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# THE **B!G** RECYCLING HUNT



**CAMPAIGN TOOLKIT**  
**16-22 OCTOBER**

#RecycleWeek

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## Introduction to Recycle Week 2023

# THE **BIG** RECYCLING HUNT

Recycle Now is one of WRAP's high profile citizen facing brands which aims to motivate more people to recycle more. Recycle Week is the largest national annual recycling campaign and is delivered by Recycle Now.

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

If you are in Wales, there will be another burst of the 'Be Mighty. Recycle' campaign launching in Recycle Week, running from 16 to 29 October. Email us [walesrecycles@wrap.org.uk](mailto:walesrecycles@wrap.org.uk) to find out more about the campaign.

## The Big Recycling Hunt is from

# 16-22 OCTOBER

This year's theme – The Big Recycling Hunt – focuses on **missed capture**: the items that can be recycled but are commonly missed in the home.

Save the date! We're leading a nationwide hunt to find the things we should recycle. Get ready to join The Big Recycling Hunt and make a **BIG** difference.



## This year's manifesto

# THE **B!G** RECYCLING HUNT



They're out there somewhere.  
Hiding out in homes across the nation.  
Forgotten in our kitchens, bathrooms, cupboards and bags.  
Even lurking in our rubbish bins.

We're talking empty bean tins after a full English.  
Cleaning bottles after their final spritz.  
Takeaway trays from last night's tikka masala.  
Shampoo bottles after rinse-and-repeating.  
And all those yoghurt pots, butter tubs, food tins  
and plastic meat trays that we've emptied along the way.

Our busy lives are full of things we could  
(and really should) recycle.  
And now more and more of us are hunting them out.

So, whether you recycle what you can,  
you're just trying your best or think you could recycle more,  
this Recycle Week (and the days that follow),  
let's keep an eye out for the things we can recycle  
and work a little harder to recycle more of them, more often.

## 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. Choose which campaign assets (p12) you use depending on what you can recycle locally. For more information, email us at **partnerenquiries@wrap.org.uk**
- Post your own content using the Recycle Week theme: The Big Recycling Hunt and make sure you use #RecycleWeek
- Promote your activity through PR and social media
- Tailor our template press release for your own PR\*
- Engage employees using internal channels
- 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
- 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 2023

\*Coming soon!

# Calling all recyclers of the future! How your local schools can get involved

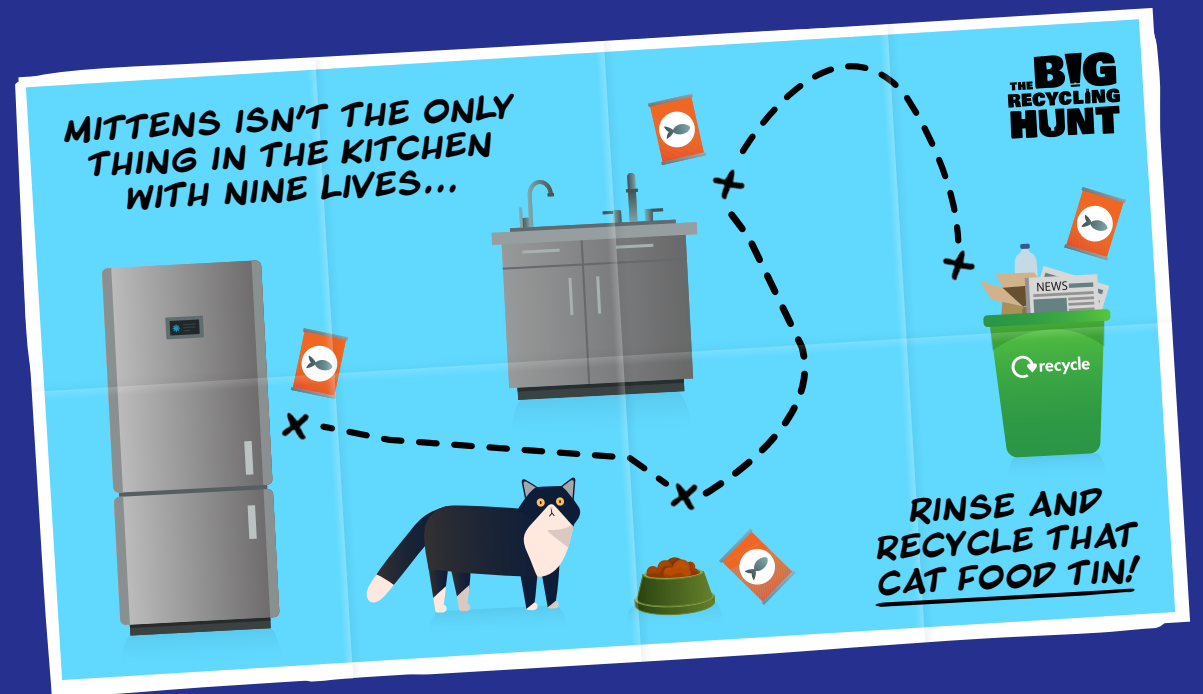
This year Recycle Week will have a big focus on primary schools across England and Northern Ireland. And we need you to help get schools signed up.

