



GLOBAL RECYCLING DAY

SOCIAL MEDIA TOOLKIT

#GlobalRecyclingDay
#SeventhResource
#RecyclingGoals




2/22/2019

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Included in this toolkit:

- At a glance
- Ways to get involved
- Tweets
- Facebook
- Instagram
- Share graphics
- Digital resources



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At a glance



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When is Global Recycling Day?

Global Recycling Day is held annually on **18 March**.

Why has Global Recycling Day been introduced?

The Global Recycling Foundation supports the promotion of recycling, and the recycling industry, across the world to showcase its vital role in preserving the future of the planet.

The Foundation's primary initiative is Global Recycling Day, and the theme for 2019 is **Recycling Into The Future**.

What is the mission of Global Recycling Day?

The mission of Global Recycling Day is twofold:

- To **unite** the world's approach to recycling, from world leaders to businesses, communities to individuals
- To **encourage** the world to think resource not waste, and to celebrate the planet's Seventh Resource



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Ways to get involved



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Global Recycling Day will be a day of action, aimed at building a global approach towards recycling, calling on world leaders, international businesses, communities and individuals to make seven clear commitments in their approach to recycling. Consumers are also being asked to ask themselves some key questions about recycling, to think of it in a new way.

In addition to raising awareness of Global Recycling Day across all social channels, we encourage participation in our digital movement - **#RecyclingGoals**.

#RecyclingGoals is a social media movement, in the style of the ice-bucket challenge, which will run in the lead up to, and on, Global Recycling Day 2019. The aim of the campaign is for participants to support and share the message of raising awareness of the importance of recycling, whilst maintaining its own trajectory as a football-centred internet campaign.

The hope is that the campaign will showcase change on a global scale with the leaders of tomorrow taking part and committing to taking a stand and doing their bit to preserve the future of the planet.

We encourage you to take part in the challenge, whether at work or with your family and friends – and share your videos on social media, as well as share and circulate the **#RecyclingGoals** graphic, which can be found on our website at: www.globalrecyclingday.com/youth-education



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Hashtags to use:

#GRD #GRD2019 #GlobalRecyclingDay #RecyclingIntoTheFuture #SeventhResource

Recycling Goals: #RecyclingGoals

Please use the #RecyclingGoals hashtag when promoting the challenge.

Youth and Education: #GRDSchools

Please use the #GRDSchools hashtag when sharing the Education resources and activities taking place in schools.

Innovation: #GRDIInnovation

Please use the #GRDIInnovation hashtag to encourage people to share their innovative recycling ideas for Global Recycling Day on social media.



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Key facts



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Recycling combats climate change:

- The recycling industry reduces CO2 emissions by 700 million tons per year
- This is the equivalent of offsetting the total CO2 emissions of the aviation industry each year
- By collecting just 1kg of used clothing, we can reduce 3.6kg of CO2 emissions; 6000l of water consumption; 0.3k of the use of fertilizers and 0.2kg of the use of pesticides

Recycling boosts local employment:

- 1.6 million people worldwide are active in the recycling industry
- Each year \$20 million is invested by the industry into job creation
- The recycling industry has an annual turnover of \$200 billion; 10% of this figure is reinvested in new technologies, R&D and in creating new skilled jobs to improve the efficiency and environmental impact of recycling

Recycling conserves primary resources:

- Recycling materials provide at least 40% of the global raw material needs
- Over 63% of aluminium cans are recycled worldwide
- A typical electrical appliance is usually made of 75% recycled steel
- Steel cans consist of at least 25% recycled steel
- An average stainless steel object is composed of about 60% of recycled materials



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Global Recycling Day Online



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Visit our website, continually updated, at
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Join in the conversation on Twitter
[@GlbRecyclingDay](https://twitter.com/GlbRecyclingDay)



Find us, share, and tag us on Facebook by searching
for Global Recycling Day



Share your images with us on Instagram
[@globalrecyclingday](https://www.instagram.com/globalrecyclingday)



Example Tweets



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Support #GlobalRecyclingDay on 18 March to help us make recycling a global concern



We can all make changes to become better recyclers. This #GlobalRecyclingDay tell us what you'll be doing to take action and make recycling a global concern!



