

Plastics campaign

6 sheet advertising

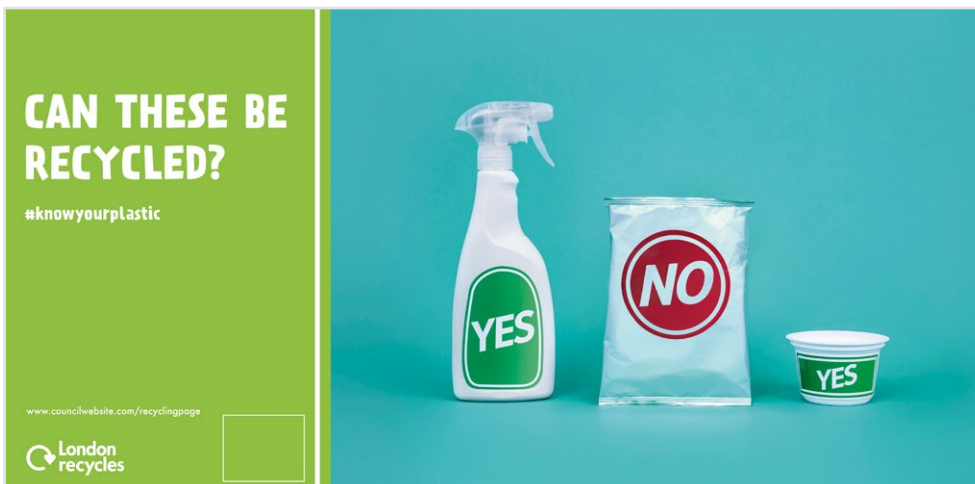
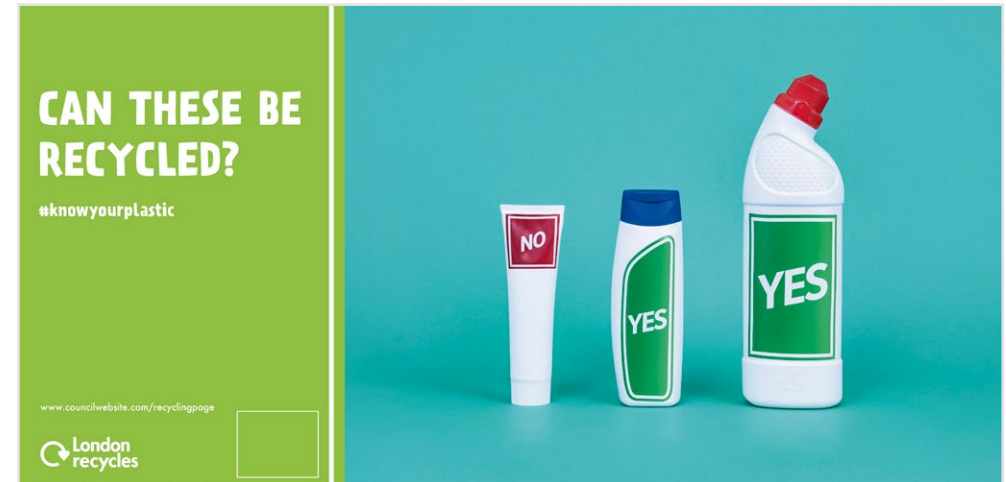
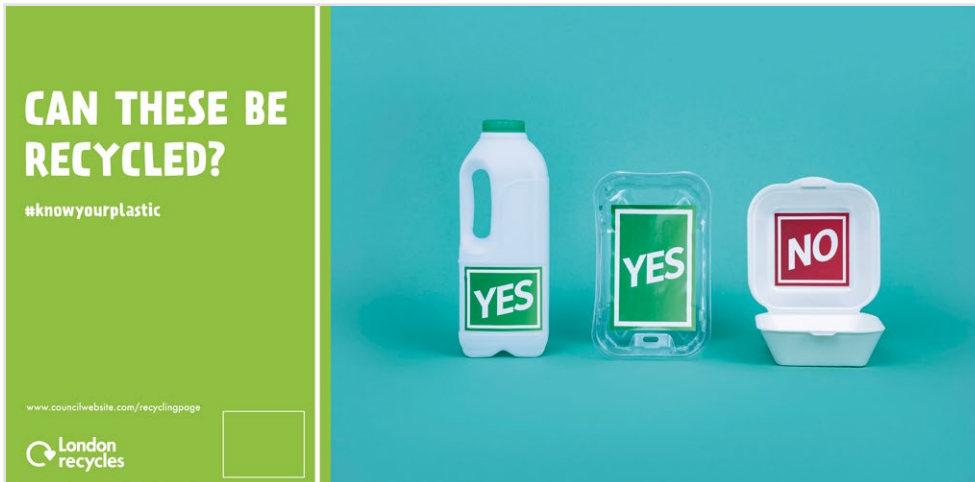
The London Recycles 'One Bin is Rubbish' toolkit is designed to work alongside the following plastics communications toolkit. 2018 and 2019 saw a huge shift in public awareness of environmental issues, specifically the impact plastic has when it enters natural habitats. To ride the wave of public consciousness and tap into a desire to act, London Recycles created a suite of assets focused on plastic items which can be used for a standalone campaign or to complement wider 'One Bin is Rubbish' activity.