We've developed a **dedicated educational resource to get 5-11 year olds involved in The Big Recycling Hunt**, with classroom activities and a fun family challenge to champion recycling at home and in the school community.

As well as being part of Recycle Week's landmark 20th year, participating schools will also have the **chance to win exciting prizes** – plus family prizes for the best home learning too!

Please do encourage schools in your networks to sign up for the **The Action Pack** to receive all the latest information and details of how to take part.

As a bonus, the first 1,000 teachers to sign up to the website will be offered **FREE** class posters.



# KICK OFF THE HUNT WITH THE RIGHT WORDS

On the following pages you'll find example supporting social post copy and guidance on how this can be tailored, to make it as easy as possible for you to get involved in this year's campaign.





## Social post copy

ASSET	TAKEAWAY TRAY	FOOD TINS	AEROSOL	SHAMPOO BOTTLES	CLEANING SUPPLIES
Visual copy	<p><b>Hey foodies.</b>  <b>When you're done with the dhal,</b>  <b>RECYCLE THAT EMPTY TRAY.</b></p>	<p><b>Hey masterchefs.</b>  <b>When you've cooked up a storm,</b>  <b>RECYCLE THOSE EMPTY TINS.</b></p>	<p><b>Hey fitness fans.</b>  <b>Once you've freshened up,</b>  <b>RECYCLE THAT EMPTY</b>  <b>DEODORANT.</b></p>	<p><b>Hey wash-and-goers.</b>  <b>When you're done shampooing,</b>  <b>RECYCLE THOSE</b>  <b>EMPTY BOTTLES.</b></p>	<p><b>Hey #CleanTokkers.</b>  <b>When the shower's</b>  <b>finally spotless</b>  <b>RECYCLE THOSE EMPTY BOTTLES.</b></p>
Example social post copy	<p>The Big Recycling Hunt is on. We're not letting those takeaway trays get away.</p> <p>You can recycle most takeaway trays as well as butter tubs, fruit punnets and plastic meat trays. When you find one, just rinse it out and pop it in the recycling.</p> <p>Most people are recycling takeaway trays.</p>	<p>The Big Recycling Hunt is on. Let's track down those empty food tins.</p> <p>We're not letting these ones get away. Join our nationwide hunt for tins once filled with tomatoes, beans, chickpeas or soups. They all belong in the recycling bin, after a quick rinse.</p> <p>Most people are recycling their empty tins.</p>	<p>The Big Recycling Hunt is on. Let's chase down and recycle our empty aerosols.</p> <p>These aerosols don't belong in the regular bin – as long as they've had their last spray, they can be recycled. That's deodorants, air fresheners and hair sprays.</p> <p>Most people are recycling their empty aerosols.</p>	<p>The Big Recycling Hunt is on so don't let those shampoo bottles give you the slip.</p> <p>Join our nationwide hunt and keep these bathroom bottles out of the rubbish bin.</p> <p>Whether it's bubble bath, shower gel, shampoo or conditioner, once they're empty put them in the recycling.</p> <p>Most people are recycling their empty shampoo bottles.</p>	<p>The Big Recycling Hunt is on. Remember, you can recycle most cleaning bottles.</p> <p>Don't let those bottles get away, join our nationwide hunt and find those trigger sprays, bleach and detergent bottles. Give them a quick rinse, lid back on and stick them into the recycling.</p> <p>The cleaning never stops, so most of us are already recycling cleaning bottles.</p>
Social post tagline	<p><b>Join the <a href="#">#BigRecyclingHunt</a> and find out what else you should hunt for with our <a href="#">Recycling Locator</a>.</b>  <a href="https://recyclenow.com/RecycleWeek">recyclenow.com/RecycleWeek</a></p>				
Hashtags	<p><a href="#">#RecycleWeek</a></p>				

