



## Awareness Campaign "Turn Waste into Resources – The Recycling Story Begins with You!"



### Campaign Objective:

The "Turn Waste into Resources" campaign aims to change the public's perception of waste, promoting the idea that waste is not "dirty" or useless, but can become valuable raw materials for new products. By educating and actively involving communities, the campaign will highlight how each recycling action can contribute to protecting natural resources, reducing pollution, and creating a sustainable circular economy. We will demonstrate that recycling is not only an ecological obligation, but an opportunity to turn waste into resources for the future.

### 1. Research and Understanding the Power of Recycling

- **Why do we recycle?**
  - Recycling allows for the recovery and reuse of materials from waste, reducing dependence on natural resources, saving energy, and minimizing carbon emissions.
  - Waste transformation: For example, recycling one ton of aluminum saves 14,000 kWh of energy and reduces CO2 emissions by up to 95%.
  - Recycling also reduces production costs for many industries, as recycled materials are much cheaper than those extracted from nature.
- **Compelling examples of transformation:**
  - Recycled PET turned into eco-friendly clothing, such as t-shirts, jackets, and even footwear.
  - Recycled paper used to create books, journals, and innovative stationery products.
  - Plastics can be transformed into urban furniture or household items.

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## **2. Creating the Core Message of the Campaign**

- **Slogan:** "Turn Waste into Resources – The Recycling Story Begins with You!"
- **Key messages:**
  - "Recycling is the key to a circular economy! Be part of the green revolution!"
  - "Every waste you recycle has a new story. Write it with us!"
  - "Waste is not trash – it's the raw material of the future!"

### **Creative Concept:**

We imagine waste as "puzzle pieces" that transform into a complete and beautiful picture. The campaign will highlight transformation and create a story about recycling, in which each person becomes a "hero" of recycling, contributing to global change. Waste will be seen as a tool for creation, and recycling as an act of reconstructing the future.

## **3. Visual Materials**

### **Brochures:**

- Brochures and panels illustrating the journey of waste: from trash, to raw material, and finally to useful and innovative products.
- Interactive infographics explaining the recycling process step by step, detailing how each type of recyclable material (plastic, paper, metal, glass) is transformed into usable resources.

### **Posters:**

- Posters with dynamic visual effects: an old plastic item "coming to life" and becoming a pair of shoes. The posters will contain clear and simple messages about recycling: "Recycling – an ongoing story!" or "Today's waste is tomorrow's resources."

### **Video Spots:**

- Animated graphic clips telling the story of a plastic object (e.g., a bottle or plastic film) that "comes to life" and becomes, through recycling, a new and useful product, such as a sports bag or office chair.
- Short videos featuring children, parents, and young people explaining the impact of recycling and the importance of turning waste into resources.

## **4. Community Events**

- **"Transform Your City" – Creative Collection and Recycling Activities:**

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- Organizing events to collect recyclable waste in parks, markets, and neighborhoods, with the help of the community and local authorities. Each participant will receive educational information about how they can contribute to turning waste into resources.
  - Creative recycling workshops for children and young people: how to transform old objects into something new – for example, turning plastic into toys or making jewelry from recycled materials.
- **"Transformation Workshops" – Creative Recycling Projects:**
- Workshops in schools and libraries where students will learn how to recycle properly and create products from recycled materials (e.g., paper collages, furniture made from recycled plastic, clothing from recycled PET).
  - "Recycling for the Future" – a project that will encourage young people to create prototypes of products made from recycled materials, thus demonstrating the potential of recycling to become a sustainable industry.
- **"The Story of Waste" – Environmental Education Contests:**
- Essay, drawing, or short film contests where participants are invited to imagine what the world would look like if we turned all waste into valuable resources. The best creations will be awarded and promoted on the campaign's social media platforms.

## **5. Partnerships**

Collaboration with recycling companies and sustainable producers:

### **Partnerships with companies that use recycled materials to create new products:**

- For example, collaborating with eco-fashion brands that use recycled PET to produce clothing and footwear, or with furniture manufacturers who use recycled wood.
- **Collaboration with authorities and environmental NGOs:**
- Partnerships with local authorities to create recycling campaigns and waste collection points throughout the community.
  - Involving NGOs in educating the public and organizing joint recycling activities, from collection to the final recycling of products.

## **6. Promoting the Campaign on Social Media and in Communities**

### **• Online Campaign with Dedicated Hashtags:**

- Creating a unique hashtag for the campaign: [#TransformWaste](#) [#RecyclingStartsWithYou](#) [#WasteIsResources](#).
- Encouraging people to post on social media images or videos showing how they recycle correctly or transform used items into useful products.

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## 7. Evaluating the Campaign's Impact

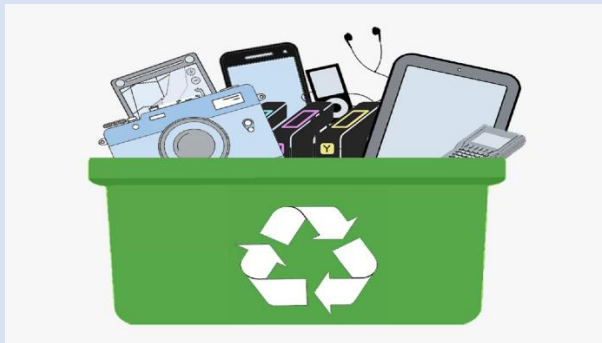
### • Monitoring Waste Collection:

- Measuring the amount of waste recycled during events and at collection points, and comparing the results with previous ones.

### • Feedback from the Community:

- Gathering feedback through surveys and questionnaires to assess how much awareness and engagement in recycling has increased.

The "Turn Waste into Resources" campaign will demonstrate that every piece of waste has an untapped potential to become a valuable resource, contributing to a healthier and more sustainable circular economy.



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