondary message in green banner**  
This should remain the same.
- 5 Logos**  
Insert your logos and relevant website here. There is space for 2 logos. One logo must be the 'whiteout recycle for [area] logo' positioned bottom left.  
NB. If you are only adding one logo, remember to delete the other box.

# Vehicle livery Landscape



- 1 **Headline message**  
This should remain the same.
- 2 **Imagery**  
The imagery should remain the same.
- 3 **Good to Know heart**  
The shape, colour and position of this should remain the same.
- 4 **Secondary message in green banner**  
This should remain the same.
- 5 **Logos**  
Insert your logos and relevant website here. There is space for 2 logos. One logo must be the 'whiteout recycle for [area] logo' positioned bottom left.  
NB. If you are only adding one logo, remember to delete the other box.

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# Vehicle livery Square



- 1 Headline message**  
This should remain the same.
- 2 Imagery**  
The imagery should remain the same.
- 3 Good to Know heart**  
The shape, colour and position of this should remain the same.
- 4 Secondary message in green banner**  
This should remain the same.
- 5 Logos**  
Insert your logos and relevant website here. There is space for 2 logos. One logo must be the 'whiteout recycle for [area] logo' positioned bottom left.  
NB. If you are only adding one logo, remember to delete the other box.

**!** For any help on changing the templates, please contact [partnerenquiries@wrap.org.uk](mailto:partnerenquiries@wrap.org.uk)

# Web banners



We have provided you with both static and animated web banners for the food recycling communications.

- 1** **Headline message**  
This should remain the same.
- 2** **Imagery**  
The imagery should remain the same.

**!** For any help on changing the templates, please contact [partnerenquiries@wrap.org.uk](mailto:partnerenquiries@wrap.org.uk)



# Facebook header images



- 1 Headline message**  
This should remain the same.
- 2 Imagery**  
The imagery should remain the same.
- 3 Good to Know heart**  
The shape, colour and position of this should remain the same.
- 4 Secondary message  
(Orange, Banana, Apples)**  
This should remain the same.

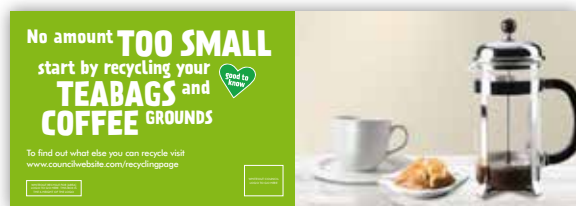


# Twitter header images



- 1 Headline message**  
This should remain the same.
- 2 Imagery**  
The imagery should remain the same.
- 3 Good to Know heart**  
The shape, colour and position of this should remain the same.
- 4 Secondary message (Orange, Banana, Apples)**  
This should remain the same.

# Bus backs



- 1 Headline message**  
This should remain the same.
- 2 Imagery**  
The imagery should remain the same.
- 3 Good to Know heart**  
The shape, colour and position of this should remain the same.
- 4 Secondary message**  
This should remain the same.
- 5 Logos**  
Insert your logos and relevant website here. There is space for 2 logos. One logo must be the 'whiteout recycle for [area] logo' positioned bottom left.  
NB. If you are only adding one logo, remember to delete the other box.

**!** For any help on changing the templates, please contact [partnerenquiries@wrap.org.uk](mailto:partnerenquiries@wrap.org.uk)

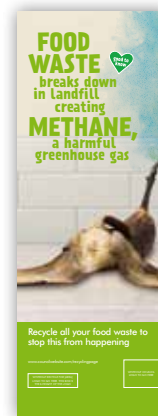
# Bus sides



- 1 Headline message**  
This should remain the same.
- 2 Imagery**  
The imagery should remain the same.
- 3 Good to Know heart**  
The shape, colour and position of this should remain the same.
- 4 Secondary message**  
This should remain the same.
- 5 Logos**  
Insert your logos here. There is space for 2 logos. One logo must be the 'whiteout recycle for [area] logo' positioned bottom right.  
NB. If you are only adding one logo, remember to delete the other box.
- 6 Website**  
Insert your website here.

**!** For any help on changing the templates, please contact [partnerenquiries@wrap.org.uk](mailto:partnerenquiries@wrap.org.uk)

# Lamp post hangers



- 1 Headline message**  
This should remain the same.
- 2 Imagery**  
The imagery should remain the same.
- 3 Good to Know heart**  
The shape, colour and position of this should remain the same.
- 4 Secondary message in green banner**  
This should remain the same.
- 5 Logos**  
Insert your logos and relevant website here. There is space for 2 logos. One logo must be the 'whiteout recycle for [area] logo' positioned bottom left.  
NB. If you are only adding one logo, remember to delete the other box.

