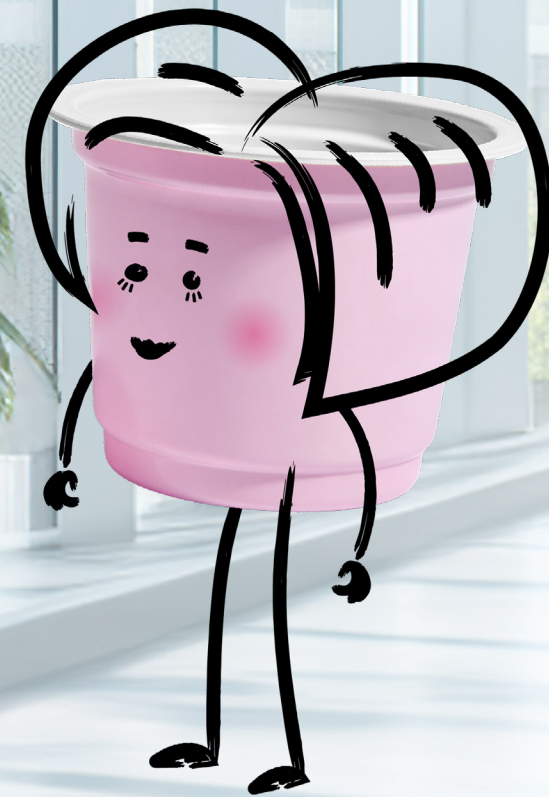


BE MIGHTY. RECYCLE.



Recycle Week 2026 Partner Toolkit:
Back to work. Back to recycling.

Inside this toolkit you'll find **free, ready-to-use campaign materials** to help you inspire colleagues, make recycling part of the working day, and show why every bottle, can, yoghurt pot and banana skin recycled at work really does make a difference.

BE MIGHTY.
RECYCLE.

Recycle Week 2026

Partner Toolkit for workplaces in Wales.

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About the campaign

Back to work. Back to routines. Back to recycling.

After a summer of festivals, days out and adventures, autumn brings us back to our everyday habits. And for many of us, that means getting back into the working routine.

Wales is already one of the world's leading recycling nations. The Workplace Recycling Law has helped make recycling facilities available in workplaces and organisations across Wales, making it easier for people to recycle beyond the home.

However, we know that recycling behaviours also slip in out-of-home locations. That's why, this Recycle Week, **Be Mighty. Recycle.** is bringing the campaign into workplaces across Wales, to inspire employees to use them consistently and confidently.

Building on our summer out-of-home campaign, which encouraged people to recycle wherever they are, we're showing how recycling can simply become part of the working day – whether you're commuting, grabbing lunch, making the tea, or working from home.

Most importantly, we're showing why it's worth doing. From food waste becoming renewable energy, to cans and bottles being transformed into new products, every item that's recycled starts a new journey.

Why get involved?

- ✓ **Help Wales move from No.2 to No.1** in the world for recycling
- ✓ **Support your workplace's sustainability goals** and environmental commitments
- ✓ **Improve recycling quality** and help reduce contamination
- ✓ **Get recycling back into the routine** and inspire colleagues to recycle confidently at work
- ✓ **Show why recycling is worthwhile**, bringing the journey and impact of recycling to life



Our approach: Making recycling feel worthwhile

People in Wales are great recyclers at home. But recycling behaviours can become less consistent when we're away from home, including at work.

We also know that people are more likely to recycle when they understand that what they do genuinely makes a difference.



So this campaign isn't simply about telling people to recycle. It's about telling them why.

We're bringing the recycling journey to life through playful and relatable creatives and messages based around familiar moments from the working day, from making a round of teas to lunching with colleagues.

Three things sit at the heart of the campaign:

01

SHOW IT WORKING



Bring the recycling journey to life and show what happens after an item goes in the right bin.

02

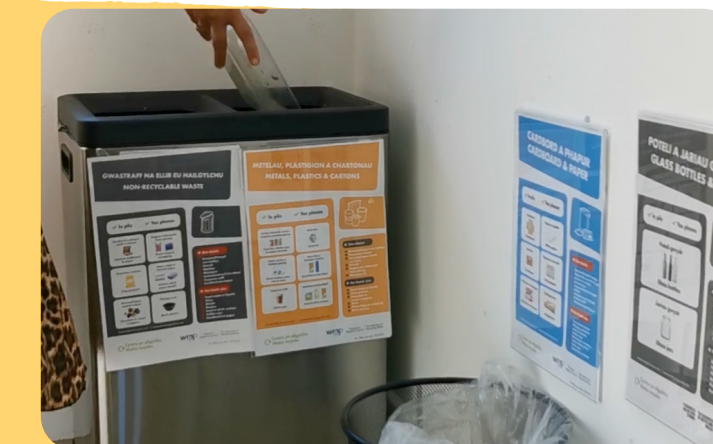
MAKE IT MATTER



Use memorable facts, energy-saving stats (such as powering a laptop or kettle) and real stories to show the difference recycling can make.

