

**PROCUREMENT  
MONDAY**



**WASTE-FREE  
TUESDAY**



**REUSABLE  
WEDNESDAY**



**RINSE & CLEAN  
THURSDAY**



**REFLECTION  
FRIDAY**



**SPRING CLEAN  
WEEKEND**

# PLAYBOOK



# AN INTRO TO RECYCLING WEEK 2023



Recycling Week is New Zealand's largest national annual recycling campaign, delivered by Reclaim.

**Since 2013, Recycling Week has been engaging businesses, corporates, schools, universities, retailers, government departments, media, and the general public to be conscious on what is being consumed and how it is disposed. The week encourages better recycling habits and contributing to a waste free future in NZ.**

In 2023, Recycling Week will be held from **16th October - 22nd October.**

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Despite the name, Recycling Week is designed to engage people on considering the whole waste minimisation hierarchy.

**Before recycling, the right thing to do is to see whether the material or product can be avoided, reduced, or reused, with recycling being the LAST resort solution.**

Recycling Week aims to educate people on how to approach waste and recycling, changing behaviour and developing more positive disposing habits.

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# HOW TO GET INVOLVED?



- Recycling Week is designed to be a **self-directed event**, where you can pick and choose the activations and interactions you want to implement at your organisation.
- This playbook offers a range of **activity ideas for the different daily focuses**. Keep an eye for the "more info" link to see how you can bring these ideas to life.
- **Use the Recycling Week logo and campaign assets** on your own communication channels and show your participation.
- Post your own content using the Recycling Week 23 ideas, and **make sure to use #RecyclingWeek23**
- **Amplify social content** by liking, sharing and engaging with Recycling Week posts.
- To get access to daily quizzes, exclusive activation ideas, competitions, webinar access and collaboration opportunities **make sure to register** your company, organisation or institution's participation in the link below.

[Register Here](#)

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**16th OCTOBER**



**PROCUREMENT  
MONDAY**

Any item that is recycled helps reduce the need for new products to be made from virgin material.

This Procurement Monday only purchase what is made able to be recycled, reused or repurposed. Cardboard, paper, glass and aluminium are best. If plastic is the only option, choose types 1 (PET), 2 (HDPE) and 5 (PP) as they are the types of plastic that are most readily recyclable in NZ.





# ACTIVATION IDEAS



## **RECYCLING STOCKTAKE**

See what materials your recycling provider accepts and investigate any additional recycling streams you can adopt.

## **PROCUREMENT LIST**

Note commonly used items that are single-use and/or non-recyclable and investigate alternative solutions.

## **RECYCLING ALLIES**

Compile and circulate a list of eateries near you that use recyclable and/or certified compostable packaging.

## **CONFESSION BOX**

Set up a Confession Box where people can deposit items they are unsure of how to dispose. Educate your team on correct disposal of these items.

## **WASTE PHASE OUT**

Identify one material, product or process that could be phased out to avoid generating waste all together.

## **LIFE-CYCLE PRODUCT ANALYSIS**

Engage with experts (e.g. Thinkstep-anz) to go through life-cycle assessments across products and value chains.

**For more info, check out our  
Organiser's Playbook**

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**17th OCTOBER**



**WASTE-FREE  
TUESDAY**

Awareness of how much unnecessary waste goes to landfill every day is a powerful way to influence positive behaviour and reduce overall waste.

This Tuesday make a conscious effort to not use your landfill waste bin and be sure to recycle or compost any items that have an end-of-life solution. For an added challenge try to go through a full day without producing recycling or general waste.





# ACTIVATION IDEAS



## TIP IT TUESDAY

Tip the contents of your general waste bin out on a tarpaulin and identify all the recyclable material in the bin.



## ZERO WASTE APPS

Share, download and use apps targeted at reducing unnecessary waste.



## ZERO WASTE CHAMPIONS

Separate waste from different teams/departments/rooms/units and see which produces the least waste per person.



## WASTE BIN BAN

Encourage people to take their waste home, avoid waste, or find recyclable alternatives by locking/removing general waste bins and removing desk bins.