# 48 Sheets



- 1 **Headline message**  
This should remain the same.
- 2 **Imagery**  
The imagery should remain the same.
- 3 **Good to Know heart**  
The shape, colour and position of this should remain the same.
- 4 **Secondary message in green banner**  
This should remain the same.
- 5 **Logos**  
Insert your logos and relevant website here. There is space for 2 logos. One logo must be the 'whiteout recycle for [area] logo' positioned bottom left.  
NB. If you are only adding one logo, remember to delete the other box.



# Leaflet

## Orange front cover



- 1 Headline message**  
This should remain the same.
- 2 Post-it note**  
This should remain the same.
- 3 Good to Know heart**  
The shape, colour and position of this should remain the same.
- 4 Imagery**  
The imagery should remain the same.
- 5 Logos**  
Insert your logos here. Logos must remain in the green banner at the bottom, in the corners where possible. One logo must be the 'whiteout recycle for [area] logo' positioned bottom left.  
NB. If you are only adding one logo, remember to delete the other box.

# Leaflet

## Family front cover



- 1 Headline message**  
This should remain the same.
- 2 Post-it note**  
This should remain the same.
- 3 Good to Know heart**  
The shape, colour and position of this should remain the same.
- 4 Imagery**  
The imagery should remain the same.
- 5 Logos**  
Insert your logos here. Logos must remain in the green banner at the bottom, in the corners where possible. One logo must be the 'whiteout recycle for [area] logo' positioned bottom left.  
NB. If you are only adding one logo, remember to delete the other box.

# Leaflet

## Centre page spread – Chalk board



- 1 Headline message**  
This should remain the same.
- 2 Copy**  
This should remain the same but can be localised where indicated.
- 3 Good to Know facts**  
To work out the energy saving fact please use the local benefit calculation template on page 23.  
If you would prefer to use some of our other facts please feel free to exchange:

### Alternative facts

- A lorry load of food waste can generate enough energy to power over 20,000 TVs for an hour.
- Recycling 35 used tea bags can generate enough energy to power a TV for an hour.
- A kitchen caddy full of food waste can generate enough energy to run a TV for two and a half hours.

These are written in Prater Sans Bold and the format of the facts should remain the same.

**Remember to localise the 'Last year' message with your own information.**

**!** For any help on changing the templates, please contact [partnerenquiries@wrap.org.uk](mailto:partnerenquiries@wrap.org.uk)



- 4 Top tips**  
This should remain the same.
- 5 Imagery**  
The imagery should remain the same.
- 6 Chalk board**  
This imagery should remain the same.

### Please note:

If you are using the leaflet as part of a service development and rolling out the provision of free liners to households then the below copy can be used on the inside page. This copy was used in WRAP's 'Improving food recycling collection pilots.'

### Improving your food recycling service

We are making it **easier, cheaper and cleaner** for you to recycle your food waste. We are providing you with **free caddy liners** to encourage everyone to use the food recycling service more.

**\*\*If you are adding the above you will need to lose one of the 'Good to Know' facts\*\***



# Leaflet

## Centre page spread – Pin board

For partners who are using the leaflet in areas where householders may have English as a second language or for partners who want to use the food recycling iconography we have produced an alternative centre page spread.



- 1 Headline message**  
This should remain the same.
- 2 Copy**  
This should remain the same but can be localised where indicated.
- 3 Good to Know heart**  
The shape, colour and position of this should remain the same.

To work out the energy saving fact please use the local benefit calculation template on page 23. However, if you would prefer to use some of our other facts please feel free to exchange:

### Alternative facts

- A lorry load of food waste can generate enough energy to power over 20,000 TVs for an hour.
- Recycling 35 used tea bags can generate enough energy to power a TV for an hour.
- A kitchen caddy full of food waste can generate enough energy to run a TV for two and a half hours.

These are written in Prater Sans Bold and the format of the facts should remain the same.

**Remember to localise the 'Last year' message with your own information.**

**!** For any help on changing the templates, please contact [partnerenquiries@wrap.org.uk](mailto:partnerenquiries@wrap.org.uk)



# Leaflet

## Centre page spread – Pin board (cont)



- 4 Top tips**  
This should remain the same.
- 5 Imagery**  
The imagery should remain the same.
- 6 Pin board**  
This imagery should remain the same.

### Please note:

If you are using the leaflet as part of a service development and rolling out the provision of free liners to households then the below copy can be used on the inside page. This copy was used in WRAP's 'Improving food recycling collection pilots.'

### Improving your food recycling service

We are making it **easier, cheaper and cleaner** for you to recycle your food waste. We are providing you with **free caddy liners** to encourage everyone to use the food recycling service more.

**\*\*If you are adding the above you will need to lose one of the 'Good to Know' facts\*\***

# Leaflet

## Back cover

1

cycling your food waste has never been easier

2

Have you got the right equipment?