It's time to take a global approach to recycling #GlobalRecyclingDay #SeventhResource



Let's create a better future for our planet by taking #recycling more seriously! #GlobalRecyclingDay #SeventhResource



What are your #RecyclingGoals? This Global Recycling Day we want to harness the global power of football to make a change and spread the importance of #recycling!



Will your school be taking part in #GlobalRecyclingDay? Tell us what you're doing to take action on March 18 #GRDSchools





Example Facebook Posts



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Did you know recycling a plastic bottle can conserve enough energy to light a 60 watt lightbulb for six hours?

Support Global Recycling Day on 18th March 2018 to help promote recycling as our Seventh Resource

Recycled materials supply 40% of the global raw material needs. It's time that we recognised recycling is our most important, Seventh, Resource.

Join the cause: <http://bit.ly/2k8karP>

Ahead of @Global Recycling Day on 18 March, the @Global Recycling Foundation is asking children across the world to make better recycling practices one of their 2019 New Year resolutions. Find out how to become a better #recycler here: <https://bit.ly/2E1IGat>

Have you pledged your #RecyclingGoals yet? Get involved with the challenge and make a change this @GlobalRecyclingDay

Recycling 100 million cell phones saves enough energy to power more than 194,000 US households for one year.
Share your positive changes to celebrate Global Recycling Day 2019

Over 63% of aluminium cans are recycled worldwide, help us to get this to 100% on @Global Recycling Day 2019



Example Instagram Posts



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Support #globalrecyclingday on 18 March
to help us make recycling a global
concern

Let's create a better future for our planet
by taking #recycling more seriously!
#globalrecyclingday #seventhresource

This #GlobalRecyclingDay we 're taking
part in the #RecyclingGoals challenge,
what will you pledge?

Over 63% of aluminium cans are recycled
worldwide, help us to get this to 100% on
Global Recycling Day 2018.

Do you have an innovative recycling idea
we need to know about? Share your
ideas with us this #GlobalRecyclingDay
and help spread the message of the
importance of recycling #GRDIInnovation

Did you know recycling a plastic bottle
can conserve enough energy to light a 60
watt lightbulb for six hours?
Support Global Recycling Day on 18th
March 2018 to help promote recycling as
our Seventh Resource



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Imagery

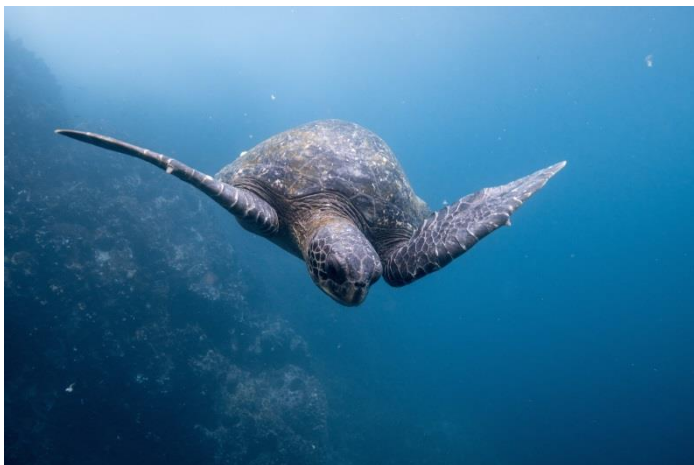


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These images are available for use in all official GRD promotions and can be requested from the press team at: grd@flagshipconsulting.co.uk



Visual Resources



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These infographics and other resources are available for use at:
<https://www.globalrecyclingday.com/media/>



For further information contact the
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press@globalrecyclingfoundation.org



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