## How to tailor supporting copy

On the following pages you'll find a selection of ready-to-go and editable social media assets, supporting copy (p9) 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 hashtags in your posts.

**Hashtag** ————

**Call to action** — Join the **#BigRecyclingHunt** and find out what else you should hunt for with our Recycling Locator.  
**[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: [partnerenquiries@wrap.org.uk](mailto:partnerenquiries@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.**

# LET'S GET PEOPLE TALKING!

Use these ready-to-go assets to engage your audiences using minimal effort but getting maximum impact!

You're free to add your own branding (p16), but please note: all assets and the Recycle Week campaign webpage are under strict embargo until 16 October (except for the teaser assets on p13).



# Ready-to-go Static teaser asset

Download  
assets



## FACEBOOK AND INSTAGRAM

4:5 – 1080X1350px

## X (TWITTER)

16:9 – 1920X1080px



Use these teaser images on your social media channels and website before the official launch on 16 October to generate buzz and traffic.

# Ready-to-go Static and animated social media assets

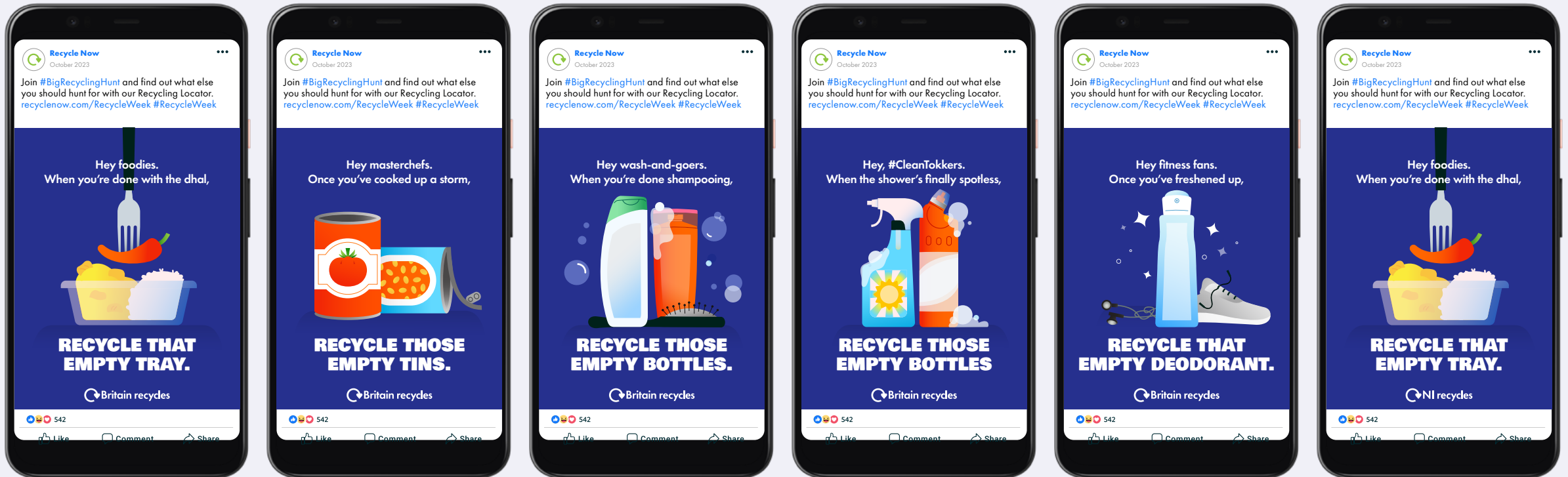
Download  
assets



## FACEBOOK AND INSTAGRAM

4:5 – 1080X1350px

All assets also available  
with the NI recycles logo.



# Ready-to-go Static and animated social media assets

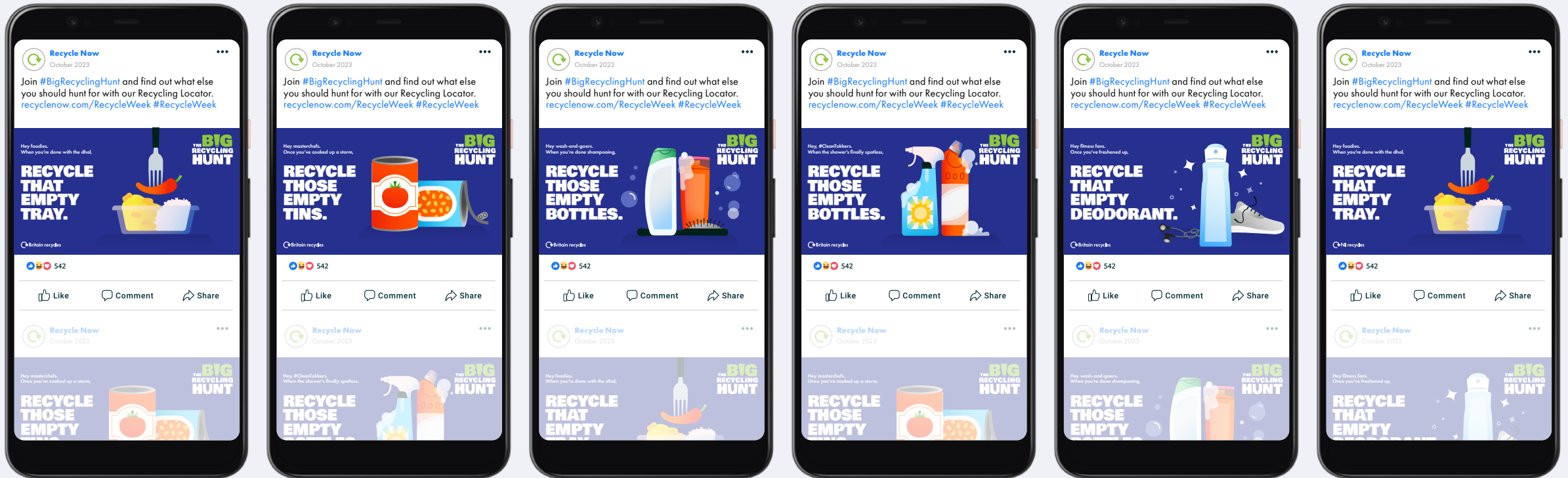
Download  
assets



## X (TWITTER)

16:9 – 1920X1080px

All assets also available  
with the NI recycles logo.



# Editable Static social media assets

Download  
assets

## LOCAL AUTHORITY AND PARTNER BRANDING

Editing partner logos in InDesign

We have provided you with a full set of static social assets 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). Your additional mp4 files cannot be edited.