03

MAKE IT PART OF THE MOMENT



Show recycling as a simple, everyday behaviour that fits naturally into working life.

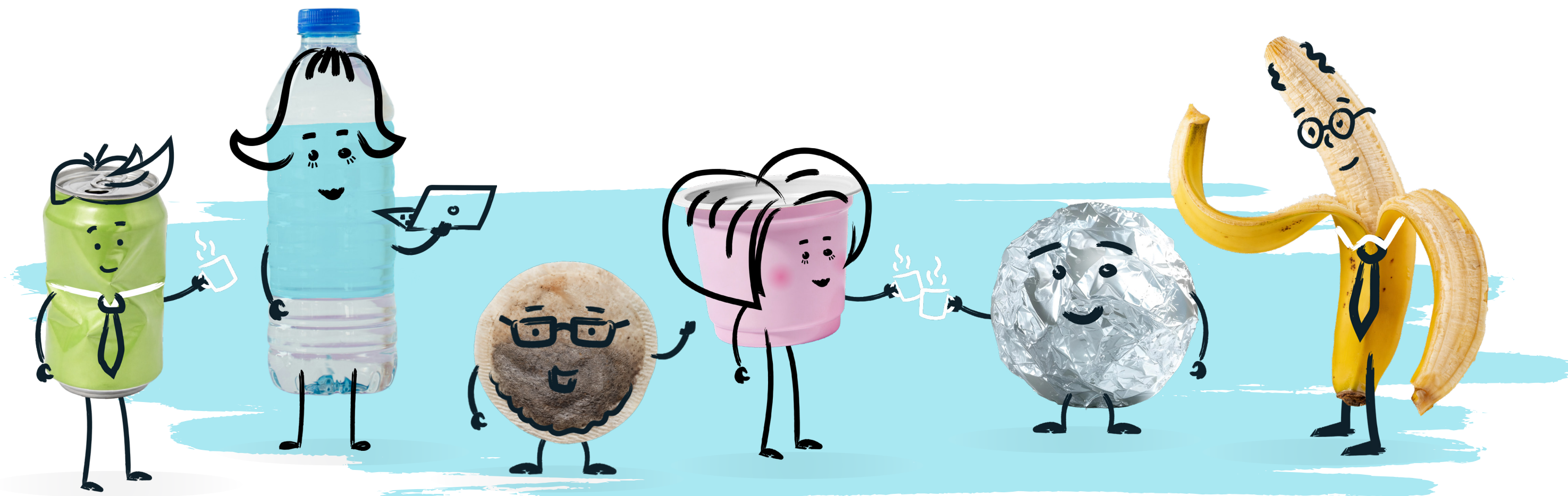
Campaign creative & messaging

**Back to work.
Back to routines.
Back to recycling.**

The campaign builds on the recognisable look and feel of the **Be Mighty. Recycle.** out-of-home recycling summer campaign, bringing our recyclable item characters into familiar workplace moments.

Cans, foil, bottles, yoghurt pots, tea bags and banana skins become part of the working day, helping us show that everyday items still have value once we've finished with them.

Supported by positive, playful and encouraging messaging which brings the journey to life, show how recycled materials can save or create energy, while celebrating Wales's progress and our shared ambition to become No.1 in the world at recycling.



How partners can get involved

Make recycling part of the working day

We've made it easy to get involved, whether you simply want to share campaign content with teams or bring the campaign to life across your workplace.

Partners will receive access to a **free suite of ready-to-use campaign materials** that you can use across your internal channels.

Perfect for intranets, staff newsletters, Teams / workplace messaging, internal social channels, digital screens and physical spaces.