4

1. Line your kitchen caddy with one of the liners and put your food waste in it.

3

Top tip If you would rather use your own indoor container that's fine – do whatever works for you

2

Whenever you need to empty your caddy, tie the top and put it in your outdoor food recycling bin.

3

Top tip Remember to not let your caddy get too full before emptying it

3

Remember your food recycling bin comes with a lockable handle.

!

Please put your food recycling out for collection by 7.00 a.m. every week on your normal recycling day.

open

locked

!

Your recycling is really making a difference – thanks!

[[INSERT YOUR LOCAL AREA]] provides a convenient weekly food recycling service

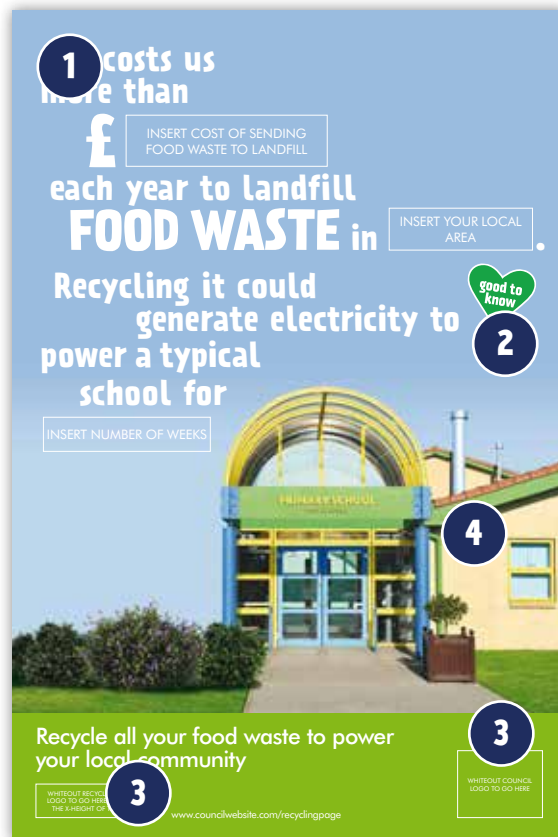
www.councilwebsite.com/recyclingpage or call 0000 000 0000.

- 1** **Headline message**  
This should remain the same.
- 2** **Post-it note**  
This should remain the same but can be localised where indicated and relevant contact details inserted.
- 3** **Top tips**  
These should remain the same.
- 4** **'1-3' collection instruction**  
These can be changed to reflect your collection requirements but the format and layout should remain the same. These are written in Futura EF book.

# Local benefits

Recycle Now has designed a local benefits concept as part of the food recycling communication templates. The local benefits concept is available in a range of templates:

- Posters (A3, A4, 6 Sheet)
- Vehicle livery
- Lamp post hanger
- Pull up banner
- Bus back & side
- 48 Sheet



- 1 Headline message**  
This can be amended to suit your local area. To find out more about the calculation please see the table and explanation on page 24
- 2 Good to Know heart**  
The shape, colour and position of this should remain the same.
- 3 Logos & contact details**  
Insert your logos and relevant contact details where indicated. There is space for 2 logos. One logo must be the 'whiteout recycle for [area] logo' positioned bottom left.  
NB. If you are only adding one logo, remember to delete the other box.
- 4 Photograph**  
The photograph should remain the same.

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# Local benefit calculation

This can be amended to suit your local town or area.

You first need to know the number of households in your area.

To work out the cost of sending food waste to landfill we have provided you with average figures below:

An average household will produce approximately **200 kilos** of food waste per year. An average food recycling scheme will collect approximately **80 kilos** of food waste for recycling per year leaving **120 kilos** being sent to landfill.

It costs on average **£100** to landfill one tonne of food waste in the UK.

So to work out the first part of this message you use the below formula:

**(Number of households) x 120 (kilos) / 1000 = Food waste to landfill in tonnes**

Example:

70,000 households x 120 (kilos) / 1000 = 8,400 tonnes

8,400 tonnes x £100 = **£840,000**

To find out how many schools this could typically power by recycling it via Anaerobic Digestion add together the 'Time' (weeks) adjacent to the cumulative number of 'Households' in your local area.

	Primary School
Households	Time (School weeks)
500	2.5
1,000	5.5
5,000	26.5
10,000	52.5
25,000	131.5
50,000	263.0
100,000	526.0

Example:

70,000 households: 263.0 (50,000 households) + 52.5 (10,000 households) + 52.5 (10,000 households) = **368 weeks**

 For any help on changing the templates, please contact [partnerenquiries@wrap.org.uk](mailto:partnerenquiries@wrap.org.uk)

If you would like to use elements of this artwork as part of a coordinated campaign, please contact us to discuss your plans first by emailing:  
**[partnerenquiries@wrap.org.uk](mailto:partnerenquiries@wrap.org.uk)**