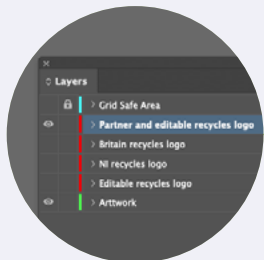
### INSTAGRAM AND LINKEDIN

#### 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.



#### 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 X (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 X (Twitter).**

### X (TWITTER)



Recycle Now  
localised mark

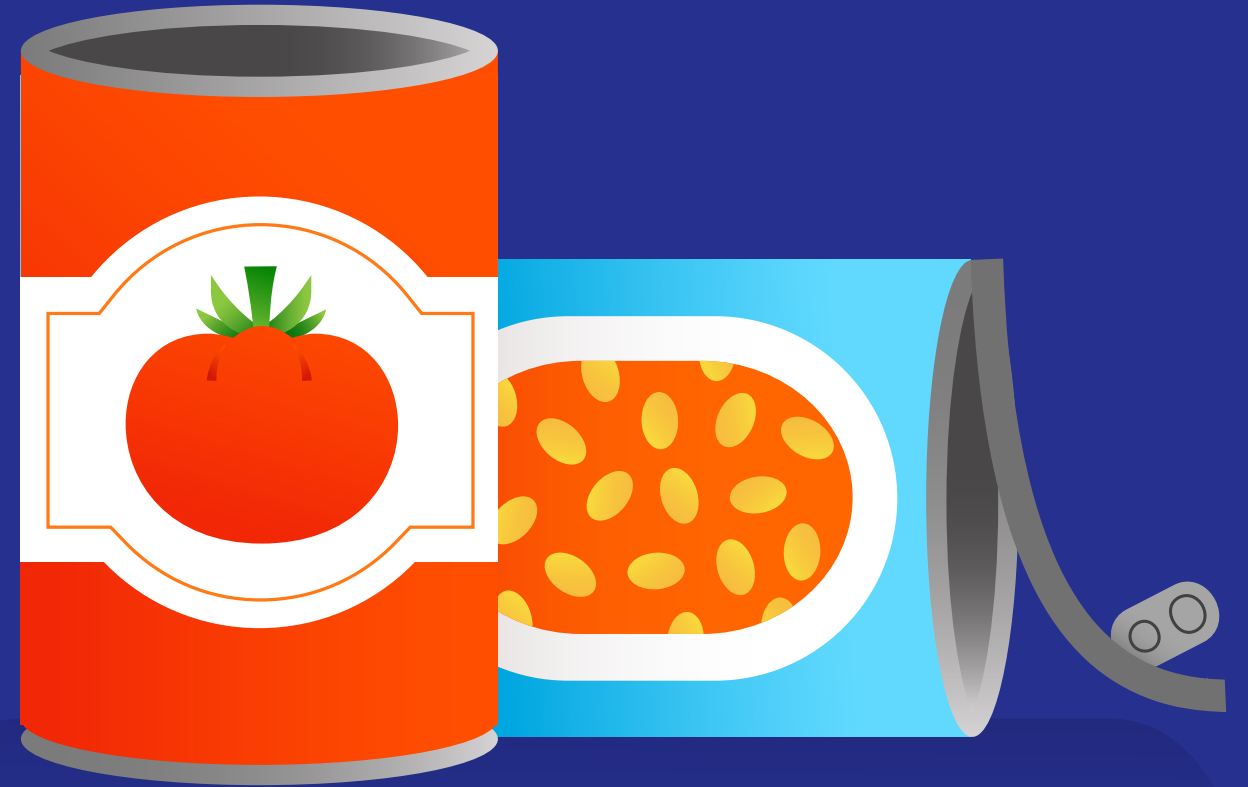
[Loc/org] recycles

Partner logo goes here

Partner logo



**SIGN OFF  
WITH  
OUR NEW  
TAGLINE!**



## Campaign tagline

Download  
assets



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.

A clean version of the campaign tagline is also available on request if you feel that the hidden items do not fit your brand.

### HERO TAGLINE

**THE B!G  
RECYCLING  
HUNT**

 recycle

### CLEAN TAGLINE

**THE BIG  
RECYCLING  
HUNT**

 recycle

## Thank you to our funders...



## and to our sponsors



# THANK YOU.

**For further information please email:**

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



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