## ZERO WASTE SHOPPING

Shop at your local zero waste/bulk bin shop and remember to bring your own containers.



## WASTE FREE MORNING TEA

Put on a waste free morning tea for your team.

**For more info, check out our Organiser's Playbook**

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**18th OCTOBER**



**REUSABLE  
WEDNESDAY**

Single-use products make up a significant amount of waste going to landfill, and a good proportion of waste found in our marine environment.

This Reusable Wednesday, become a reusable superstar and phase out single use containers and make room for reusable ones. A good place to start is your water bottle, drinking cups, takeaway containers, refillable cleaning or bathroom products, and food wraps.



# ACTIVATION IDEAS



## REUSABLE LIBRARY

Establish a Reusable Library, including containers and utensils that people can borrow and return when they go out to eat.



## ZERO WASTE GIVEAWAY

Create a zero-waste prize pack to reward stakeholders who make a particularly great effort at engaging with Recycling Week.



## CLOTHING SWAP

People bring in their unwanted/unused clothes and someone else can then take.



## REUSABLE SHOUT

Reward people using reusable items by shouting them a free coffee/lunch.



## SWAPIES

Swap out commonly used single-use items for reusable alternatives.



## REUSE & SAVE

Encourage local eateries and coffee shops to provide a discount to people bringing in reusable items.



## WORKSHOPS

Run workshops for your team on how to make your own beeswax wraps and zero waste cooking.

**For more info, check out  
our Organiser's Playbook**

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19th OCTOBER



## **RINSE & CLEAN THURSDAY**

Simply put, contamination is any material present in the wrong recycling stream. Contamination causes issues at recycling facilities and contributes to recyclable materials ending up in landfill.

This Rinse and Clean Thursday, declare war on contamination and ensure all containers and packaging to be recycled are adequately cleaned before disposal.



# ACTIVATION IDEAS



## DIRTY/CLEAN

Share photos of commonly dirty containers that are put into your recycling bins and what the clean containers should look like before disposal.



## FIND THE TAP

Identify the location of your mixed recycling bins and determine if they are close enough to a water source to enable recyclables to be rinsed of contamination.



## WANTED SIGNS

Find items that are commonly disposed in the wrong bins.



## WASTE SCENE INVESTIGATIONS

Share images and descriptions of dirty recyclables at your workplace that are unlikely to be recycled due to their level of contamination.

**For more info, check out  
our Organiser's Playbook**

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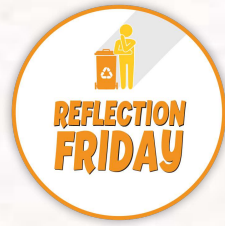
**20th OCTOBER**



**REFLECTION  
FRIDAY**

While the week's activities and learning are fresh in your mind, take the time to reflect on what you have learnt and how you can change your waste and recycling habits for the better.

Reflection Friday is a great opportunity to brainstorm and commit to new waste minimisation and recycling initiatives for your office, classroom or home.



# ACTIVATION IDEAS



## RECYCLING MAP

If your workplace is large, create a Recycling Map showing where your recycling bins are located.



## E-RESCUE DEPOSIT

Consider setting up an e-waste deposit at your workplace.



## MORNING TEA

Cater a morning tea/shared lunch to facilitate reflection on lessons learned, and how they have shaped their disposal decisions.



## RW SURVEY

Conduct a survey to determine what participants found useful and any further education that is required to ensure they develop effective recycling habits.



## PLANET FRIENDLY SWITCHES

Encourage people to think of areas in their lives where they can opt for more sustainable alternatives beyond Recycling Week.



## GROUP PLEDGES

Get people to vote on what recycling changes should be rolled out/invested in first as a way to participate in shaping the future of the organisation.

**For more info, check out our Organiser's Playbook**

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**21-22nd OCTOBER**



**SPRING CLEAN  
WEEKEND**

There is a substantial amount of value in all the belongings we already own!

This Spring Clean Weekend, take the time to identify everything that can be reused, repaired, repurposed, recovered or recycled in your home.