Where can I download the artwork?

<https://resource.london.org/resources/toolkits/plastics-communications-toolkit/>

48 sheet advertising



Where can I download the artwork?

<https://resource.london.org/resources/toolkits/plastics-communications-toolkit/>

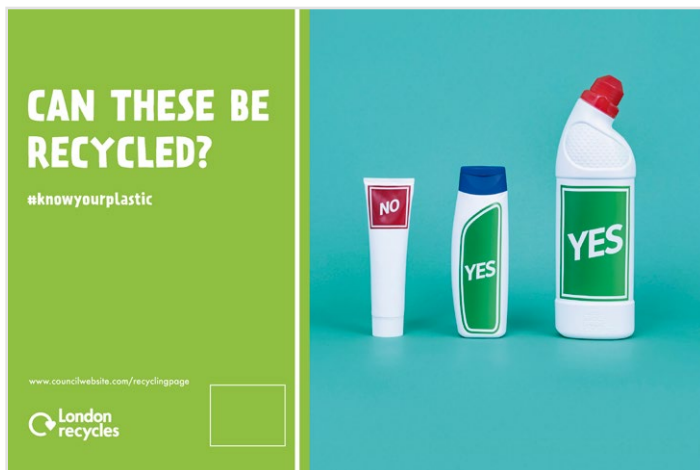
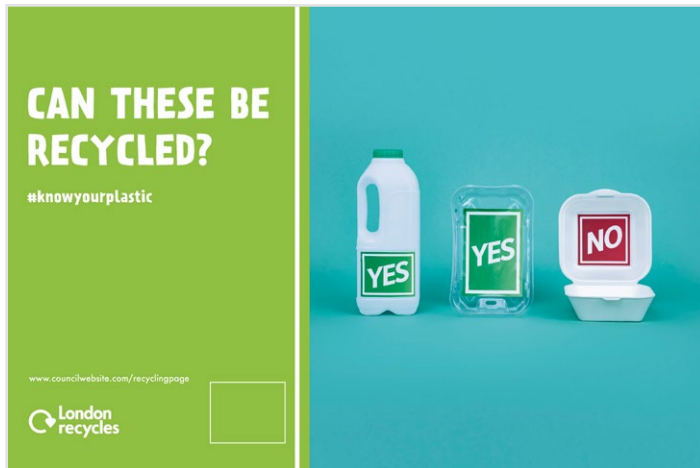
Bus backs



Where can I download the artwork?

<https://resource.london.org/resources/toolkits/plastics-communications-toolkit/>

Vehicle sides



Where can I download the artwork?

<https://resource.london.org/resources/toolkits/plastics-communications-toolkit/>

Press adverts



Where can I download the artwork?

<https://resource.london.org/resources/toolkits/plastics-communications-toolkit/>

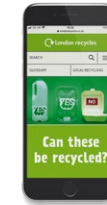
Press adverts



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<https://resource.london.org/resources/toolkits/plastics-communications-toolkit/>

Social posts



▶ Video post:
square and story



▶ Video post:
square and story



▶ Video post:
square and story



▶ Video post:
square and story



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<https://resourceLondon.org/resources/toolkits/plastics-communications-toolkit/>

Contact us

Contacts and further information

Please contact London Recycles with queries:

info@resourcelondon.org

For background information visit:

<https://partners.wrap.org.uk/campaigns/london-recycles/>