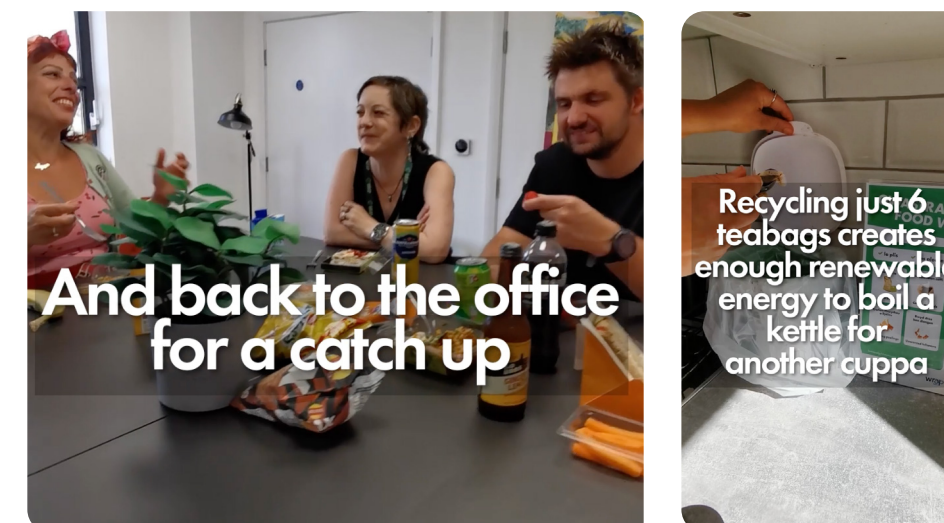
HERO FILM

Follow the recycling journey from the workplace bin to what happens next...



WORKPLACE ANIMATIONS AND CAROUSEL

Character-led animations bringing familiar workplace items to life.



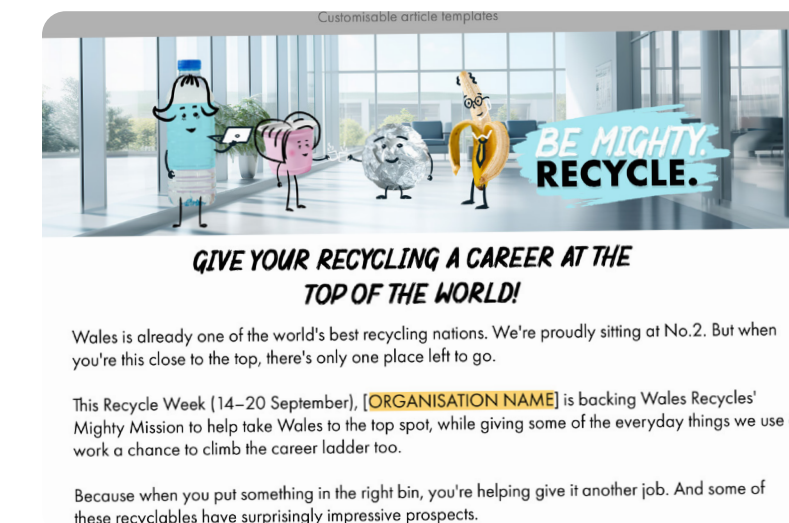
WORKPLACE UGC-STYLE VIDEOS

Fun, relatable creator-style videos showing recycling as part of everyday working life, from lunchtime meal deals to the office tea break.



POSTERS & DIGITAL SCREENS

Eye-catching creative designed for communal spaces, canteens, kitchens, noticeboards and digital displays.



CUSTOMISABLE ARTICLE TEMPLATES

Ready-to-use copy for your intranet, website, staff newsletter or internal communications.



WORKPLACE RECYCLING MATERIALS

Practical workplace recycling signage and material-stream icons to help colleagues identify the right bin.

Campaign assets & resources

Hero film

Bring the journey of recycling to life

Designed to boost confidence that recycling really does make a difference, our hero film follows the journey of recycling after it leaves the bin, from collection and sorting to specialist reprocessors.

Featuring our Mighty recyclable item characters, it's an engaging and memorable way to encourage people to choose the right bin wherever they are.

How to use it:

Share the film with staff, customers, residents or visitors throughout the campaign period.

- ✓ On internal channels such as intranets, staff newsletters, digital screens and workplace communications
 - ✓ On external channels including social media, websites and partner newsletters
 - ✓ To support Recycle Week activity and wider recycling communications
- We recommend linking directly to the film on YouTube where possible to maximise views and make sharing easy across channels.

The full hero film and shorter social media cut-downs are available in:

- 16:9 (1920 x 1080)
- 9:16 (1080 x 1920)
- 4x5 (1080 x 1350)

Download



Campaign assets & resources

Social media animations & carousel

We've created a series of playful, workplace-focused animations and a carousel designed to make recycling part of the everyday working day.

Featuring familiar workplace moments, from powering laptops and big pitches to the office tea round, they bring recycling to life through simple, relatable facts about what happens next.

Perfect for sharing on internal social channels, intranets and staff communications. Partners can also share the content externally to help spread the message.

The animations are available in three themes: plastic, metal and food waste, alongside a carousel exploring the journey of recycling in Wales.