# ACTIVATION IDEAS



## DOMESTIC RECYCLING IDEAS

Share ideas as to how people can take what they have learnt this week and embed it into their own lives.



## SECOND-HAND SHOPPING

Shop second-hand via social media platforms, Trade Me, Neighbourly, op shops and antique stores.



## SHARING ECONOMY

Compile a list of appliances people have that they would be happy to share or rent and encourage everyone to participate in this sharing economy.



## REPAIR HEROES

Keep an eye out for Repair Café events in your area, spread the word about them, and head along to give your prized possessions a new lease on life.



## CAN I RECYCLE THAT?

Provide a list of local community recycling centres and companies with product stewardship programmes that may take items that stakeholders might not know can be recycled.



## BEACH CLEAN UP

Organize beach, park or building clean ups to prevent waste from ending up in the ocean. Set a company target of waste collected.

**For more info, check out our Organiser's Playbook**

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# THE CHALLENGE - REDUCE YOUR FOOTPRINT



We challenge you to take your Recycling Week 23 activations to the next level.

Reducing our individual and collective waste footprint is essential to the achievement of a zero waste to landfill future.

To encourage behavioural changes, we are challenging Recycling Week 23 participants to actively reduce their waste footprint.

Whether that is through introducing new recycling streams, phasing non-recyclable items out, opting for reusables or minimising contamination, there are numerous things that companies and individuals can do to participate in the challenge.

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# REDUCE YOUR FOOTPRINT CHALLENGE

## How?

**To participate in this challenge, simply measure how much waste you have prevented from ending up in landfill** during Recycling Week.

Work with your waste service provider, cleaners or staff to quantify your weekly waste and recycling footprint ahead of Recycling Week 2023.

During Recycling Week, activate in ways that are meaningful to your organisation and that will have an impact in your waste footprint for the week. Make sure you weigh your footprint during the week to capture your impact.

Submit your pre and post results to be in to win some awesome prizes as well as the bragging rights for being The Best Diverter!





# SUPPORTING ASSETS & COPY



An array of supporting assets have been designed to assist you in engaging your audiences and delivering Recycling Week education and information.

**On the following pages you'll find a selection of ready-to-go social media and print assets, with supporting copy to make it as easy as possible for you to get involved.**

If you prefer to tailor your supporting copy, we would recommend incorporating a call to action and our hashtag **#RecyclingWeek23** in your post.

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# STATIC SOCIAL MEDIA ASSETS

Generic Facebook and Instagram – 4:5 – 1080x1350px

[Click here to download assets](#)

