

The logo for Zero Waste Scotland, featuring the text "ZERO WASTE SCOTLAND" in white, bold, uppercase letters inside a white circular border. The background of the entire slide is a blue sky with white clouds and a sun setting behind a mountain range.

**ZERO
WASTE
SCOTLAND**

Recycle Week 2017

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Introduction

- Recycle week has been running since 2011.
- This year it takes place from Monday 25th Sept to Sunday 1st Oct.
- Coincides with the Scottish Resources Conference in Edinburgh (27/28th Sept)

Building on last year's success!



Goals for this year

- Achieve 100 organisations registering actions for Recycle Week 2017
- Achieve a reach of over 2million through PR and Social Media
- Hold an event to launch the week to engage with members of the public about the week, the benefits of recycling and how we can all do more.

Focus of RW 2017

- Recycling myths
- Desktop research identified common myths
- Recycling myths were tested with a nationally representative Scottish sample to test which of the myths are the most believed and if they are believed more by a particular socio-demographic group
- Toolkit developed from these results

Resources

- A toolkit will be produced which will contain all you need to get involved in Recycle Week.
- Toolkit will contain:
 - Digital assets
 - Printed assets
 - School resources
 - Resources for business

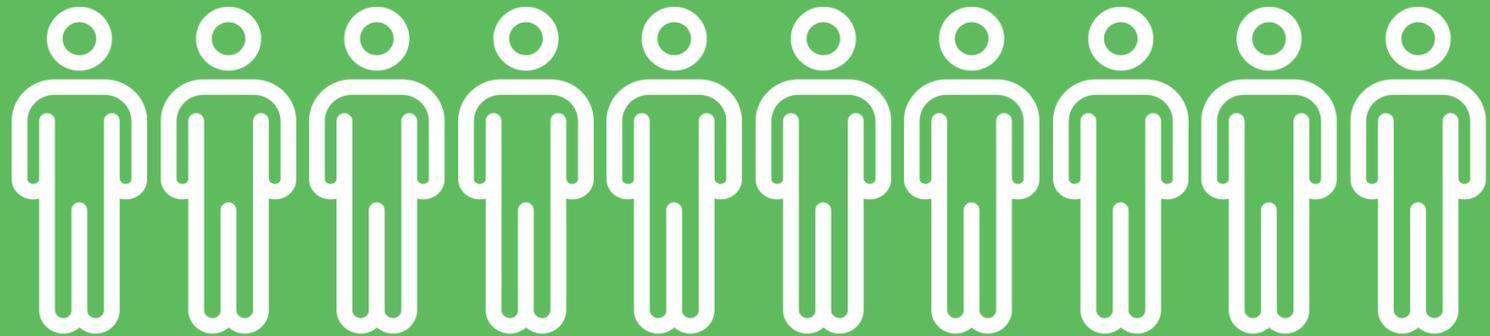


Stakeholder Communications

- LA e-zine
- LA workshops
- CCF meetings
- Resource Efficient Scotland
- CRM
- Stakeholder Event
- EAUC

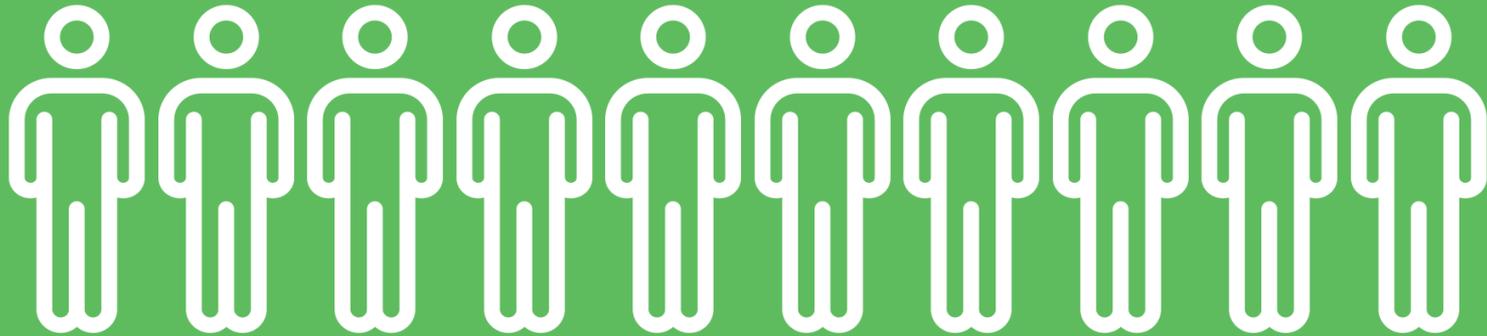
Gif 1

80% of Scots think that they already recycle everything they can.



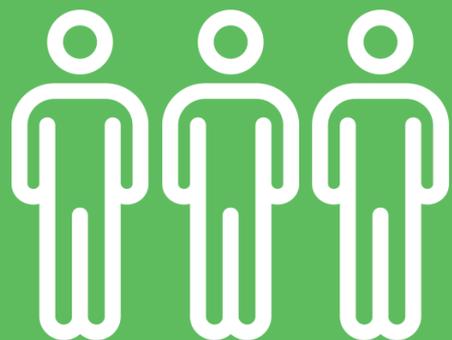
Gif 2

Almost 50% of Scots don't believe that they can make a difference by recycling.



Gif 3

1 in 3 Scots think recycling is too confusing.





What do we need from you?

- Get involved!
- Let us know what assets you need and by when
- Landmarks to turn green?
- Plan an event / activity and register it so we can support you
- Tell other stakeholders about Recycle Week and get them involved too!

Thank you.

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