



GLOBAL RECYCLING DAY

MEDIA RELATIONS TOOLKIT



3/20/2019

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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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What will happen



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Global Recycling Day is a day of action, aimed at building a global approach towards recycling, calling on world leaders, international businesses, communities and individuals to change 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.

Global Recycling Day will unite people across the world, highlighting the need to conserve our six primary resources (water, air, coal, oil, natural gas and minerals) and celebrating the power of the 'Seventh Resource' - the goods we recycle every day.

READ about innovation in recycling on our website globalrecyclingday.com and think about how you too can make a difference

LEARN about the recycling industry at our website globalrecyclingday.com and about the power of the Seventh Resource

DO something good for the planet by joining in local activities on 18 March 2018, sharing recycling best practice on your social media channels



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Key messages



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Key messages of the day:

- Every year, the Earth yields several trillion tons of her six natural resources to be transformed into consumables. At some point, there will be nothing left to give. The Seventh Resource must be used or the planet will be exhausted of its natural resources.
- Recycling (whether industrial or at home) saves more CO2 emissions each year than the aviation industry generates. It employs 3m people and contributes over 200 billion US Dollars to the global GDP.
- Global Recycling Day is the catalyst for communities and individuals to take positive action in their participation in, and support of, recycling.
- Recycling helps fulfil a number of the UN Millennium Development Goals including: combating climate change head on; boosting local employment; and conserving primary resources.

The Seventh Resource:

- The Global Recycling Foundation wants the world to think 'Resource NOT Waste', and to celebrate the planet's Seventh Resource.
- There are six major natural resources: water, air, coal, oil, natural gas and minerals. Recyclables should be recognised as the Seventh most important Resource.
- The future of our planet's environmental wellbeing is too important not to be a global concern. The power of the Seventh Resource must be recognised at a global level.



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Messaging

Dos and Don'ts



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- Seventh Resource – ensure both words are capitalised
- Avoid using the ‘waste’, it is ‘resource’ or ‘Seventh Resource’
- Global Recycling Day (all caps – even if referring to the Day)
- Never shorten Global Recycling Day to ‘GRD’ in any marketing



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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 aluminum 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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Logos



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An initiative of BIR



An initiative of BIR



An initiative of the
Bureau of International Recycling



An initiative of BIR



An initiative of BIR

Logos are available at:
<https://www.globalrecyclingday.com/media/>



C 34
M 0
Y 100
K 0

R 189
G 207
B 0

Hexa #bdcf00



C 100
M 0
Y 0
K 0

R 0
G 158
B 226

Hexa #009ee2



C 0
M 49
Y 100
K 0

R 242
G 147
B 0

Hexa #f29300



C 0
M 100
Y 0
K 0

R 229
G 0
B 126

Hexa #e5007e



C 75
M 5
Y 100
K 0

R 61
G 164
B 53

Hexa #3da435

Clear Space

A minimum clear space requirement has been established to ensure the prominence and clarity of the logo. It is essential that it remains free of all graphics, taglines, identities and typography.



Maximum Size

The logo can be reproduced at any size larger than 30mm width. The logo must always be scaled correctly and we recommend to always use a vector version so that the quality remains perfect.



Minimum Size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility. The recommended minimum size of the logo is 30 mm width.



Brand guidelines are available at:

https://www.globalrecyclingday.com/wp-content/uploads/2017/12/GRD_Guidelines_FINAL.pdf



PRIMARY PALETTE



CMYK
C50
M0
Y100
K0

RGB
R149
G193
B31

HEX
#95C11F



CMYK
C76
M42
Y72
K41

RGB
R57
G87
B85

HEX
395741

SECONDARY PALETTE



CMYK
C25
M33
Y60
K12

RGB
R
G
B

HEX
#B99C6B



CMYK
C29
M80
Y95
K31

RGB
R191
G59
B27

HEX
#BF3B1B



CMYK
C13
M60
Y100
K3

RGB
R213
G117
B0

HEX
#D57500



CMYK
C25
M33
Y60
K12

RGB
R219
G202
B105

HEX
#DBCA69

TINTS AND TONES

R149 G193 B31
#95C11F

R160 G199 B53
#A0C735

R170 G205 B76
#AACD4C

R181 G212 B98
#B5D462

R191 G218 B121
#BFDA79

R202 G224 B143
#CAE08F

R213 G230 B165
#D5E6A5

R223 G236 B188
#DFECBC

R234 G243 B210
#EAF3D2

R244 G249 B233
#F4F9E9

R255 G255 B255
#FFFFFF

Logos are available at:
<https://www.globalrecyclingday.com/media/>



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LE RECYCLAGE
POUR L'AVENIR 18.3.2019

EL RECICLAJE
PARA EL FUTURO 18.3.2019

RECYCLING
INTO THE FUTURE 18.3.2019

RECYCLING
FÜR DIE ZUNKUNFT 18.3.2019

RECICLANDO
PARA O FUTURO 18.3.2019





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 are available for use at:
<https://www.globalrecyclingday.com/media/>



Digital resources



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Log on to our website, continually updated, at
www.globalrecyclingday.com



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Share your images with us on Instagram
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Press release boilerplate



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For further information, contact the Global Recycling Foundation PR team:

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About the Global Recycling Foundation

The Global Recycling Foundation, formed by the Bureau of International Recycling in October 2018, supports the promotion of recycling, and the recycling industry, across the world in order to showcase its vital role in preserving the future of the planet. It will promote Global Recycling Day as well as other educational programmes, awareness projects and innovation initiatives which focus on the sustainable and inclusive development of recycling.



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Interview how to's



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Getting ready for the interview

- Gather your support materials
- Facts, figures, reports
- Visuals - pictures & graphics
- Customer references/anecdotes
- Familiarise yourself with the publication/journalist, campaigns, points of view, background and experience
- Do you need third party support?

What do you want to communicate?

- Clarify your thoughts
- Identify 3 main points/issues
- Be logical in your presentation
- Provide context
 - Convey messages in simple, non-technical language. No jargon.
- Bring your issues to life
 - Anecdotes/references/soundbites



For further information contact the
Global Recycling Day PR team on
press@globalrecyclingfoundation.org



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