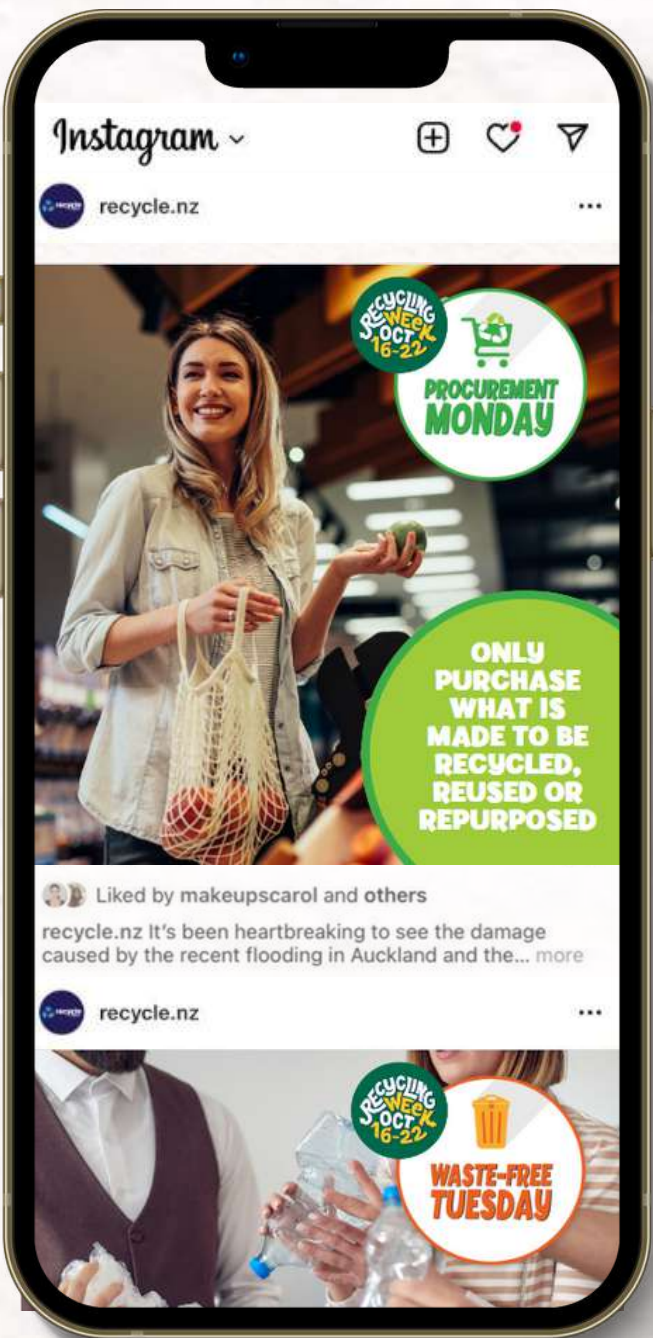




# STATIC SOCIAL MEDIA ASSETS

Daily Focuses – Facebook and Instagram – 4:5 – 1080x1350px

[Click here to download assets](#)

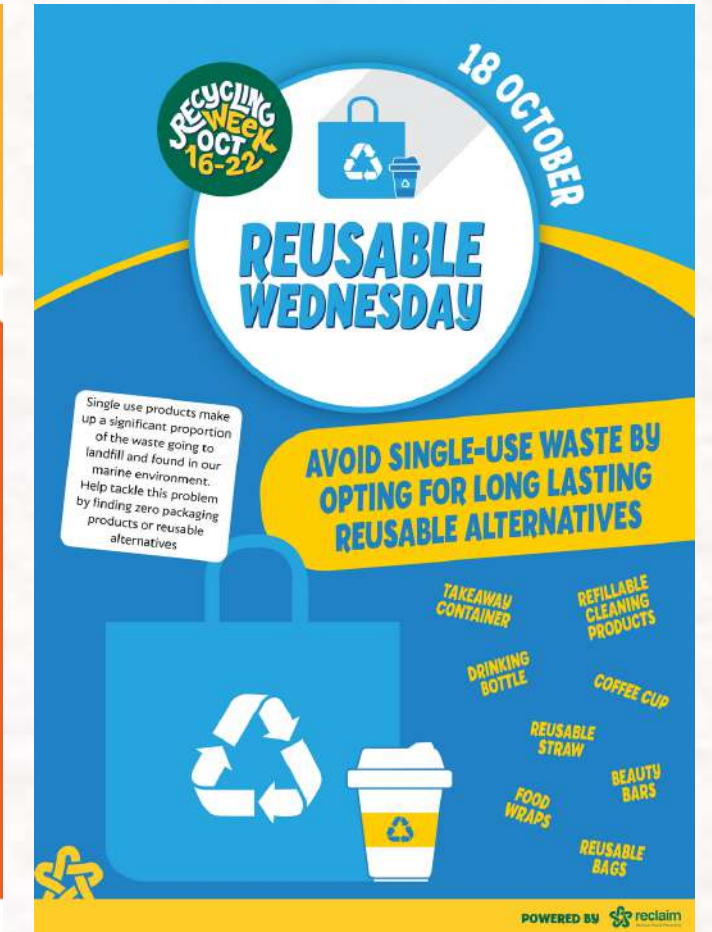




# DIGITAL POSTERS

1080x1920px

[Click here to download assets](#)





# SUPPORTING COPY

## Generic Posts

October 16–22 is Recycling Week! This week we will be focusing on reducing our waste through:

- Reviewing the items that we procure to check if they can be reused, repurposed or recycled
- Trying to avoid producing landfill waste
- Reusing the items that we already have
- Ensuring our recycling materials are sufficiently cleaned of contamination, and put into the correct recycling bin
- Reflecting on our personal waste footprint and setting goals to reduce it going forward
- Finding items at home and work that are no longer used, and finding sustainable alternatives for them than sending to landfill (like repurposing, repairing and donating)

#RecyclingWeek23 #SayNoToWaste

## Generic Copy

We are proud to be joining New Zealand in taking action to reduce our waste this Recycling Week.