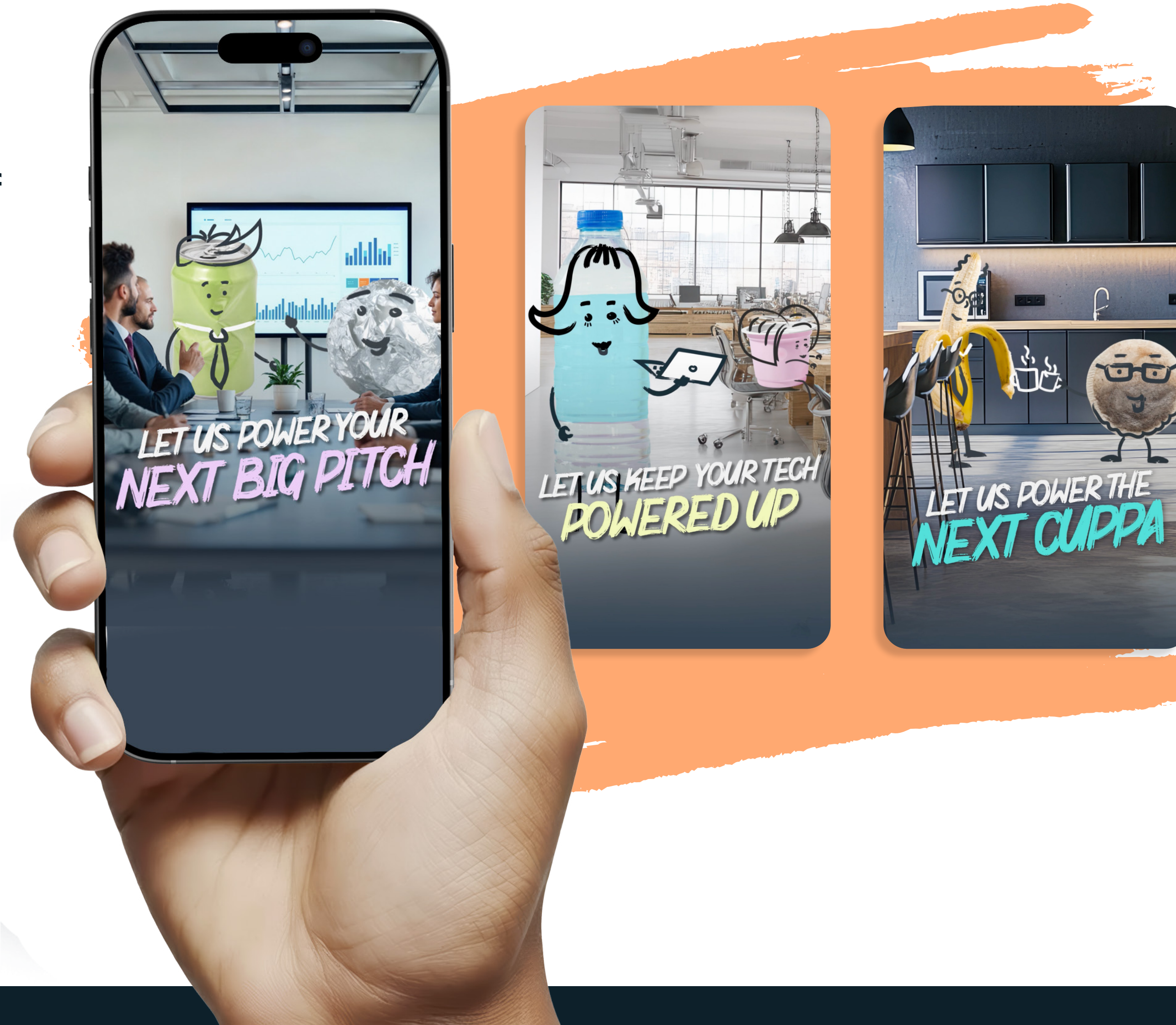
Remember to tag **#BeMightyRecycle** in all your online activity.

Perfect for use across social feeds.

