



Zero Waste Scotland Free and Funded Communications Support for Scottish Local Authorities

Jenny Fraser
Communication Support Manager





Overview

- What do we mean by support?
- Free Support and examples
- Funded support – and how to access
- Recycle for Scotland and the benefits it can bring
- How to get in touch



What support is available?

Zero Waste Scotland provide direct communications support to third parties (mainly LAs and other resource management service providers), including:

- One to one support
- Direct project management support
- Communications training and guidance
- Template communications materials
- Artwork and guidance
- Funding



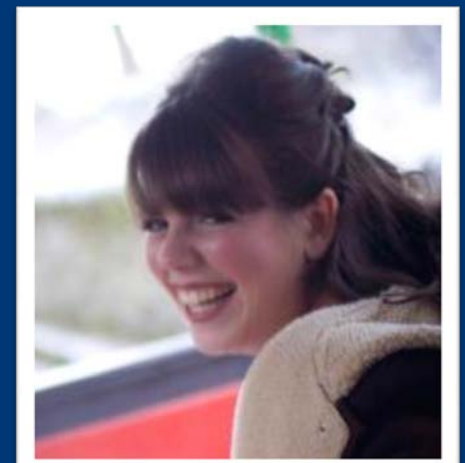
Amanda Ingram



Ross Burns



Emma Leask



Jenny Fraser

Available to answer communication and marketing questions and enquires, approve artwork, sign post to good practice examples from other LA's , offer guidance on strategies and approaches, assist with project management and much more.....





Free training and guidance

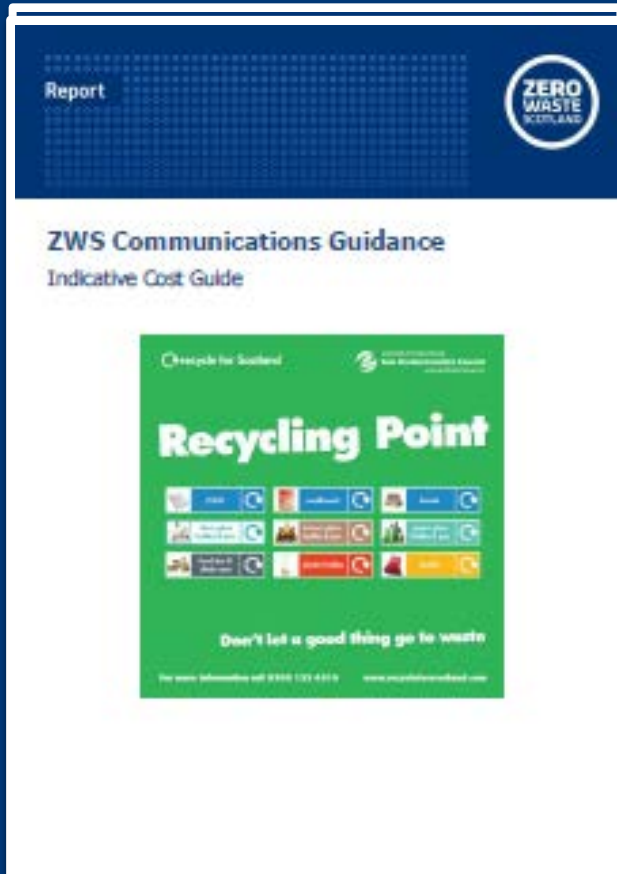


A practical step by step guide to improving recycling performance through effective communications with your residents.





Free training and guidance



A guide to raise awareness of the design, development and print process. Including costs.

Free training and guidance



Generic guidance and case studies for Local Authorities on how to engage with people who do not speak English as their first language;



Free training and guidance



key considerations
and brand guidance
for communication
campaigns involving
tenemental
households



Food Waste Recycling 2 caddy service communication material toolkit

Your complete guide to using your
NEW adaptable artwork templates

Getting the most from your
flexible artwork templates

Kerbside Paper & Card Recycling Collection Service 2013 - 2014 Collection Dates - Tuesday

Cowal
Route 1

Your **blue** wheeled bin will be collected every 2 weeks on the dates shown below.

March '12

11 25

April

9 23

May

7 21

June

4 18

July

2 16 30

Aug

13 27

Sept

10 24

Oct

8 22

Nov

5 19

Dec

3 17 31

Jan

14 28

Feb

11 25

Top Tip

Keep this leaflet somewhere safe for future reference. Why not stick it to your fridge or cupboard door?

For Christmas and New Year refuse and recycling collection see local press or Council website nearer the time.

Please place your bins out for collection by 8am on your collection day. If, for whatever reason e.g. vehicle breakdown, the Council cannot uplift your blue bin on any of the above dates, we will endeavour to uplift the following day. If it is not collected by the end of the following day, please take your bin back in and re-present it on the next scheduled date.

If you have any questions, would like more information on recycling in Argyll and Bute, or how you can Reduce, Reuse and Recycle your waste please contact the Enquiry Line: **01546 605 514** or email: enquiries@argyll-bute.gov.uk.

Information can also be found on the Argyll and Bute Council website: www.argyll-bute.gov.uk.

A good source of waste reduction, re-use and recycling information is through the Zero Waste Scotland website: www.zerowastescotland.org.uk or www.recycleforscotland.org.uk.

 **recycle** for Argyll and Bute





LA communications fund.....

- Available to all Scottish LA's
- Simple and easy to access,



- Distributed on per household basis
£0.50, £1.00, £1.50 dependent on intensity of campaign
- Available to any targeted project using communication to boost recycling



Examples.....

- Raise awareness of service in a poorly performing area
 - Raise awareness of a particularly poorly collected material stream in a targeted area
 - Communication to reduce contamination in a targeted area
 - Communication to a particular disengaged demographic
- | | |
|---|--|
| <ul style="list-style-type: none">• Door knocking• Literature• Community Engagement• Vehicle livery• Decals | <ul style="list-style-type: none">• Signage• Road show materials• Targeted media• Design, Print, Production, Distribution |
|---|--|



Conditions.....

- Expressions of interest by 31.12.13
- Funding to be spent by Sept 14
- Projects to follow Zero Waste Scotland good practice
- Projects to provide monitoring and evaluation data
- All communication materials to be signed off by ZWS
- Projects to follow Recycle for Scotland brand guidelines

The logo for "recycle for Scotland", which consists of a white circular arrow icon with a recycling symbol inside, followed by the text "recycle for Scotland" in a white, sans-serif font, all set against a green rectangular background.

recycle for Scotland

- Scotland's national recycling brand
- 32 Local Authorities engaging with the brand
- Over 160 retailers and brands using via on pack labelling
- 75,000 product lines
- 90% of the grocery market



Support

Online

www.zerowastescotland.org.uk/partners

Email

partnerbranding@zerowastescotland.org.uk

Freephone

0808 100 2040



Thank you

Any questions?

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