



RECYCLING
INTO THE FUTURE 18.3.2019



Global Recycling Day 2019 City-Centre Activity Framework

After the extraordinary success of the inaugural Global Recycling Day in 2018, the theme for 2019 will focus on 'Recycling into the Future'. It will take place on 18th March 2019 and will focus on the power of youth, education and innovation in ensuring a brighter future for the planet.

By focusing 2019 on youth and innovation, we are encouraging the world to look towards the impact that today's young people and future technologies can have on recycling.

This year, Global Recycling Foundation wants to partner with you to help create stand out city centre events that support our theme. Last year we pulled off events in London, Paris, Brussels, Washington DC, Sao Paolo, Sydney, Delhi, Dubai and Johannesburg. This year we would like go one step further and try to coordinate events in even more cities including Berlin, Los Angeles, Singapore, Abuja and Tokyo.

Thanks in part to the theme, we have worked up a concept in the lead up and on the day, which will ensure a consistent message across the globe.

In January 2019 we will provide:

- Specific detail of activity and how it might be implemented in each city
- Press release template for you to have translated in country
- Trade and consumer media press list per city
- Social media toolkit, outlining key hashtags, visuals and imagery as well as a social media planner
- Details and design template for promotional materials you might use on the day

This will enable each partner organisation to plan in good time and find partners and locations (supported by us).

There are two levels at which partners can get involved:

Global Recycling Day Supporter

You will support the mission of Global Recycling Day, by working alongside the team to bring the events to fruition (including coordination, finding locations and partners, staging activity and media liaison).

In return you will be recognised as a Supporter on the Global Recycling Day website, act as core spokespeople on the day, feature in all communications regarding the day, and be included in five official social media posts in the lead up to the 18th March.

Global Recycling Day Partner

Partners will be expected to undertake the same commitment as Supporters. However, for a €5,000 donation to the Global Recycling Foundation you will receive additional benefits.

These include having your logo included on the Global Recycling Foundation website, your logo included on a dedicated page on the revamped 2019 Seventh Resource Manifesto, dedicated blog detailing your involvement, 10 social media posts and media partnership benefits.

Please contact us on sponsorship@globalrecyclingfoundation.org for more information.



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Suggested City Centre Activities:

1) Children's Litter Pickup:

Hold a children's litter pick-up in the city centre and invite children to get involved in cleaning up the planet in a hands-on yet fun way, tying in with the theme of encouraging youth to care about looking after their planet. We recommend working with primary schools in a specific city district (via the local municipality) and billed as a lunch break activity (there will be education and information packs and suggestions for activities throughout the day for the children).

Suggestions (to be conducted in association with municipality and school leaders) include:

- Invite participants to wear green as a symbol of solidarity.
- Prior to the event, organisers should devise a number of different routes from the city-centre which participants can follow, and source rubbish bags that participants can use to collect the litter they find.
- Initial briefing to participants at the start of the pick-up, discussing Global Recycling Day, its themes, and the specific event being held.
- Set a time limit of 45 minutes to collect as much rubbish as possible. After 45 minutes, return to the original meeting point where groups use the litter to spell out #GRD and share their activities on social media (please see below for more information). Organisers should also invite local media to attend and could consider hiring a photographer to capture the group at the beginning and take some shots of the group collecting rubbish around the city.
- Team members (from local authority, municipality etc.) to be on hand to answer questions, educate public and direct proceedings.
- We could also run a competition to incentivise schools to become GRD Champions and win recycling kit and information for their school.

2) #RecyclingGoals Activities:

Instead of, or alongside the above activity, is an opportunity to use our #RecyclingGoals concept on the day (NB this concept is undergoing further development with a potential partner). This would again be targeted at schools (Primary and Senior) with a city district.

- Sports Kit Amnesty – hand in your old football kit to be recycled and repurposed.
- Penalty shootout competition with recycling bins as goals.
- Encourage participants to pledge to recycle for life.
- Capture football competition and share on social media with the hashtags #RecyclingGoals.

For further information, contact the Global Recycling Foundation team on info@globalrecyclingfoundation.org