Available to download in:

- 9:16 (1080 x 1920)
- 4x5 (1080 x 1350)

 Download



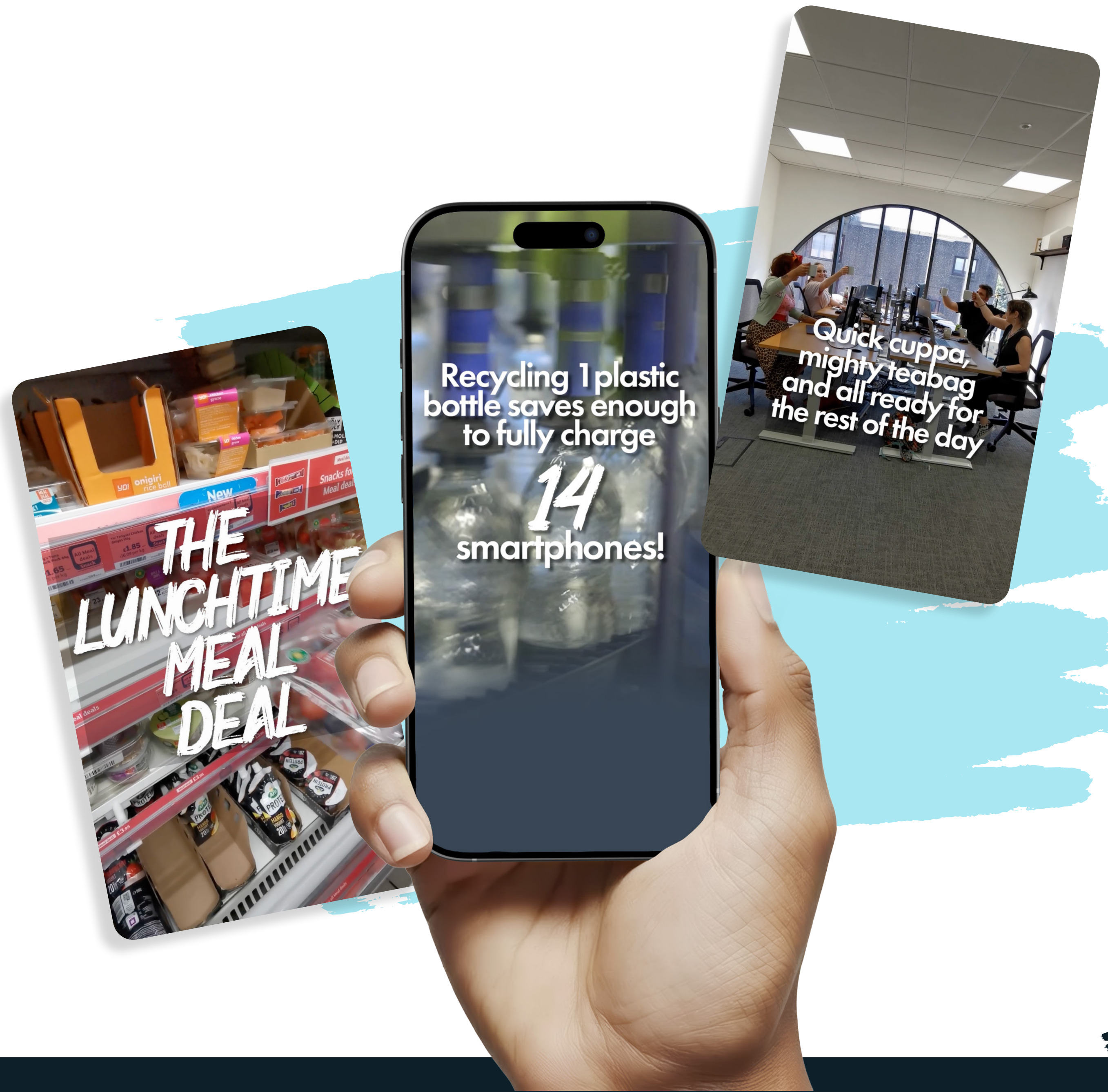
Campaign assets & resources

UGC-style content

We've created a range of UGC-style videos for the campaign, capturing relatable moments from everyday working life – from the office tea round to lunchtime meal deals.

1. **The bottle's big adventure:** One little bottle. One very epic journey. Follow it from the workplace lunch table to reprocessing and discover why recycling doesn't end at the bin.
2. **The Mighty office tea round:** Who's having one? Follow the office tea round and discover how recycling those humble tea bags can help power the next cuppa.
3. **The Meal Deal:** Lunch break sorted. Recycling next. Follow a classic office meal deal from shop to lunch table to the right bin, with a few fascinating facts along the way.

Download



Campaign assets & resources

Social media calendar

We've created a ready-to-use social media calendar to help you keep recycling front of mind throughout Recycle Week.

Whether you're talking to your employees on your internal channels or external audiences on social media, there's something ready to share. Choose the version that works for you.