[insert how you are activating]

#RecyclingWeek23  
#SayNoToWaste

# SUPPORTING COPY - FOCUSED POSTS



Procurement Monday is about looking at the products we buy and checking whether they can be recycled, reused or repurposed at the end of their useable life. We are all responsible for waste, so it's important that we all do our part – both at home and at work – to minimise it where possible!

On Procurement Monday, [your organisation/school] are [insert activity here]

#RecyclingWeek23 #SayNoToWaste  
#WasteMinimisation  
#ProcurementMonday



Waste Free Tuesday focuses on reducing the amount of rubbish we send to landfill. Materials can take an exceptionally long time to break down in a landfill. The best way to avoid this is to strive to live as low-waste as possible.

On Waste Free Tuesday, [your organisation/school] are [insert activity here]

#RecyclingWeek23 #SayNoToWaste  
#WasteMinimisation #WasteFreeTuesday



Reusable Wednesday is about refusing single-use items in favour of reusable alternatives. Opting to reuse means that fewer of our precious virgin materials are required to produce new items.

On Reusable Wednesday, [your organisation/school] are [insert activity here]

#RecyclingWeek23 #SayNoToWaste  
#WasteMinimisation  
#ReusableWednesday



# SUPPORTING COPY - FOCUSED POSTS



Rinse & Clean Thursday combats contamination through ensuring that recyclable materials are sufficiently clean, and disposed in the correct waste stream. Cleaning and separating are essential for successful recycling.

On Rinse & Clean Thursday, [your organisation/school] are [insert activity here]

#RecyclingWeek23 #SayNoToWaste  
#WasteMinimisation  
#RinseAndCleanThursday



On Reflection Friday we are reflecting on the lessons learned from the week. We are considering our individual and collective waste footprints and making active commitments to reducing them through pledges, setting goals or objectives.

On Reflection Friday, [your organisation/school] are [insert activity here]

#RecyclingWeek23 #SayNoToWaste  
#WasteMinimisation #ReflectionFriday



Spring Clean Weekend challenges us to assess the contents of our homes and businesses, finding items that are no longer used and finding sustainable ways to dispose of them. Repairing, repurposing and donating are great alternatives to landfill.

On Spring Clean Weekend, [your organisation/school] are [insert activity here]

#RecyclingWeek23 #SayNoToWaste  
#WasteMinimisation  
#SpringCleanWeekend





# TIPS & TRICKS

To successfully activate Recycling Week make sure to follow these tips & tricks.

- **A little planning goes a long way.** Make sure you give staff/students enough notice to participate and get involved, remind them of what is happening and what will be expected of them.
- **Activate in areas that are meaningful to your business.** To maximise engagement and impact, look at areas where you face challenges and think of ways to use Recycling Week to educate, raise awareness or communicate changes/objectives. Aligning activities with purpose delivers the greatest results.
- **Measure what we treasure.** Set up measurable targets of outcome for the week and communicate these to stakeholders or your whole business. Working towards a common goal can contribute to greater engagement and participation. These targets can be used yearly as measurements of success.
- **Quantify your impact.** Work with your waste service provider to understand how much waste is generated weekly at your site and set up a target to reduce that number based on the activities you have lined up. Measuring impact contributes to achievement of success.





# THANK YOU

For further information, please email [sustainability@reclaim.co.nz](mailto:sustainability@reclaim.co.nz)

 [reclaim.co.nz/recyclingweek](https://reclaim.co.nz/recyclingweek)

 [@recycle.nz](https://www.instagram.com/@recycle.nz)

 [@recycle.co.nz](https://www.facebook.com/@recycle.co.nz)