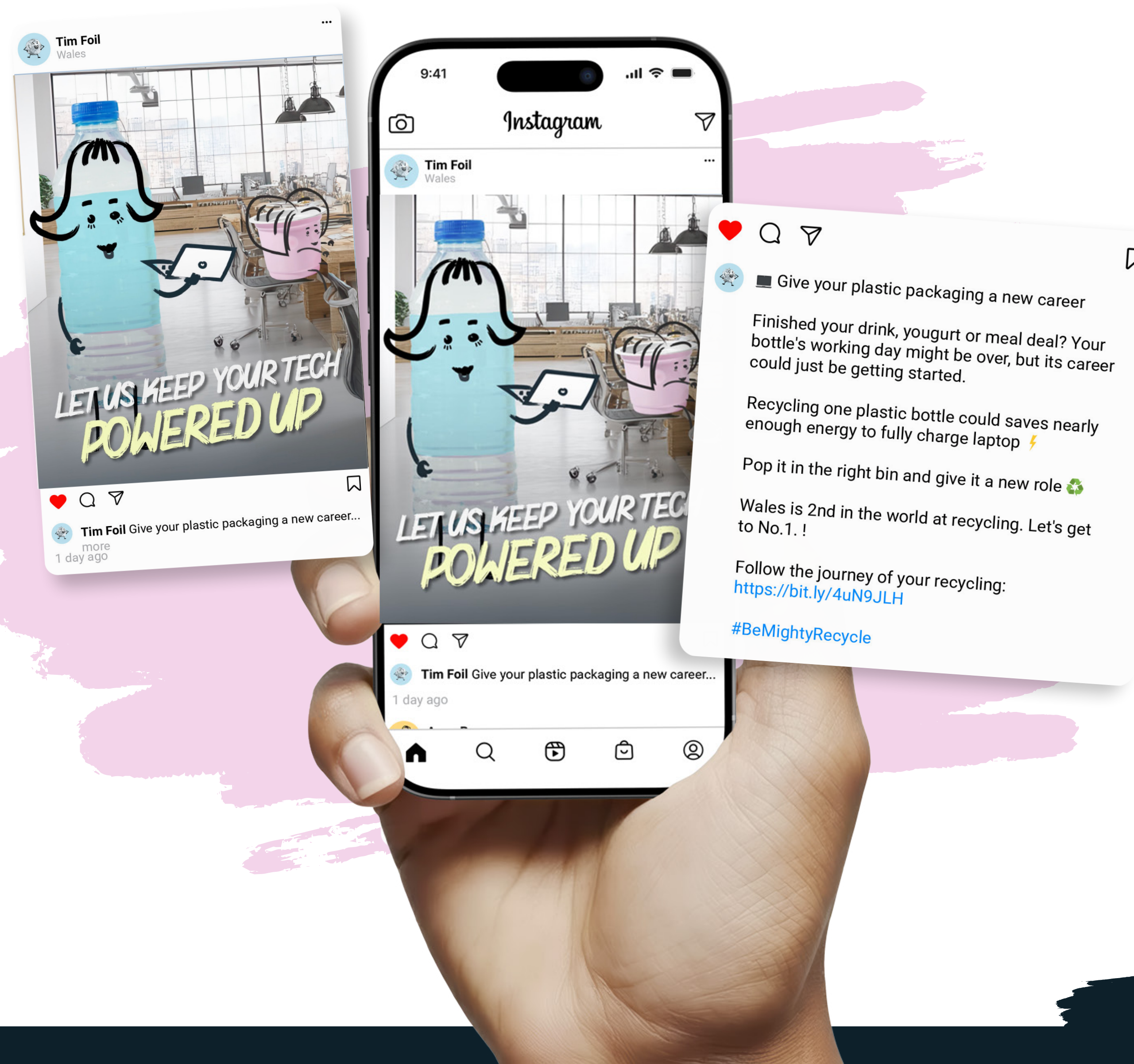
Internal channels: Designed for workplaces to share with employees through internal social channels, staff groups, intranets and other workplace communications.

External channels: Ideal for partners such as local authorities and other organisations who want to encourage followers and residents to recycle wherever they are.

Each post includes suggested copy and assets, but feel free to use it as a starting point to make it your own.

- ✓ Pick the content that's most relevant to your audience and add your own workplace or local angle where it helps.
- ✓ Tag @WalesRecycles, link the website or use the campaign hashtag #BeMightyRecycle where appropriate.
- ✓ Keep the conversation going beyond Recycle Week. These messages work all year round.

Download



Campaign assets & resources

Workplace article

Give your recycling a career at the top of the world

A ready-to-use article designed to help employees see workplace recycling in a fresh way and understand the real difference their everyday recycling can make, and an image that can be used alongside it.

With a playful workplace theme, the article brings recycling to life through familiar items. It also introduces the Mighty Mission to help Wales move from No.2 to No.1 in the world for recycling.

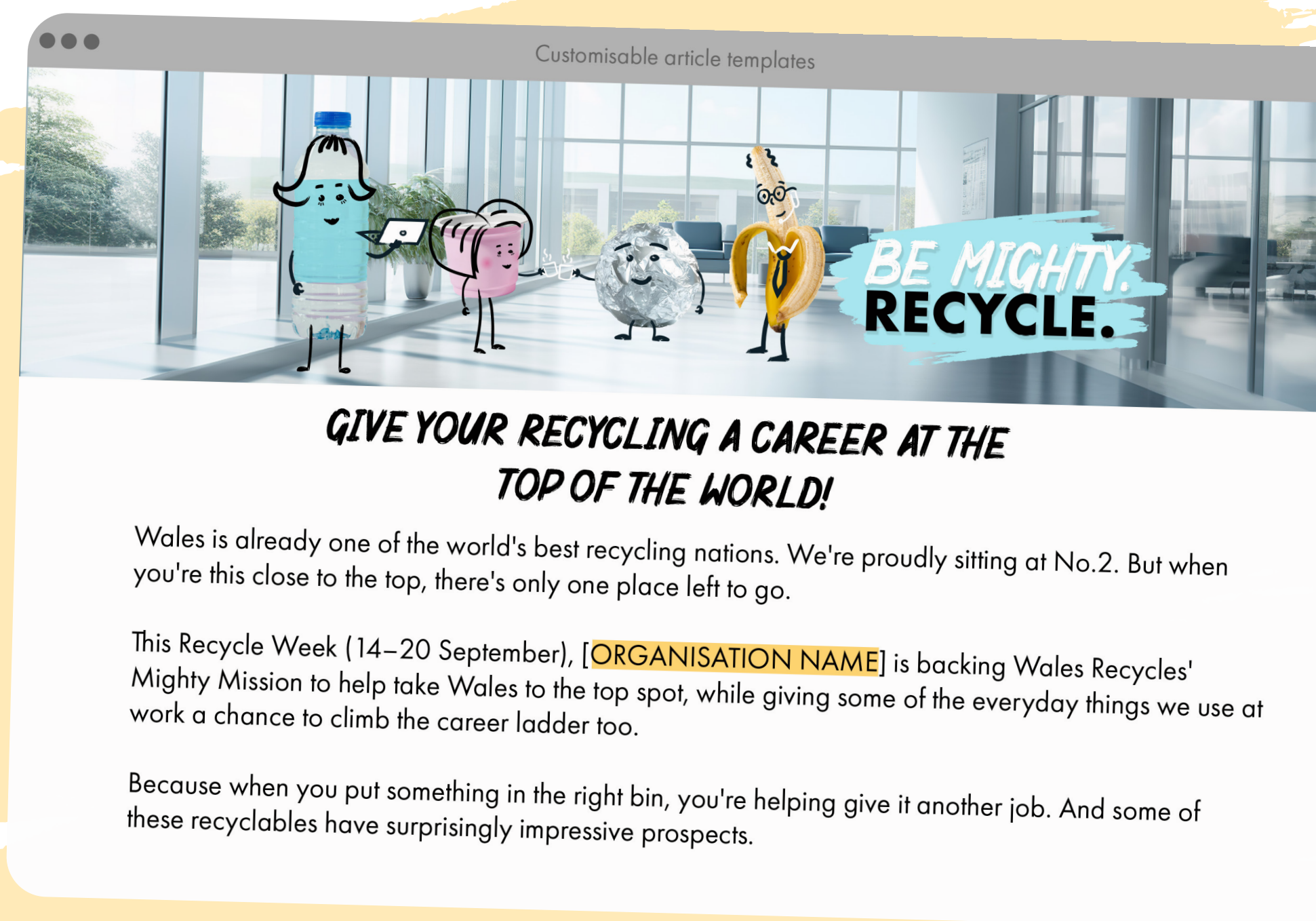
The article can be shared with employees through:

- Staff intranets
- Internal newsletters
- Employee emails
- Workplace blogs
- Staff apps and internal communication channels

Simply copy and paste the article, add your organisation's name, and include the link to Wales Recycles.

Top tip: Pair the article with the campaign's workplace animations, UGC videos or signage to keep the message visible throughout Recycle Week.

Download



Campaign assets & resources

Posters & digital screens

We've also created a range of print-ready posters and digital screen artwork designed to encourage better recycling behaviours in-the-moment.

Available in three designs, the assets feature our campaign characters and messaging to make choosing the right bin feel simple, positive and **MIGHTY**.

The assets can be displayed in communal spaces such as canteens, kitchens, noticeboards, near recycling bins, toilet doors and digital displays.

Top tip: Don't pack them away when Recycle Week is over. They can be used throughout the year to keep recycling front of mind and help your staff become world-class recyclers. Let's get Wales to No.1!

Files are provided in scalable formats suitable for A0, A1, A2, A3 and A4 printing, depending on your available space and requirements.

Download



Campaign assets & resources

Workplace recycling: Signage and icons

Since April 2024, all workplaces, including visitor destinations across Wales, are legally required to separate their recyclable materials in the same way most homes already do.

To support this change, WRAP Cymru has a **suite of resources** to help staff and visitors understand what's required and how to recycle correctly.

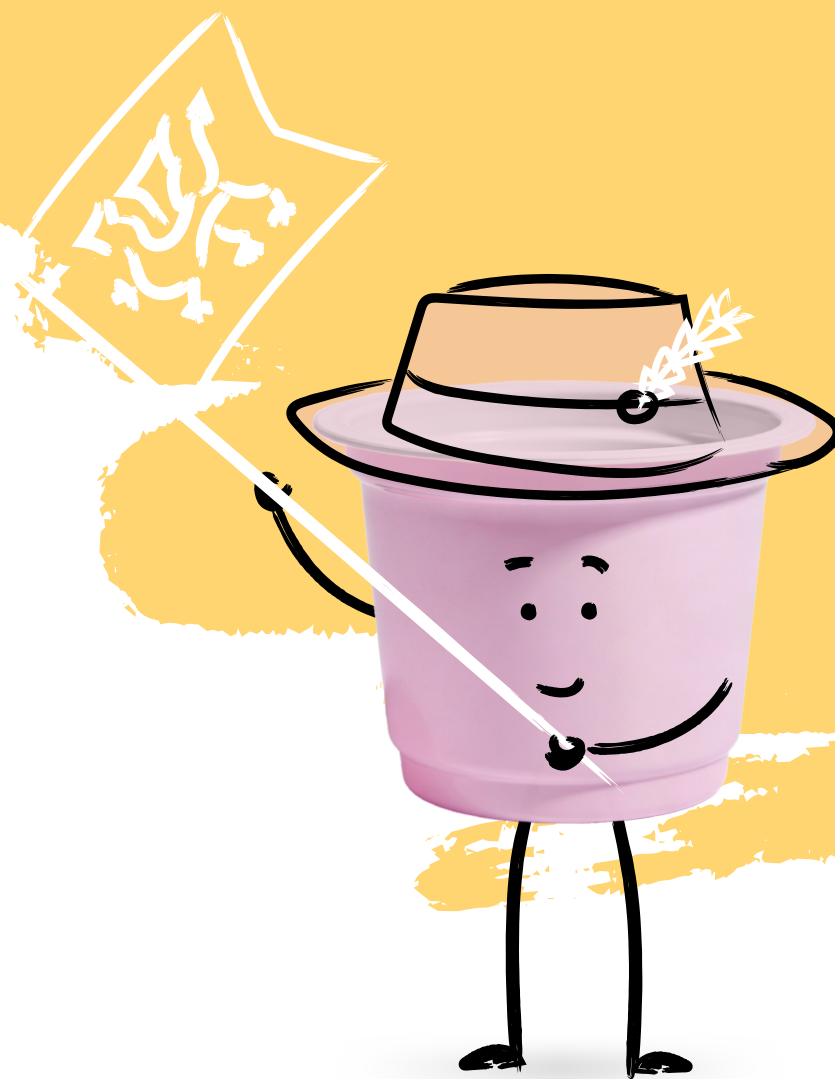
These include:

- ✓ A communications resource pack
- ✓ Clear sector-specific guidance on how to implement the requirements
- ✓ Instructional posters for a range of material streams
- ✓ Material stream icons - for containers and signage

MAKE RECYCLING EASY TO SPOT, AND EASY TO GET RIGHT

Use these clear, consistent signs on your bins wherever recycling happens in your workplace to be completely compliant with the regs.

They're designed to help people quickly identify the right bin and recycle correctly, all year round.



**BE MIGHTY.
RECYCLE.**



Together, we can make this Recycle Week count.

By helping people recycle wherever they are in Wales, we're taking another step toward our shared goal of becoming the world's number one recycling nation. Let's make it happen.

If you have any queries please contact
Angela Spiteri at: WalesRecycles@wrap.ngo

 **Cymru yn ailgylchu**
Wales recycles

 **WRAP**
CYMRU

 **Gweithredu ar**
Hinsawdd Cymru
Climate
Action Wales